



CASE STUDY: \$1,000,000 SPENT ON CDL-A MARKETING

Lucky Road Trucking: Scaling OTR Fleet with Lease-Purchase Drivers

THE CHALLENGE: HIGH TURNOVER RATE, LOW QUALITY LEADS, NO SYSTEM IN PLACE AND MANY DUPLICATE LEADS

Lucky Road is one of the largest companies we work with, with an average ad spend of over \$300,000 per year. Their huge fleet needs constant driver replenishments.

When we first got in touch, they were paying 3.4 times more for the same results they are paying now due to a lack of marketing systems and optimizations.

\$1,000,000 and 3 years later, we are still going strong.

OUR IMMEDIATE OBJECTIVES WERE:

- Improve Lead Quality: Drastically reduce the number of unresponsive and duplicate leads clogging the pipeline.
- Automate Quality Control: Implement a system that automatically excludes suspicious leads and prevents duplicates from being retargeted. This ensured their substantial marketing budget was allocated strictly to the highest-intent audience.
- Establish Targeted Lead Flow: Unify their advertising efforts across all platforms to direct a continuous stream of hot, exclusive leads straight to their hiring department.



Key Scaling Milestones

- Maintained an impressive 93% active running capacity on average over the past three years.
- Successfully grew the company by adding 170 trucks to the fleet within the same three-year period.
- Slashed marketing spend to nearly a third of its previous size compared to three years ago.

\$1,000,000 SPENT ON ADVERTISING CDL-A JOB OFFER IN 3 YEARS

Off / On	Campaign	livery	Actions	Results	Cost per result	Budget	Amount spent
<input type="checkbox"/>	TF - F - Lucky Road - LP - Leads - LT - NO SAP - ...	Completed	—	1,009 Leads (Form)	\$9.91 Per Lead (Form)	\$10,000.00 Lifetime	\$10,000.00
<input type="checkbox"/>	TF - F - Lucky Road - LP - Leads - LT - NO SAP - ...	Completed	—	2,011 Leads (Form)	\$10.39 Per Lead (Form)	\$20,900.00 Lifetime	\$20,900.00
<input type="checkbox"/>	TF - Lucky Road - LP - DB + Messages - 04.11 (2 ...	Completed	Ad errors	4,653 Leads (Form)	\$13.34 Per Lead (Form)	\$62,080.00 Lifetime	\$62,077.55
<input type="checkbox"/>	TF - F - Lucky Road - LP - Leads - LT - NO SAP - ...	Completed	—	2,165 Leads (Form)	\$9.42 Per Lead (Form)	\$20,400.00 Lifetime	\$20,399.73
Results from 159 campaigns			3 actions total	Multiple conversions	Multiple conversions		\$967,183.74 Total spent

RESULTS - April 3rd 2023 - May 3rd 2026

\$967,183

TOTAL ADS SPENT

73,052

LEADS GENERATED

\$13.24

AVERAGE COST PER LEAD

Over 1,700

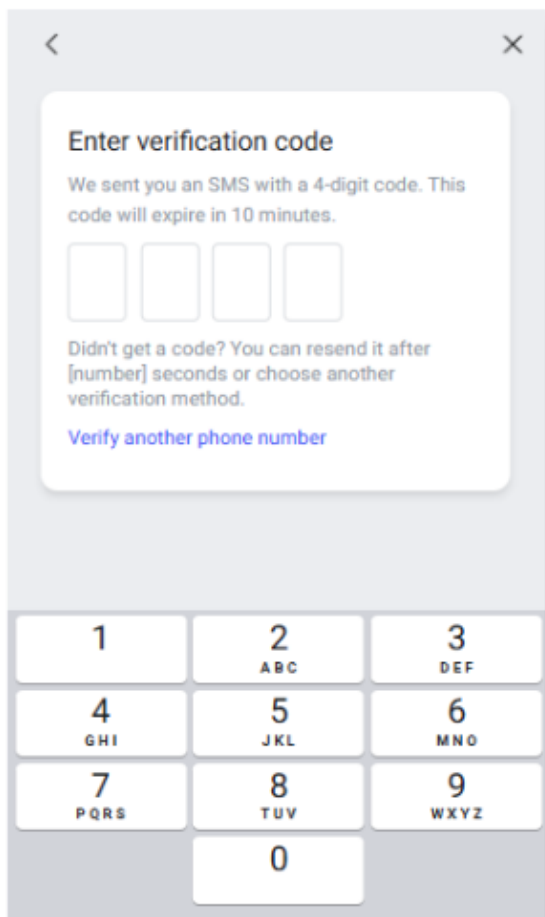
HIRES IN 3 YEARS



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

THE CHALLENGE OF SCALE AND ADDRESSING THE ISSUES

As with any rapid scaling effort, new and unexpected challenges inevitably arise. The most prominent hurdle we encountered was an unusually high percentage of unresponsive leads - a recently emerging issue that we had not previously experienced at such a massive scale.



