



2021 MEDIA KIT

Connecting Companies With Drivers





CONNECTING COMPANIES WITH DRIVERS



We help companies connect with a digital audience of truck drivers by creating content that's both valuable and engaging.

OUR MISSION

Providing support to the backbone of our nation

We recognize the daily sacrifices of the men and women working tirelessly to provide for both our families and theirs. Our team is committed to providing industry news, opportunity, tools, and community for millions of drivers every day.



ABOUT US

We've worked with 1,300+ companies across the U.S.

We understand that the lead acquisition process is not one-size-fits-all. Our team takes the time to learn about the unique needs of your business.

We'll work together to develop a custom strategy and start achieving your goals.



AUDIENCE

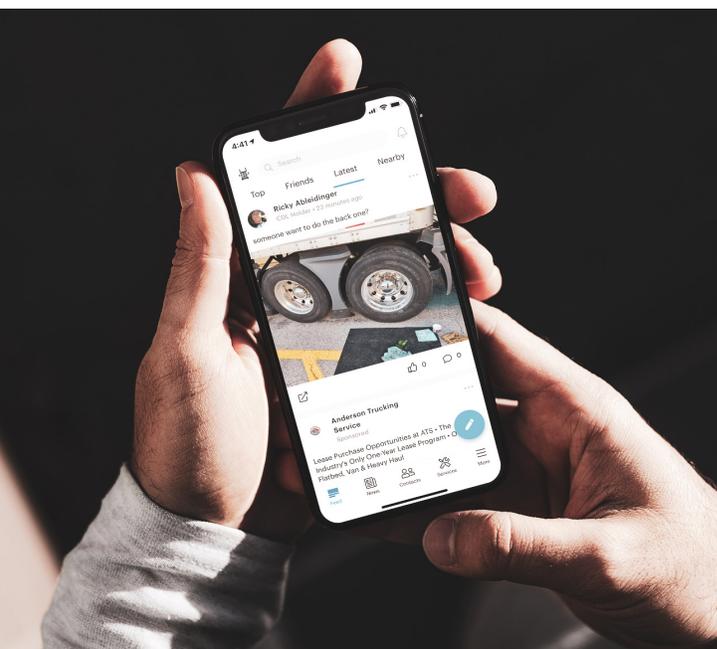
58.8+ million annual pageviews

2.6+ million Facebook followers

21.6+ million monthly post reach

356+ thousand email subscribers

60+ thousand monthly applications



MOBILE APP

904+ thousand monthly app sessions

353+ thousand app downloads

7.7+ minutes average daily app use



GET IT NOW!



Available on iOS & Android



LEAD GENERATION

Direct Leads

Our team combines top industry talent in digital media strategy & brand building with the largest driver network in the world.

Put the force of those resources to work with a custom package that's tailored to the needs of your business.

Job Board

Ours is the most innovative job board in the transportation industry and a proven foundation for successful campaigns. Every job on our platform is uniquely customized with maps and strong calls to action to accurately depict your open positions and hiring criteria.

Drivers come to us to search for jobs because we effectively communicate the details they care about.

CDLLife Mobile App

The CDLLife Mobile App is the largest and fastest-growing social community of truck drivers.

When you run an advertising campaign with CDLLife, you gain direct, unmatched access to our users. Our app features a unique Jobs section where drivers can search and apply for jobs that match their qualifications.

Ad Delivery Network

The scale of the CDLLife audience, and our ability to reach the drivermarket is unparalleled – *achieving over 8+ million impressions per month!*

Get your message to drivers on the platforms they engage with everyday through our proprietary Ad Delivery Network which leverages the collective power of the web traffic driven by the CDLLife.com audience, our Mobile app community, and newsletter subscribers.

Social Ad Campaigns

Work with the CDLLife team to build highly-targeted ads and strategize your campaign efforts. Our digital media tacticians will learn the unique needs of your business:

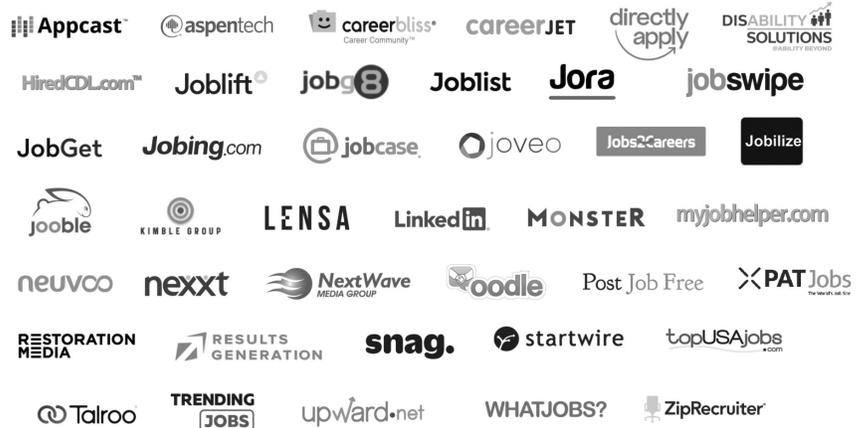
- Effectively allocate budget across your company's geographical markets.
- Ensure the best possible ROI.
- Scale your lead gen campaigns – both to utilize your budget efficiently and prevent diminishing returns.

