

# How to Reach Drivers

12 WAYS TO MAKE YOUR MARKETING EASY AND EFFECTIVE

## DRIVERS

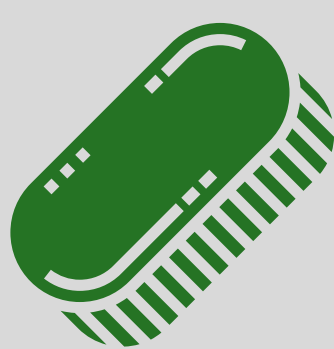
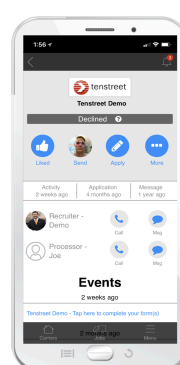


### 1. JOB STORE

Job Store makes advertising easy by listing your openings on more than 20 popular job boards all through one platform. Provides clear attribution so you can quickly see what works and what doesn't.

### 2. DRIVER PULSE APP

Put yourself in the pockets of thousands of job-seeking drivers a day. Pulse serves as your tool to market, recruit, onboard, and manage your drivers, and it's free. Available on iOS and Android.



### 3. JOB BOARD SCRUBBER

Job Board Scrubber nurtures all your job board leads for you so they don't fall through the cracks. Drivers are emailed immediately after they apply and then repeatedly with a series of well-timed emails.

### 4. DRIP MARKETING

Make sure the right messages reach the right candidates at the right times. Drip provides automated email and text campaigns that allow you to target the driver audience you want to attract.



### 5. LANDING PAGES

Tenstreet-hosted landing pages boost your conversion rates with a lead-Intelliapp form, giving drivers the power to "upgrade" to a full IntelliApp. Attract drivers using your company content, graphics, and logo.

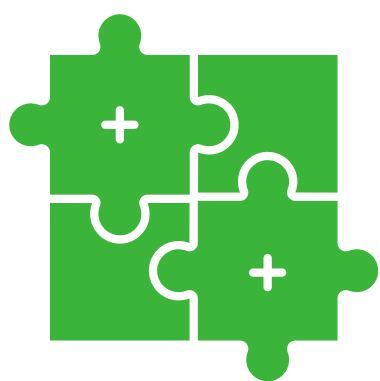
### 6. REFER-A-FRIEND

Giving a referral is now faster and easier. This service provides drivers with an easy way to refer while offering carriers accurate payout and attribution reporting on both referring and referred drivers.



## 7. MARKETING CONCIERGE

This free service can help you write effective job postings, ensure your landing pages are properly staged, manage your recruitment dollars across our merchant base, and show you which boards work best for you.

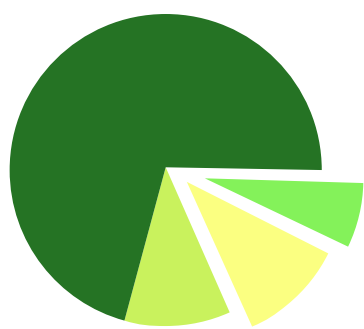
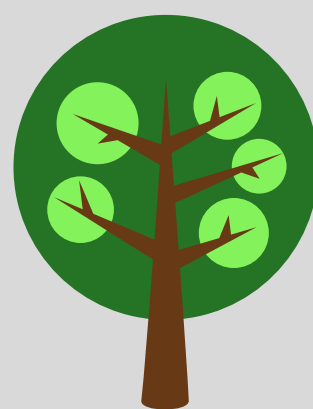


## 8. PULSE MATCH

Shows your job postings to candidates who meet the qualifications you've set, keeping scattershot applicants out of your pool. Only pay a low price-per-application when you get one, and not a thing until then.

## 9. ORIGINS

Buy more of what works and less of what doesn't. Origins provides easy-to-see attribution tracking with the simple goal of helping you understand which application sources bring you the highest ROI.

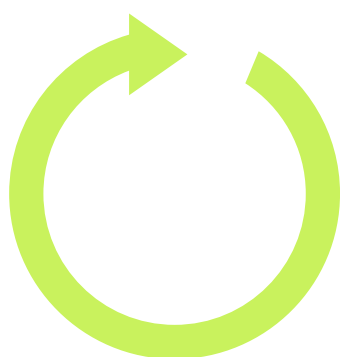
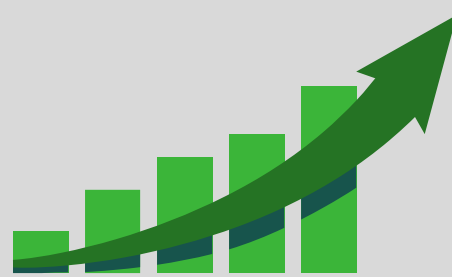


## 10. INTELLIAPP STATS

Easily identify trends to improve and make your process the best it can be. IntelliApp Stats provides visibility into all your application data through pie charts, bar graphs, and line graphs - for those visual, metric-driven users.

## 11. CONTINUATION INTELLIAPP

Now you can reach even your stalled drivers. Continuation IntelliApp notifies your recruiters of drivers who start an application but don't finish, giving them a chance to re-engage drivers so they can pick up where they left off.



## 12. RECONNECT TOOL

Stay on top of those almost-eligible drivers so you can hire them when they're qualified to join your team. The Reconnect Tool shows you when accidents or violations fall off, or when experience levels reach a point that makes a driver hireable.

## TENSTREET

We help companies succeed in a paperless environment, assist clients in recruiting and retaining drivers, and ease the lives of our clients and drivers alike.

