KESTRELFREIGHT.COM · SHIPPER AND DRIVER FUNNELS · QUARTERLY REPORT · Q3 2026

Funnel report, Q3 2026: from first visit to signed quote

Two funnels run through the website: logistics managers who want a transport price, and C+E drivers who want a job. This quarter 18,400 shipper visits produced 412 quote requests and 61 accepted quotes; 92,600 ad views produced 138 driver applications and 19 hires. Four fixes shipped between August and September, and the two worst steps (quote form completion, German driver applications) moved the most. The biggest remaining leak is the lane page: four in five visitors who reach a price page still leave without starting a quote.

Period **1 Jul – 30 Sep 2026** Compared with **Q2 2026 (1 Apr – 30 Jun)** Sources **Plausible · form analytics · session recordings · Kestrel CRM**

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SHIPPER VISITS	QUOTE REQUESTS SENT	QUOTES ACCEPTED	DRIVER APPLICATIONS SENT	DRIVERS HIRED
18,400	**412**	**61**	**138**	**19**
▲ +12% vs Q2	▲ +38% vs Q2	▲ +49% vs Q2	▲ +71% vs Q2	▲ Q2: 11
Q2: 16,430. Unique sessions, bots and Kestrel staff excluded	Q2: 298. Visit to quote 2.24%, was 1.81%	Q2: 41. Median first-load value €1,420; 23 new accounts	Q2: 81. Started-to-sent 22.5%, was 13.4%	Cost per hire €1,240, was €2,090; 12 Duisburg, 7 Venlo

Shipper funnel

BAR WIDTH = SHARE OF VISITS · % = CONVERSION FROM PREVIOUS STEP

From a session on kestrelfreight.com to a quote accepted in the CRM. Stages below 1% are drawn at minimum width.

Visit any page, any source	18,400	share	100%
Lane / price page /lanes/* and /prices	7,130	from visit	38.8%
Quote form started first field focused BIGGEST DROP	1,290	from lane page	18.1%
Quote form sent request in CRM	412	from started	31.9%
Quote sent back price emailed by Kestrel	371	from sent	90.0%
Accepted signed or first load booked	61	from quote	16.4%

5,840 visitors reached a lane page and left without touching the form. Session recordings (sample of 240) show 61% never scrolled past the lane map; the price indication shipped on 2 Sep brought that to 47% in September alone.

Driver funnel

BAR WIDTH = SHARE OF AD VIEWS · % = CONVERSION FROM PREVIOUS STEP

From a recruitment ad (Indeed, Meta, Google) to a signed contract. Ad views are platform-reported impressions, de-duplicated per campaign.

Ad view Indeed 54% · Meta 31% · Google 15%	92,600	share	100%
Driver page /drivers, /fahrer	4,870	from ad view	5.3%
Application started first field focused	612	from page	12.6%
Application sent candidate in CRM BIGGEST DROP	138	from started	22.5%
Interview on site or video call	54	from sent	39.1%
Hired contract signed	19	from interview	35.2%

474 drivers started an application and did not send it. Before 20 Aug, 71% of those were on the German page meeting a Dutch-only form with a mandatory CV upload. Since the German form with a phone-number-first step, started-to-sent on /fahrer is 34%.

Conversion per step, Q3 against Q2

DROP-OFF REASONS FROM SESSION RECORDINGS (n=240) AND FIELD-LEVEL FORM ANALYTICS

Conversion is users reaching the next step divided by users at this step. Change is in percentage points. Highlighted rows are the biggest drop in each funnel.

STEP	USERS Q3	TO NEXT, Q3	TO NEXT, Q2	CHANGE	MAIN DROP-OFF REASON	FIX
SHIPPER FUNNEL						
Visit	18,400	38.8%	36.1%	+2.7	Brand-search visitors land on the homepage, read the hero and leave; no lane entry point above the fold.	PLANNED Lane finder in the homepage hero, wk 44
Lane / price page	7,130	18.1%	14.9%	+3.2	No price on the page; 61% exited without scrolling to the form. Recordings show visitors opening three or four lanes and closing the tab.	SHIPPED Lane price indication, 2 Sep
Quote form started	1,290	31.9%	22.6%	+9.3	Abandonment at "load dimensions" (field 7 of 11) and "VAT number"; mobile users gave up after two validation errors.	SHIPPED Form cut from 11 fields to 5, 14 Aug
Quote form sent	412	90.0%	87.9%	+2.1	41 requests not quoted: 26 outside the service area, 11 parcel-size, 4 duplicate.	PLANNED Service-area check on postcode entry, wk 43
Quote sent back	371	16.4%	13.8%	+2.6	Price (CRM lost reason, 58%) and slow follow-up; median time to quote was 19 h in July, 4 h in September.	SHIPPED Callback button on confirmation, 9 Sep

