CONVERSION
INTERACTIVE AGENCY®

SMART RECRUITING. SMARTER SAVINGS.

Carriers want to grow their fleet, fill their trucks, and retain their truck drivers – we know how to make that happen. For over 30 years, Conversion Interactive Agency has been at the forefront, providing innovative driver recruiting and retention strategies that harness cutting-edge technology, data-driven insights, and strategic expertise to deliver the results carriers need to achieve their goals.

PRODUCTS & SERVICES:

LEADFLEX®	LeadFlex is your **all-in-one recruitment marketing platform** designed to help grow traffic, convert leads, manage jobs, and engage with your target market.
CONVERSIONEXT®	The end-to-end technology ecosystem for attracting, hiring, analyzing, and navigating recruiting and retention **all in ONE platform.**
CONVERSIONEXT® GO	ConversioNEXT-GO is the end-to-end technology infrastructure engineered to give you complete ownership of your recruitment marketing. Ditch the spreadsheets and eliminate the need for multiple platforms, apps, and screens.
SEM AWARE	Maximize your top-of-funnel branding and awareness by utilizing tier-one search engines to reach potential candidates where they're already spending time online. Build brand recognition, target competitors, and drive qualified traffic to your landing pages and employer brand assets.
SEM INTERACTIVE	Leverage mid- and bottom-funnel performance with a powerful combination of programmatic and predictive technology using data and AI to target the right candidates at the right time and optimize campaign performance.
SOCIAL ADVERTISING	Our Social Advertising solutions engage both passive and active job seekers, while seamlessly telling your brand story in a captivating and immersive way, ensuring you reach your target audience at every stage of the funnel.
Lead Assist®	Lead Assist uses custom AI agents and AI automation to accelerate driver recruiting from first interaction to completed full application. The platform instantly pre-qualifies new leads, nurtures them through the application process, and connects high-intent drivers directly with recruiters. Carriers who are using Agentic have seen a 27% decrease in cost-per-hire and 6x more full apps.
GPTO	Get discovered where it matters in the new era of AI-driven information hunting. GPTO is the practice of optimizing your brand's content so it's easily found in AI-driven discovery experiences like ChatGPT, Google's AI overviews, and other generative platforms that people increasingly turn to for answers.

PRODUCTS & SERVICES (Cont.):

Virtual-Recruiter	Instantly connect qualified drivers with your recruiters and reduce labor time by pre-qualifying leads. Streamline your digital lead management, auto-score candidates, and notify drivers of approval or denial instantly.
SOCIAL MEDIA MARKETING	Social Media Marketing allows your organization to grow your social media presence, while effectively engaging in online discussions and monitoring and measuring results.
SOCIAL MEDIA MONITORING	Our Social Media Monitoring service actively tracks your channels for engagement opportunities, ensuring timely responses and fostering successful communication with your target audience on your social ads.
REPUTATION MANAGEMENT	Our Reputation Management solution helps carriers manage their online reputation, control their brand's voice and increase positive online reviews. We protect your brand from criticism and help you build a better online reputation.
CALL WORKS CONVERSATION ANALYTICS	Gain insights into recruiter-driver conversations with our Conversation Analytics. Each call analysis includes areas for improvement, a transcript, audio recording, call score, and identified key conversation indicators.
DRIVER JOURNEY	Driver Journey is designed to help you understand how your application and hiring process compares to other trucking companies. You'll receive a breakdown of the entire experience from awareness phase advertising to orientation scheduling.
EXIT BANNERS	Keep potential drivers on your landing pages by implementing exit banner campaigns to keep traffic engaged with your brand. These exit banners serve as a gatekeeper for conversions, making a final plea to users to stay on your landing page before exiting.
LEADLINK 2.0	The LeadLink 2.0 platform allows carriers to follow the data from the initial driver click on your ad to the hire and beyond. With this data, you can make informed decisions about your recruitment marketing strategy, take action on recurring driver issues, and optimize recruitment and retention efforts for better results.
CREATIVE BRAND AND DESIGN	With a focus on reaching your target audience wherever they are, our creative team delivers a full range of services, including social and digital ads, logo construction, video production, graphic concepts, and website design.

PRODUCTS & SERVICES (Cont.):

FLEETINTEL

As trucking's premiere data community, this resource helps you make data-driven decisions for your carrier with the latest data on pay, benefits, offerings, and other valuable industry facts, figures and information.

TEN4 RECRUITING

Ten4 Recruiting is a premier third-party recruiting service specializing in connecting businesses with top-tier commercial drivers across the United States and Canada. Ten4 Recruiting ensures a seamless, efficient, and effective hiring process tailored to your unique needs.

PR & PRESS MANAGEMENT

Conversion Interactive Agency informs, persuades, and unites your target market by using a variety of tools – press releases, media relations, special events and more – all focused on building and maintaining a positive image for your brand.

MARKETING BEYOND RECRUITING

Focus on building and growing your brand through a comprehensive suite of creative, digital, and social marketing strategies, designed to support your business beyond just recruiting. With expertise in social media, SEO, SEM, content creation, email marketing, and more, the team helps businesses engage with their target audience, drive traffic, and increase conversions.

PrintPromoSource

From signage and booth graphics to hardware, swag, and even your online company store, Conversion Interactive Agency provides comprehensive solutions to enhance your brand's visibility.

CONVERSIONU

ConversionU is the go-to training and education resource for the truck driver recruiting industry. With decades of experience in truck driver recruiting, our team is here to help train your staff and the drivers you hire from day one.

CONVERSION e-LEARNING ACADEMY™

Innovative online driver education to streamline hiring and training for your fleet.

CONVERSION ACADEMY

Recruiter training to improve performance and hiring processes for your carrier.

RECRUITMENT & RETENTION CONFERENCE

Largest annual conference for recruiting professionals in the trucking industry, offering unparalleled opportunities for networking, learning, and industry insights.

THE RESOURCE Full Access Webinar Series

Exclusive webinar recordings for Conversion clients educating them on the latest recruiting and retention trends.

THE RESOURCE

A central hub for recruiting and retention professionals, offering access to data, white papers, case studies, webinars, podcasts, videos, events, blogs, and downloadable resources.