

WORK4 Case Study



Background

Established in 1999, Atomic Recycling is the leader in construction waste recycling in the Twin Cities metro, Minneapolis, and St. Paul area.

- Client since - 2022
- Position(s) to fill - A/B 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

The Solution

Work4 helped Atomic Recycling get the most out of their Facebook recruitment strategy by implementing our proprietary targeting system to reach audiences the company couldn't reach on their own. This increased reach helped Atomic Recycling to fill all of their open positions in record time.

The Results

During a 30 day time period, they received 56 driver leads via Facebook Ads. Of those leads 86% were qualified, allowing Atomic Recycling to fill all of their open trucks in under 30 days.

