

WORK4 Case Study 2022



Background

Ryder, a Fortune 500 company, is the leader in fleet management solutions, as well as supply chain management and logistics for businesses of all sizes.

- Client since - 2018
- Position(s) to fill - CDL Drivers

The Challenges

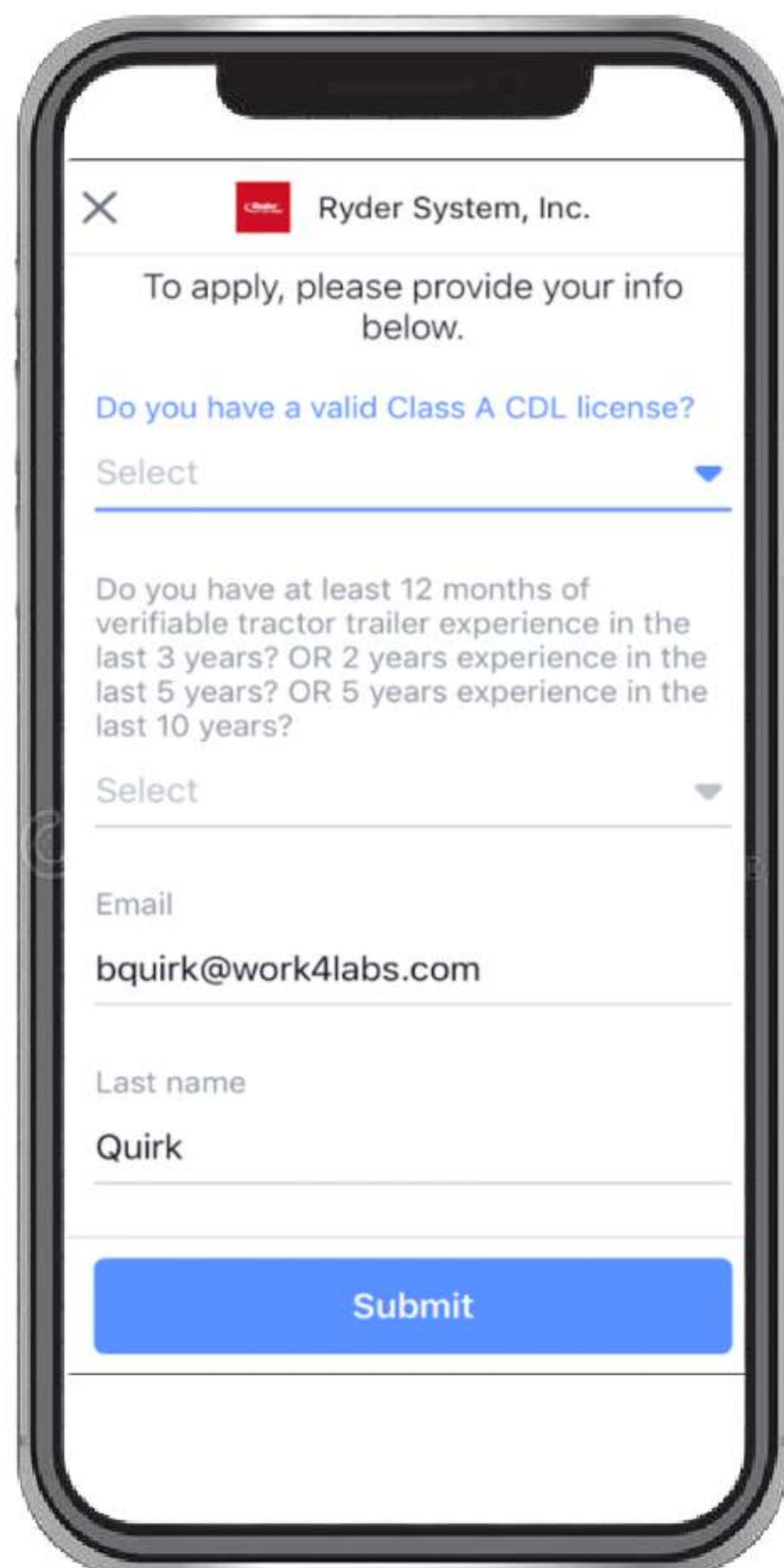
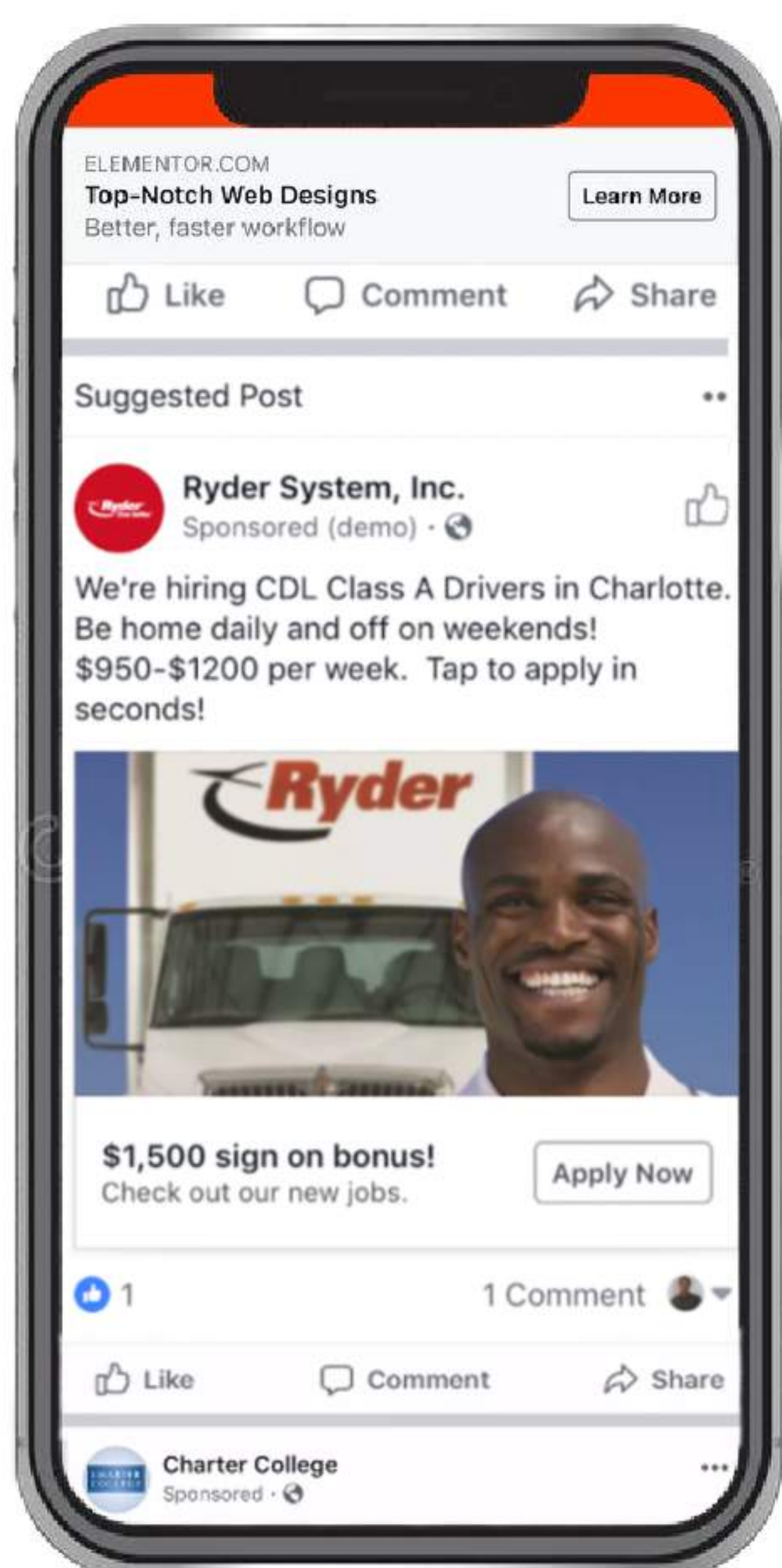
- Optimize their job visibility where drivers spend most of their time, on Facebook
- Reach more candidate leads & improve their hiring process
- Pre-qualify candidates to reduce strain on recruiters

The Solution

To help Ryder make the most out of Facebook, Work4 implemented their proprietary targeting system to reach audiences Ryder couldn't reach on their own. To allow Ryder to rank applicants, different sets of custom qualifying questions were created to gather information on the CDL license, years of experience, and other qualifying criteria. This allowed Ryder to categorize applicants and move candidates through the funnel depending on their level of qualification.

The Results

In the first 6 months of 2022:
4,108 driver leads received via Facebook Ads



"Work4 helps us get exposure in places outside of typical job boards where more job seekers are spending their time. It would be very hard to get our postings seen without that additional exposure."

Abigail Lawson,
Director Recruitment, DTS/SCS Drivers
Ryder System, Inc.