

Weekly Trucking Insight | MAY 25, 2022

You're Ignoring a Major Platform!

 **RANDALL
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Overview

Job Board Searches and Clicks

- Last week, search activity fell by 11%, while click activity decreased by 2%.

Spot Freight Market

- International Roadcheck week was last week, causing spot rates and volumes to rise.
 - ◆ Spot rates (including fuel) rose by 7 cents from the previous week.
 - ◆ Total load postings increased by 13%.
 - ◆ Overall truck availability decreased by 3%.

Story of the Week

- Because TikTok has such a large user base (over 1 billion monthly active users) it gives trucking companies the opportunity to attract new people to their industry and show educational content that can benefit all users.
 - ◆ Since TikTok uses an algorithm to show content to each user, it is important to appeal to your target audience and do the other things needed to be successful on the platform.

Numbers at a Glance

SPOT RATES (INCLUDING FUEL)

WoW: ▲ Up 7¢ per mile

SPOT RATES BY SEGMENT (INCLUDING FUEL)

WoW: Dry Van ▲ Up 9¢ per mile

WoW: Refrigerated ▲ Up 22¢ per mile

WoW: Flatbed ▲ Up 12¢ per mile

LOAD POSTING VOLUME

WoW: ▲ Up 13%

LOAD VOLUME BY SEGMENT

WoW: Dry Van ▲ Up 21%

WoW: Refrigerated ▲ Up 41%

WoW: Flatbed ▲ Up 4%

TRUCK AVAILABILITY

WoW: ▼ Down 3%

TRUCK DRIVER SEARCHES

WoW: ▼ Down 11%

MoM: ▼ Down 24%

YoY: ▲ Up 16%

CLICKS ON TRUCK DRIVER POSTINGS

WoW: ▼ Down 2%

MoM: ▲ Up 19%

YoY: ▲ Up 33%

This Week in Job Board Searches & Clicks

Searches and Clicks on Job Aggregator Partner Network¹

TRUCK DRIVER SEARCHES

vs. 1 Week Ago:
▼ **11%**

vs. 1 Month Ago:
▼ **24%**

vs. 1 Year Ago:
▲ **16%**

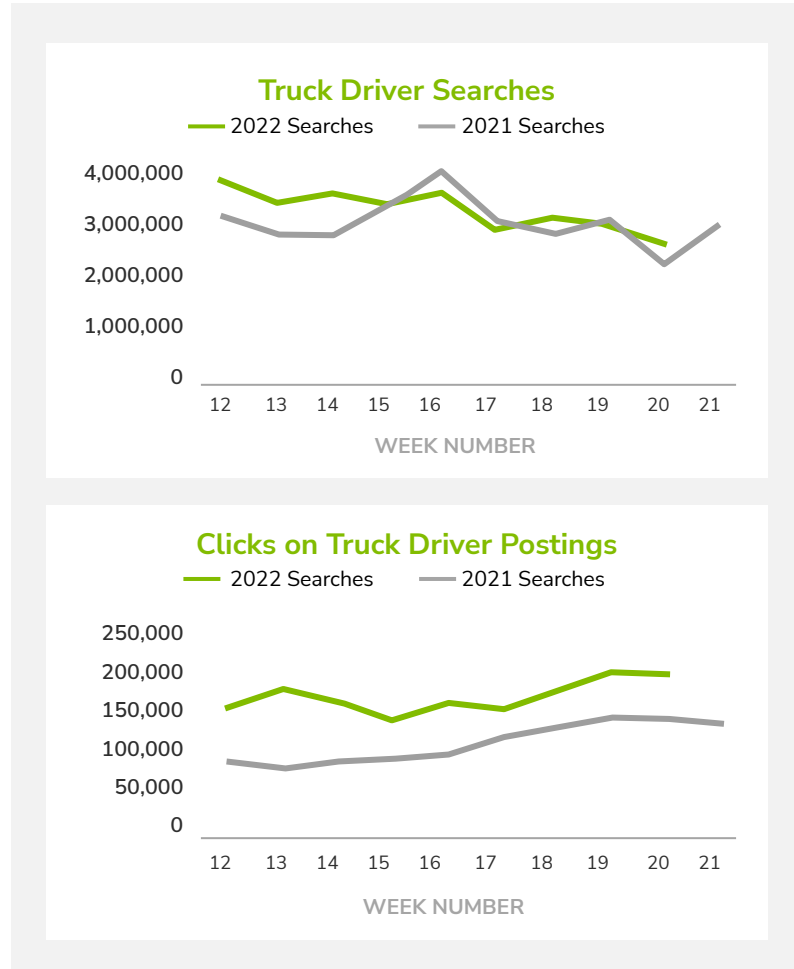
CLICKS ON TRUCK DRIVER POSTINGS

vs. 1 Week Ago:
▼ **2%**

vs. 1 Month Ago:
▲ **19%**

vs. 1 Year Ago:
▲ **33%**

¹ Job board data is aggregated from many partners.



This Week in Spot Freight

International Roadcheck supercharges the spot market.²

Spot rates (including fuel) rose by 7 cents from the previous week.

Dry Van: +9¢ CPM | Refrigerated: +22¢ CPM | Flatbed: +12¢ CPM

- The total spot rate is 3 cents below the record posted at the end of 2021, but the rate excluding fuel is 36 cents below the record.
- The overall rate increase was lower than any of the main segments because most of the volume growth occurred in the refrigerated and dry van segments, which are seeing rates 65 to 100 cents below flatbed. Therefore, the total average rate paid did not rise by as much as would be implied by individual segments' increases.

Total load postings increased by 13% from the previous week.

Dry Van: +21% WoW | Refrigerated: +41% WoW | Flatbed: +4% WoW

Overall truck availability decreased 3% from the previous week.

- The overall load-to-truck ratio rose to its highest level in seven weeks.

NOTE: This year's CVSA Roadcheck event was last week. This always drives up spot rates and volume, and this year was no exception. As a result, week-over-week comparisons both this week and next week are likely not indicative of actual changes in the market.



WoW Spot Freight

Spot Rates Including Fuel Charges

▲ 7¢ WoW

Total Load Postings

▲ 13% WoW

Overall Truck Availability

▼ 3% WoW

Story of the Week

TikTok as a trucking company recruitment tool.³

Although TikTok is known for silly dance videos, it is a platform with over 1 billion monthly active users that features content across a wide spectrum of interests, including trucking.

- Trucking companies can use TikTok to recruit drivers by showing the trucking lifestyle.
 - ◆ Some drivers on TikTok are creating videos to show what it's like to make a delivery and to live part-time in a truck, and they are offering tips on things like seat cushions and other helpful products for truckers.
- Trucking companies could also use TikTok to create and show important educational content that could save lives across all of its users.
 - ◆ For example, they could create videos to show how to safely pass a semi-truck and when it is unsafe to pass a semi.

Because TikTok uses an algorithm to show content to each user, it is important to understand how to get in front of the right audience.

- Content is delivered based on the videos each user “hearts,” comments on, shares, and/or watches multiple times (among other factors).
- If you are going to create TikTok videos, make sure you are appealing to your target audience and doing the things necessary to be successful on the platform.
 - ◆ Content creators need to find and appeal to the right subculture by tailoring content to a specific group of people.
 - ◆ They also need to create content that grabs attention within seconds, use hashtags, write engaging captions, and interact with other TikTok users.

³ Coker, Angel. [“TikTok could be a useful recruitment tool for trucking companies.”](#) 11 May 2022, ccjdigital.com.



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