

## CASE STUDY



### WHO THEY ARE

Swift Transportation, (now known as Knight-Swift Transportation Holdings Inc.), is one of the largest trucking and transportation companies in the United States. It is a major player in the freight and logistics industry, providing a wide range of transportation services. The company operates a large fleet of trucks and offers services such as truckload transportation, intermodal transportation, and logistics solutions.

### WHAT WE ACHIEVED

Over a span of two and a half years, we collaborated with Swift Transportation, contributing significantly to substantial reduction in their hiring costs and the improvement of their driver recruitment efforts. While the primary objective centered around the recruitment of truck drivers, our partnership extended to the provision of new driver training through their in-house Academy, offering comprehensive CDL training.

During the initial 90 days of implementing Google Ads, we achieved a **77%** decrease in Cost Per Lead (CPL) and an **813%** increase in Qualified Leads, coupled with a strategic budget augmentation of **114%**. This translated to an impressive **8.13-fold** surge in the number of leads generated on a monthly basis.

After a year of sustained efforts, our continued collaboration resulted in even greater improvements. We achieved an **83%** reduction in CPL and a **1611%** increase in Qualified Leads. During this time the budget was elevated by **194%**, contributing to a remarkable **1500%** increase in driver hires. This outcome led to a substantial reduction in their Cost Per Hire (CPH), reaching an all-time low and underscoring the effectiveness of our marketing strategies by driving tangible results for Swift Transportation.

#### Testimonial:

"Weboganic provided the greatest results in terms of lead generation at the lowest cost, while bringing in the most hires that Swift had ever seen from one source."

- Brian Flora, Swift Transportation



### HIGHLIGHTS

#### FIRST 90 DAYS

- **77%** Decrease in CPL
- **114%** Increase in Budget Investment
- **813%** Increase in Qualified Leads

#### AFTER 1 YEAR

- **83%** Reduction in CPL
- **194%** Increase in Budget Investment
- **1611%** Increase in Qualified Leads
- **1500%** Increase in Hires



#### GOOGLE PARTNER

*Let's see if you're overspending by 20%-30%; as 95% of our audits show that clients are!*

*Contact us for a free Google Ads audit via live screen share.*