



Truckers Flow
no trucks parked

CASE STUDY: QUALITY OVER QUANTITY

LIV Enterprises: Scaling OTR Fleet with an 86% Driver Retention Rate

THE PARTNERSHIP & HIGH STANDARDS

We've been working with LIV Enterprises since 2019. LIV is heavily focused on Owner-Ops and Company Flatbed drivers for OTR routes. They maintain ultra-high standards, evidenced by their 3.2% driver inspection rate (7 out of service out of 219) — half the national average.

LIV hires fewer drivers on average, but their retention rates are significantly higher than industry norms because they refuse to compromise on quality.

The Challenge: Growth & Sustainability

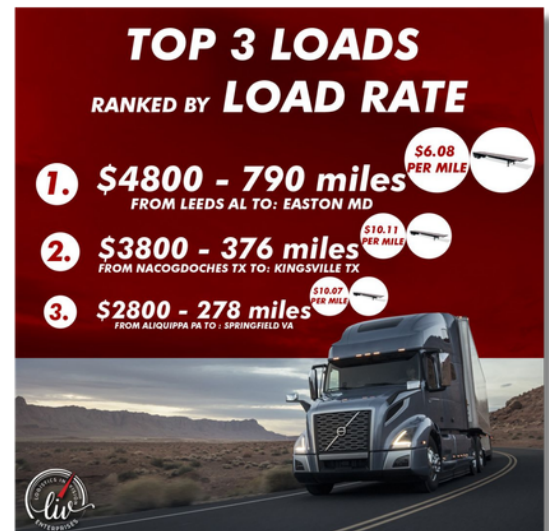
In 2019, LIV was a small company of 15 trucks. Within two years, they scaled to over 100 trucks. Today, 7 years later, the mission has evolved from rapid scaling to sustaining a high-quality fleet by keeping every truck afloat with elite professionals.

Today

LIV Enterprises is focused on sustainability, smooth operations, predictive, and stable growth.

LIV experienced explosive growth but refused to lower their standards. They needed drivers with:

- CDL-A with 2+ years OTR experience.
- Clean MVR (3.2% OOS rate target).
- Readiness for 2-3 week road cycles.
- No DUI and no failed drug test ever.



OUR PRECISION STRATEGY

We built a "Gatekeeper" funnel using Meta advertising and proprietary historical data to filter out noise and focus on "ready-to-hire" professionals.

Key Filtering Layers:

- Experience (at least 2 years of OTR experience)
- DUI and SAP are hard disqualifiers
- And lastly, we try to get as many drivers as possible who have an absolute clean MVR/PSP.

The image displays three sequential screenshots of a mobile application interface for LIV Enterprises Inc. Each screen features a 'Select' dropdown menu and a 'Continue' button at the bottom.

- Screen 1:** Asks 'Your OTR exp? (we require at least 2 years OTR Exp.)'. The dropdown menu is open, showing options: 0-1 year, 1-2 years, 2-3 years, and 3+ years.
- Screen 2:** Asks 'Do you have recent DUI and do you have failed test (SAP)?'. The dropdown menu is open, showing options: 'I'm on SAP / I have recent DUI' and 'I'm all good - no failed test and no DUI'.
- Screen 3:** Asks 'Do you have clean MVR?'. The dropdown menu is open, showing options: 'Yes, my record is spotless', 'I have some minor accidents', and 'I have more than 3 accidents'.

6-MONTH RESULTS (DATA DEEP DIVE)

22

HIRED DRIVERS

\$818

PER HIRED DRIVER

80% +

DRIVER RETENTION RATE

91

QUALIFIED ELITE FLATBED DRIVERS

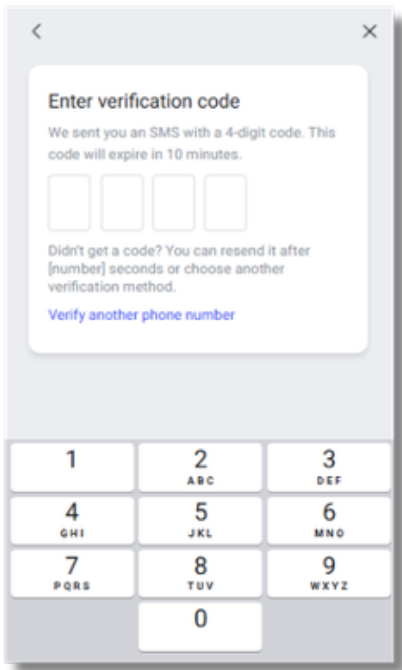
- Breakdown of Hires: 7 Owner-Ops, 12 Company Drivers, 3 Lease-Purchase Drivers.

Disclaimer: Success depends on job competence, location, safety scores, and market stability. Retention of hired drivers is out of our direct control.