LEAD GENERATION

Programmatic Placement

Drivers applying through job board aggregators are traditionally very high-intent leads looking to move quickly.

Leverage our dynamic technology to programmatically distribute your open positions across **all** job search engines on the market today. We'll intelligently optimize your budget for the lowest CPL and compare performance across all of our existing campaigns to ensure that you reach the highest quality applicants for the lowest possible spend.



Email Marketing

Reach our audience of 356+ thousand subscribers with our custom email blast campaigns. We offer custom-branded emails with targeted messaging that link directly to your short-form driver application.

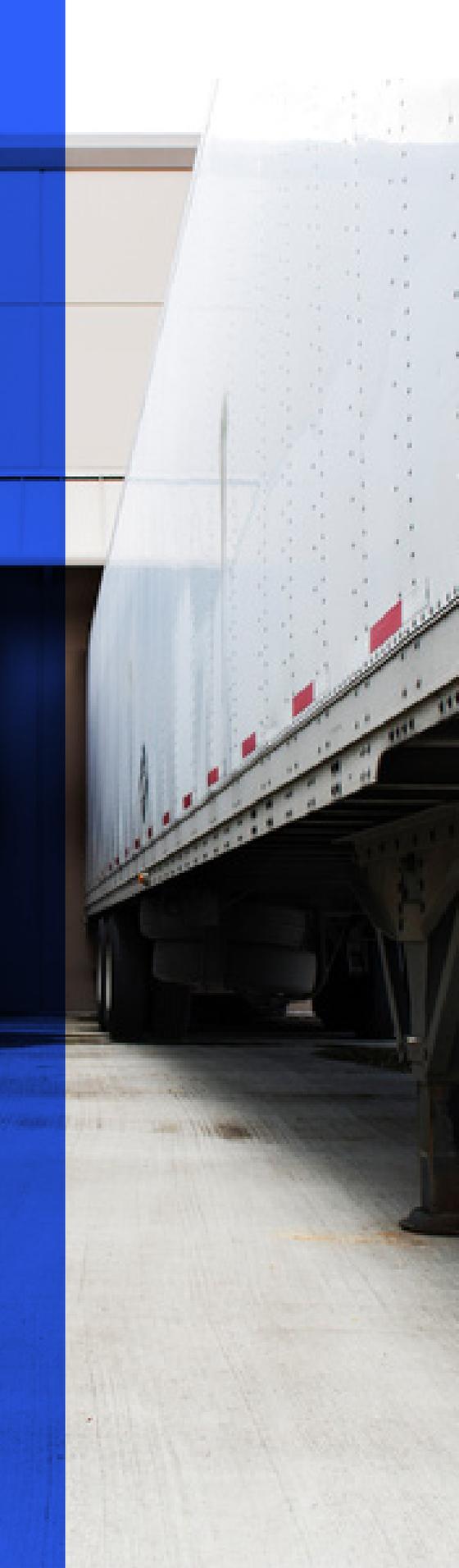
Text Messaging Campaigns

We have one of the largest databases of drivers within the industry. Make a recruiting push in a specific hiring area by targeting our driver database with a text messaging campaign in the locations you need immediate hires. Simply provide us with your hiring areas and experience requirements to reach an audience of pre-qualified drivers.

Matched Leads

Looking for lead volume without the decay that comes with a traditional matched lead? Our proprietary platform provides highly-targeted leads that are never shared with more than 10 companies. Simply choose the driver types you need, and we'll do the rest!





BRANDING & PUBLIC RELATIONS

Brand Identity

In need of a refresh, but not sure where to turn? Our creative team can help revitalize your existing branding, refresh your campaigns, or help build your brand's identity from the ground up.

Sponsored Content

Work with the CDLLife editorial team to craft your message and communicate about anything from an exciting new recruiting program and equipment updates to the products and services you provide. We'll share your story with our audience of over 2.6M+ followers, or push out your message to a geographically targeted demographic.

Social Media Management

Our team will build a cohesive strategy and style guide specific to your brand identity.

We'll help you elevate the branding of your page, create original content, and aid your recruiting department by managing incoming comments, questions, and messages about your company or available employment opportunities.

Custom Website & Software Development

We can help build a strong online presence for your company by creating a website that meets all of your needs. Looking for something more? Our skilled team brings technical expertise to build software solutions for any idea. We can help to develop custom products and platforms that are perfectly tailored to the needs of your company.

Video Production

Work with our team to create video content that aligns with your brand and sends a visually engaging message to your audience. Customize a video package that meets your business's needs and works with your budget!

NEW PRODUCTS



CDLLife Company Directory

Achieve greater visibility:

Your organization will get its own Company Directory page on CDLLife with customized, tailored branding that provides a cohesive online presence.

Broaden your candidate pool and have access to the hottest leads:

Get access to the tens of millions of views CDLLife generates each month with unrivaled traffic and engagement using OTR Driving, CDLLife Jobs, and the CDLLife Mobile App.