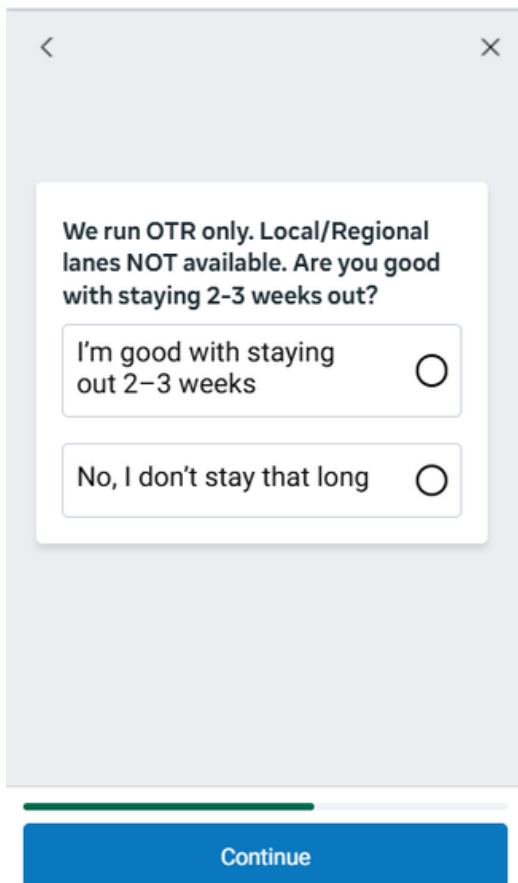
The image shows a mobile application interface for entering a verification code. At the top, there is a back arrow on the left and a close 'X' icon on the right. The main content area is a white rounded rectangle with the following text: 'Enter verification code', 'We sent you an SMS with a 4-digit code. This code will expire in 10 minutes.', and four empty input boxes for the code. Below the input boxes, it says 'Didn't get a code? You can resend it after [number] seconds or choose another verification method.' and includes a blue link 'Verify another phone number'. At the bottom of the screen is a numeric keypad with buttons for digits 1-9 and 0, each with its corresponding letters (e.g., 1, 2 ABC, 3 DEF, etc.).

Optimization: Solving Unresponsiveness

We deployed an automated SMS verification step for all incoming applicants. Although this caused a minor dip in total lead volume, the resulting surge in lead quality and responsiveness was unparalleled, making the system a highly profitable upgrade to our funnel.

THE CHALLENGE OF SCALE AND ADDRESSING THE ISSUES

A second unforeseen challenge was a significant influx of applicants seeking exclusively local positions - a route type Lucky Road does not offer. To counter this, we implemented an additional qualifying step in the short application form, explicitly asking if drivers are comfortable being on the road for 2-3 weeks at a time



The screenshot shows a mobile application interface with a modal dialog box. The dialog box has a title bar with a back arrow on the left and a close 'x' on the right. The main text inside the dialog reads: "We run OTR only. Local/Regional lanes NOT available. Are you good with staying 2-3 weeks out?". Below this text are two radio button options: "I'm good with staying out 2-3 weeks" and "No, I don't stay that long". At the bottom of the dialog is a blue button labeled "Continue".

Optimization: Solving Leads Looking for Local Positions (home daily)

- The Problem: We encountered an unexpectedly high volume of leads strictly looking for local routes, which did not align with Lucky Road's OTR-only model.
- The Solution: We added a mandatory question to the application form confirming the driver's readiness for 2-3 week road cycles. We also revamped our ad creatives to prominently highlight that these were strictly OTR positions.

The Result: While not a 100% perfect barrier, these strategic friction points drastically decreased the volume of unresponsive and local-only leads, redirecting the budgets towards more qualified leads and saving the recruitment team valuable time.



Truckers Flow

no trucks parked

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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