



# UK WIDE DRIVER RECRUITMENT CASE STUDIES

**CG** CURTISGABRIEL

# CASE STUDY 1

## NORTHERN IRELAND



# ***PRIVATE HIRE COMPANY IN NORTHERN IRELAND***



## **THE GOAL**

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

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## **HOW DID WE DO IT?**

We set up bespoke native lead generation campaigns that were targeted at individuals who were most likely to have a PSV licence.

We also used a mixture of still images and short & snappy videos to highlight the key USPs of being a taxi driver and joining the company.

# ***OCTOBER 2021 – DECEMBER 2021***



**LINK CLICKS**

**1,468**



**REACH**

**29,842**



**IMPRESSIONS**

**128,026**



**DRIVER LEADS**

**148**



**COST PER LEAD**

**£5.74**

**CASE STUDY 2**

**ENGLAND**



# ***PRIVATE HIRE COMPANY IN ENGLAND***



## **THE GOAL**

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

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## **HOW DID WE DO IT?**

We launched a lead generation campaign on Facebook, targeting drivers in London looking for work. We promoted double pay over the Christmas period to help appeal to prospective drivers.

# ***NOVEMBER 2021 – JANUARY 2022***



**LINK CLICKS**

**1,523**



**REACH**

**32,943**



**IMPRESSIONS**

**126,802**



**DRIVER LEADS**

**335**



**COST PER LEAD**

**£2.23**



# CASE STUDY 3

## WALES





# ***PRIVATE HIRE COMPANY IN NEWPORT, WALES***



## **THE GOAL**

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

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## **HOW DID WE DO IT?**

After A-B testing with traffic campaigns, we set up bespoke native lead generation campaigns that were targeted at individuals who were most likely to have a PHV Licence.

We also used a mixture of still images and short & snappy videos to highlight the key USPs of being a taxi driver and joining the company.

# ***JUNE 2021 – JULY 2021***



**LINK CLICKS**

**448**



**REACH**

**21,686**



**IMPRESSIONS**

**66,358**



**DRIVER LEADS**

**77**



**COST PER LEAD**

**£5.84**

**CASE STUDY 4**

**SCOTLAND**



# ***PRIVATE HIRE COMPANY IN SCOTLAND***



## **THE GOAL**

Our client wanted to recruit new drivers to cater to the capacity issue they were facing as a result of the global driver shortage.

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## **HOW DID WE DO IT?**

We launched a lead generation campaign on Facebook, targeting new drivers in Edinburgh.

The deal covered the cost of the badge and training for new drivers to the trade.

# ***OCTOBER 2021***



**LINK CLICKS**

**387**



**IMPRESSIONS**

**32,063**



**DRIVER LEADS**

**55**



**COST PER LEAD**

**£5.54**



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