6-MONTH RESULTS (DATA DEEP DIVE)

Off / On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions	Reach
On	TF - Liv Enterprises - Flatbed CD - \$30 Daily - 27...	9 Leads (Form)	\$14.57 Per Lead (Form)	\$30.00 Daily	\$131.12	2,118	1,267
On	TF - LIV Enterprises - Dry Van - CD - \$20 Daily - 2...	13 Leads (Form)	\$7.23 Per Lead (Form)	\$20.00 Daily	\$94.02	935	645
On	TF - Company Drivers Flatbed - Eng & Spanish - 1...	693 Leads (Form)	\$8.65 Per Lead (Form)	\$12,000.00 Lifetime	\$5,996.12	127,238	45,837
On	TF - Owner Ops & Lease - ENG & Spanish - 15.05 ...	685 Leads (Form)	\$9.55 Per Lead (Form)	\$14,850.00 Lifetime	\$6,542.99	351,581	83,679
Off	TF - Liv Enterprises - Flatbed CD - \$900 LT - 18.0...	18 Leads (Form)	\$19.82 Per Lead (Form)	\$900.00 Lifetime	\$356.73	2,967	1,948
Off	TF - Liv Enterprises - Flatbed CD - \$30 daily - 16...	2 Leads (Form)	\$29.35 Per Lead (Form)	\$30.00	\$58.70	980	737
Results from 30 campaigns		1,836 Leads (Form)	\$9.95 Per Lead (Form)		\$18,275.60 Total spent	562,797 Total	138,633 Meta Accounts

While an \$818 cost-per-hire may seem high, it reflects a focus on real quality. LIV passes on most applicants to ensure they only hire drivers who stay.



Optimization: Solving Unresponsiveness

We are currently testing SMS code verification for applicants. Early results indicate that while lead volume may drop, lead responsiveness increased by 43%.

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A LONG LASTING FRUITFULL COLLABORATION

Off / On	Campaign	Results	Cost per result	Budget	Amount spent	Impressions
On	TF - Liv Enterprises - Flatbed CD - \$30 Daily - 27...	111 Leads (Form)	\$9.94 Per Lead (Form)	\$30.00 Daily	\$1,103.58	22,033
On	TF - Liv Enterprises - Dry Van - CD - \$20 Daily - 2...	91 Leads (Form)	\$8.08 Per Lead (Form)	\$20.00 Daily	\$735.63	8,387
On	TF - Company Drivers Flatbed - Eng & Spanish - 1...	1,494 Leads (Form)	\$7.84 Per Lead (Form)	\$12,000.00 Lifetime	\$11,706.36	256,620
On	TF - Owner Ops & Lease - ENG & Spanish - 15.05 ...	1,718 Leads (Form)	\$8.45 Per Lead (Form)	\$14,850.00 Lifetime	\$14,508.88	665,754
Off	TF - Liv Enterprises - Dry Van - CD - \$20 Daily - 2...	— Lead (Form)	— Per Lead (Form)	\$20.00 Daily	\$0.00	—
Off	TF - Liv Enterprises - Flatbed CD - \$900 LT - 18.0...	18	\$19.82	\$900.00	\$356.73	2,967
Results from 109 campaigns		action total	Multiple conversions	Multiple conversions	\$174,011.50 Total spent	10,823,257 Total

We've managed over \$300,000 in ad spend for LIV Enterprises over the last 7 years. Although some historical data is no longer available, our partnership remains incredibly strong.

Many of their recruiters and recruitment leads have loved working with us, a sentiment clearly reflected in the fantastic recommendations on our founder's LinkedIn profile.



Elena de Paiva Dias Bozhinovska · 1st
Head of Recruitment at LIV ENTERPRISES INC
April 11, 2023, Elena was Filip's client

All LinkedIn members

Filip is helping our company for few years now, providing us with the best quality leads! His work is always above and beyond our expectations. He is always analysing the requirements and digging deep to find the perfect candidates! We continue working with him and I recommend anyone else to do the same!



Marija Mary Ilieva · 1st
Empowering Company Owners: The path to efficient & swift driver staffing
October 20, 2021, Marija Mary was Filip's client

All LinkedIn members

Filip has been of crucial significance to our company's recent outstanding growth and development. We at LIV Enterprises work closely with him and his team regarding our marketing, Tenstreet and overall social media strategic needs. What really impressed me, however, is his ability to resolve setbacks along the way using a constructive approach, learning about the issue and ultimately presenting a detailed outline of proper implementation of our resources. While there's no doubt that sharing a love for all things pizza has helped our communication, there's definitely much more to him, and that is why I highly recommend ... more



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Nationwide CDL-A lead generation specializing in OTR professionals for all trailer types. From Company Drivers to Owner-Ops, we fuel your fleet to ensure

No Trucks Parked.

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