



MVT Increases CDL Driver Applications by 24%

HIGHLIGHTS

- Achieved an application rate that is 20% higher than the industry average
- Successfully hired CDL drivers across the country at a 15% lower CPA than the industry average
- Eliminated other tools that were not delivering and now rely on ZipRecruiter as their primary recruitment source

BACKGROUND

Serving a majority of the Fortune 500, Mesilla Valley Transportation (MVT), is the largest privately-owned truckload carrier in the U.S.

CHALLENGE

To be able to meet customer demands, MVT needs to hire 150+ CDL drivers every month. In fact, business is heavily dependent on their ability to recruit and retain qualified drivers. Hector Sanchez, Marketing Executive at MVT says, “Empty trucks hurt our revenue and our reputation so we simply can’t afford to have a lack of drivers.” However, with an industry-wide talent shortage, MVT was struggling to reach enough qualified applicants—especially in hard-to-hire regions.

SOLUTION

MVT turned to ZipRecruiter to increase applicant traffic and reach a new audience of job seekers. ZipRecruiter’s powerful AI matched them with thousands of qualified CDL drivers that they were previously missing out on. Their dedicated ZipRecruiter team created a customized hiring strategy to help them advertise in new locations and drive traffic to hard-to-hire regions.

RESULTS

By increasing candidate volume, MVT filled critical CDL driver roles across the country. Achieving an application rate of 20% above the industry average, MVT has been able to meet demanding recruitment goals and compete with other transportation companies to land top drivers. Unlike other sourcing tools they’ve tried previously, ZipRecruiter delivers candidates in the regions they need drivers most—and consequently, ZipRecruiter has become MVT’s primary recruitment source.

“The candidate volume we receive through ZipRecruiter is certainly impressive, and their ability to help us find talent in hard-to-hire regions has been hugely impactful for our business.”

Hector Sanchez
Marketing Executive at MVT

*Users’ experience may not be typical. Results May Vary.

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