



CASE STUDY: STRATEGIC SCALING & NULLIFYING THE REVOLVING DOOR EFFECT

Runwell Inc: Scaling OTR Fleet with Lease-purchase drivers and Owner-Ops for flatbed and dry van hauls

THE CHALLENGE: ADVERTISING UNIFICATION & TALENT QUALITY

Runwell Inc. possessed a strong foundation but hit a major roadblock in their growth trajectory: they struggled with advertising unification across their various platforms. This fragmentation led to inefficiencies in their hiring pipeline.

Additionally, the company needed to replace unsafe and unproductive drivers on their roster, requiring a massive upgrade in how they attracted, processed, and retained high-quality talent over the long haul.

RUN & WELL
WE ARE HIRING
FLATBED DRIVERS
MUST HAVE 1 YEAR FLATBED EXP

- ✗ DUI / SAP not accepted
- ✓ min 2 years OTR exp
- ✓ Must have clean MVR
- ✓ **53' FLATBED**
- ✓ 2026 Volvo & Cascadia Available

UP TO \$3,500 WEEKLY
CALL JOHN (630) 666-9211

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⚠️ MUST HAVE 1 YEAR FLATBED EXP ⚠️

UP TO \$3,500 WEEKLY **ONLY 53' FLATBED**

NEW 2026 VOLVO & CASCADIA AVAILABLE **34% OF THE GROSS**

MUST HAVE MINIMUM 2 YEARS OTR EXP **DUI / SAP NOT ACCEPTED**

APPLY NOW OR CALL JOHN (630) 666 - 9211

THE TRUCKERS FLOW STRATEGY

Over the course of our 12+ month partnership, we deployed a hybrid approach combining our high volume lead generation with hands-on, expert internal recruitment coaching.

- Targeted Lead Flow: We unified their advertising efforts and directed a continuous flow of hot, exclusive leads straight to their hiring department.
- Embedded Recruitment Coaching: We integrated Jonas Kaminkas, our expert Recruitment Coach, as a part-time contract recruiter and onboarding specialist for Runwell.
- Internal Staff Training: Jonas didn't just hire drivers; he actively coached Runwell's internal staff on how to properly process the new influx of leads and implement best practices to retain top-tier talent long-term

CASE STUDY - January 1st to March 31st, 2026

Off / On	Campaign	Delivery	Actions	Results	Cost per result	Budget	Amount spent	Impressions	Reach
<input type="checkbox"/>	RunWell - November 2025 - Dry Van - \$15 daily	Off	—	Leads (Form) 59	Per Lead (Form) \$3.78	Daily \$15.00	\$222.84	4,231	
<input type="checkbox"/>	RunWell-LP-22.01.26-\$250 lifetime	Off	—	Leads (Form) 15	Per Lead (Form) \$7.92	Daily \$250.00	\$118.80	2,148	
<input type="checkbox"/>	RunWell-Flatbed-13.03.2026-\$600 lifetime	Off	—	Leads (Form) 6	Per Lead (Form) \$25.97	Lifetime \$600.00	\$155.80	2,231	
<input type="checkbox"/>	RunWell-Flatbed-13.03.2026-\$850 lifetime	Off	—	Leads (Form) 16	Per Lead (Form) \$15.44	Lifetime \$850.00	\$247.11	3,912	
<input type="checkbox"/>	RunWell-Flatbed-24.03.2026-\$850 lifetime	Off	—	Leads (Form) 29	Per Lead (Form) \$7.85	Lifetime \$450.00	\$227.76	3,657	
<input type="checkbox"/>	Runwell-Suburb Chicago Ruski-30.01.2026-\$...	Active	—	Leads (Form) 57	Per Lead (Form) \$10.08	Lifetime \$885.00	\$574.35	15,604	
Results from 39 campaigns				1,414 Leads (Form)	\$7.80 Per Lead (Form)		\$11,031.92 Total spent	183,655 Total	

RESULTS - January 1st to March 31st, 2026

1,414

TOTAL LEADS GENERATED

34

HIRED DRIVER

\$17,931

TOTAL MARKETING SPEND

~\$527

AVERAGE COST PER HIRE

*Ad spend breakdown: \$11,031 initial + \$6,900 additional

- Breakdown of Hires: 18 Owner-Ops, 12 Lease-Purchase Drivers, 4 Company Drivers.

THE IMPACT: EXPLOSIVE FLEET GROWTH

The ultimate success of this collaboration wasn't just in the immediate hires - it was in how it completely transformed Runwell's operational capacity.

Key Scaling Milestones

- Fleet at full capacity 97% of the time in the last 3 months. The company has never before had all trucks on the road.
- Division Expansion: The healthy, predictable candidate flow allowed Runwell to comfortably launch and staff a brand-new owner-operator division with 30+ owner-ops.



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.

www.TruckersFlow.com