

# CASE STUDY:

## CONVERT MORE QUALIFIED LEADS



### Challenge

USA Truck was looking to engage active job seekers visiting their LeadFlex page and convert more traffic into qualified leads.

### Solution

Conversion implemented exit banners, a low-cost yet extremely effective, strategy. Exit banners provide unique content on each page that relates to what job opportunities the job seeker was initially researching. This gave USA Truck LeadFlex visitors a second chance to apply before exiting the page.

### Results

\$236 cost-per-hire for Exit Banner strategy in the first 90 days



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