Capture dynamic data with Client Portal access:

Employ transformative stats-based insight and get reliable data intelligence into your lead acquisition trends – tools to help you campaign more strategically and predict performance.

CDLLife Client Portal

At CDLLife, we believe that transparency is paramount to ensuring your campaign's success. Our new client portal provides instant access to lead data, reporting, your hiring criteria, jobs, branding, and more.



CDLLife Mobile App

As we strive to make life on the road easier, we've bundled together the CDLLife community feed with all the tools a driver needs to plan their day. From a trip planner with GPS navigation, to parking, weather, roadside assistance, and more.



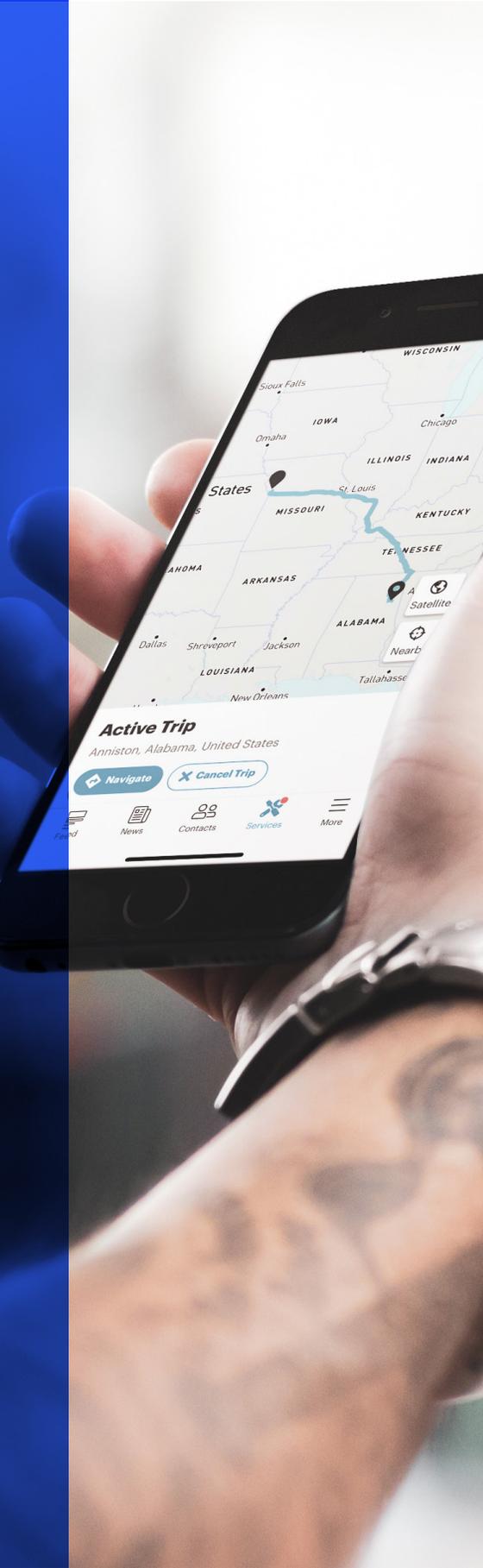
Veterans In Trucking

Focusing on a Veteran recruiting program within your organization? Veterans in Trucking is here to help your company build the foundation for a successful hiring program, from lead generation to recruiting and retention.



OTR Driving

Our newest product is one of the most streamlined ways to apply to the best jobs in the trucking industry. Drivers are able to answer a few questions, find the perfect job, and complete their applications in seconds.





GET IN TOUCH WITH US

Connect with us today to discuss opportunities, jump-start your recruiting efforts, or reach the CDLLife audience.

✉ sales@cdllife.com

☎ 844.662.0753

TESTIMONIALS

"If you're looking for a specific hiring qualification for a driver, and you're trying to hone in to improve your safety, improve your hiring process, look at CDLLife."

Sean Allen

Director of Company Growth // Hurricane Express

"CDLLife always provides me the consistency to be able to add trucks, to be able to hire drivers, and that is the difference with them versus other vendors."

Sean Barragan

Director of Recruiting // K&B Transportation

"Before we started using CDLLife, we were using 3 different sites and spending \$49 per lead. Then when we started using you and one other advertising source it went to \$25 a lead. Today using only CDLLife, our cost per lead is \$7.06! – You guys have the best product in the industry by far."

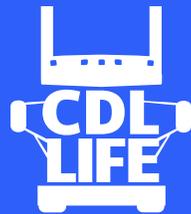
Tim Oberstein

Director of Recruiting // Robert Bearden, Inc.

"There's no comparison as far as the responsiveness, the ease of use, and the accuracy of the ad placement."

Gene Garza

Director of Recruiting // Baggett Transportation



CDLLIFE.COM // @CDLLIFE // LIVETRUCKING.COM // @LIVETRUCKING
VETERANSINTRUCKING.COM // @VETSINTRUCKING // OTRDRIVING.COM



LIVE TRUCKING

VETERANS
IN TRUCKING

