



CDL HUNTER



Social Media Overview

CDL Hunter is a leader in job opportunities and hiring in the transportation industry and is now quickly growing its advertising and selling capabilities. Since its beginning, the social media engagement and following have grown month after month to one of the most popular social pages in the CDL and trucking space. See below for a summary of our social channels and reach capabilities.



Facebook

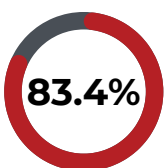
50,039 Page Likes
1.3K New Page Likes Per Mo.



Instagram

103,387 Followers
3.1K New Followers Per Mo.

Audience Description



As expected, the CDL Hunter audience is primarily men, ages 25-64. Our statistics also show us that the United States makes up 70% of the countries with our top 5 biggest cities being: New York, NY. Chicago, IL. Houston, TX. Los Angeles, CA. and Philadelphia, PA.



Organic Facebook Results

In a test sample, taken over a 30 day test period from April 18, 2022 - May 16th, 2022 CDL Hunters Facebook engagement included:

- 503,548 Total Reach
- 13,699 Link Clicks
- 18,368 Reactions
- 2,496 Post Shares
- 1,033 Comments

Organic Instagram Results

In a test sample, taken from a short 0:13 second Instagram reel on February 4, 2022 CDL Hunters Instagram engagement included:

- 175,497 Total Plays
- 5,311 Likes
- 3,985 Shares
- 1,159 Saves
- 1,070 Comments
- *10,327,146 Combined IG & FB Plays
- *51,469 Combined IG & FB Likes

Paid Results

CDL Hunter ran a paid Facebook ad from February 18, 2022 - March 17th, 2022 for \$123.00 and engagement results included:

- 12,457,138 People Reached
- 1,335,873 Total Post Engagements
- 111,000 Shares
- 5,000 Comments
- 3,200 Page Likes

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