



Heyl Truck Lines Case Study

Background

A family-owned business, Heyl Truck Lines specializes in temperature-controlled commodities, as well as dry freight. Heyl's fleet of over 400 trucks hauls freight across the U.S. and Canada. They have terminals in Iowa, South Dakota, Florida, Texas, and Alberta. Heyl has received numerous awards from some of the nation's largest food and beverage manufacturers including Coca-Cola, Tyson, Pepsico, and Nestle.

Facing increased demand and insufficient candidate flow, Heyl turned to LinkUp for its recruitment advertising solutions.

Approach

LinkUp utilized its performance-based advertising solutions to sponsor Heyl's Licensed Class A Drivers in both Owner Operator and Company Driver positions. The campaigns were customized to target specific locations.

Results

In just one month, LinkUp delivered 88 applicants, at an average cost of \$8.62 each, exceeding client expectations.



Industry

Transportation

Challenge

Increase candidate flow

Solution

LinkUp pay-per-click campaign

Results

Total clicks:

871

Applies:

88

Cost per applicant:

\$8.62