

CASE STUDY

SERVICES

- ✓ Paid Ads
- ✓ Landing Pages
- ✓ SEO



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CLIENT CHALLENGE

Crossett, Inc. is a leading transporter of petroleum-based products in both the United States and Canada. Having an urgent need to hire CDL drivers for their local distribution routes, Crossett partnered with RedShift to focus on filling positions in three of their northeast markets. They wanted to focus on finding drivers with Class-A CDL certification and fuel transport experience.



REDSHIFT SOLUTION

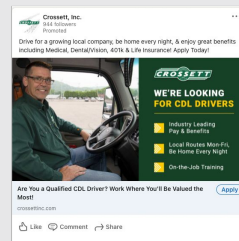
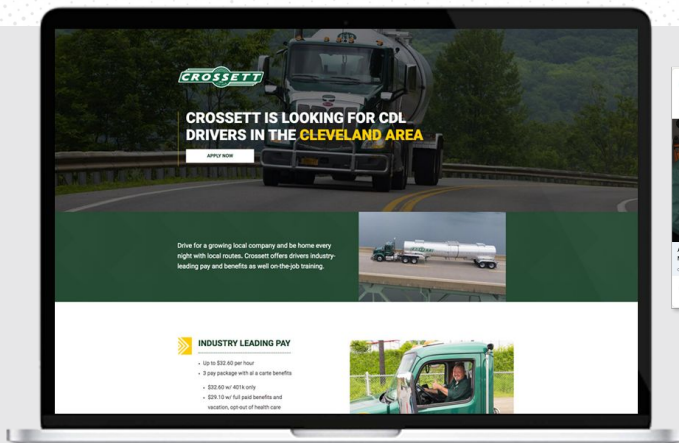
Beginning in April of 2021, RedShift formulated a targeted campaign to generate interest from qualified candidates. This included:

- Paid campaigns through Google, LinkedIn, and Facebook
- Filtering relevant traffic to provide high-quality candidates
- Keeping the cost per applicant low while maintaining strong lead quality

REDSHIFT RESULTS

After partnering with RedShift, Crossett received over 475 applicants in the first 4 months. The initial positions that prompted the partnership have been filled, with Crossett now expanding recruitment campaigns into 4 other markets. Crossett's current campaigns with RedShift have been so successful that we have had to pause them because Crossett could not keep up with the flow of top-tier candidates coming through.

Landing Page



Paid Ads



100%

100% job fill rate



3-7

Recruitment campaigns expanded from 3 to 7 territories



\$25

\$25 average cost per applicant