Ad view	92,600	5.3%	4.1%	+1.2	Meta creative fatigue: click-through fell to 0.6% by week 4 of each set.	SHIPPED Creative set with real Kestrel drivers, 28 Jul
Driver page	4,870	12.6%	11.8%	+0.8	Salary not stated; 38% of recordings show a scroll to the bottom and back to the top, then exit.	A/B QUEUED Salary range above the fold, EXP-04
Application started	612	22.5%	13.4%	+9.1	German applicants met a Dutch form; CV upload was mandatory and most candidates apply from a phone without a CV file.	SHIPPED German form, phone-first step, 20 Aug
Application sent	138	39.1%	41.2%	-2.1	No contact within 48 h for 31% of candidates; several had accepted another job by the time HR called.	PLANNED Same-day call rule and CRM task, wk 42
Interview	54	35.2%	34.4%	+0.8	C+E licence or Code 95 not current at interview (14 of 35 not hired).	SHIPPED Licence and Code 95 question in step 1, 20 Aug

DROP-OFF FIXES · SHIPPED AND MEASURED

Quote form: 11 fields to 5

/quote · 14 Aug

BEFORE · MOBILE COMPLETION	AFTER · 15 AUG – 30 SEP
29%	41%

Dimensions, VAT number, company registration and three address fields moved to the quote email. Form asks lane, pallets, date, email, phone. Desktop completion rose 24% to 33%; mobile completion up 41% relative.

Lane price indication

/lanes/* · 2 Sep

BEFORE · LANE PAGE EXIT RATE	AFTER · SEPTEMBER
61%	47%

Each lane page shows "from €1,150 per full truck, Venlo to Hamburg" from the rate card, with a line on what changes the price. Form starts per lane page visit went from 14.9% to 24.3% in September.

German driver form, phone first

/fahrer · 20 Aug

BEFORE · DE APPLICATIONS / MONTH	AFTER · SEPTEMBER
31	79

Step 1 asks name, phone, licence class and Code 95; CV is optional and can be a photo. HR calls within one working day. Duisburg hires in Q3: 12, against 5 in Q2.

Callback button on quote confirmation

/quote/sent · 9 Sep

ACCEPTED · NO CALLBACK	ACCEPTED · CALLBACK REQUESTED
14%	27%

23% of senders pressed "call me about this lane". Sales calls those first; they accept at roughly double the rate. Small sample (38 callbacks), re-check in Q4.

Quote turnaround under 4 hours

CRM + dispatch assistant · July–Sep

BEFORE · MEDIAN TIME TO QUOTE	AFTER · SEPTEMBER
19h	4h

The dispatch assistant drafts the quote email from the rate card; sales approves and sends. Quotes answered the same day were accepted at 19.8%, next-day quotes at 11.2%.

Pallet and load helper

/quote · planned wk 45

NOW · EXIT AT "PALLETS" FIELD	TARGET · Q4
17%	<8%

Visitors who do not know pallet counts type weights or leave. A picker (pallets, loading metres, or "I will describe it") replaces the free-text field. Measured through field-level analytics.

Shipper funnel by segment

Q3 2026 · VISIT TO QUOTE SENT · ACCEPTED FROM CRM

Country from the visitor's language and IP; source from the first touch of the session.

SEGMENT	VISITS	LANE PAGE	QUOTE SENT	VISIT TO QUOTE	ACCEPTED
DEVICE					
Mobile	9,940	3,520	171	1.72%	22
Desktop	8,460	3,610	241	2.85%	39
COUNTRY					
Netherlands	10,120	4,010	236	2.33%	37
Germany	7,230	2,840	160	2.21%	22
Other (BE, PL, AT)	1,050	280	16	1.52%	2
SOURCE					
Organic search	7,980	3,260	188	2.36%	31
Google Ads	4,120	2,010	112	2.72%	15
Direct	3,540	1,090	71	2.01%	10
Referral and LinkedIn	2,760	770	41	1.49%	5

Mobile is 54% of visits and 41% of quotes; the gap closed from 1.9 points to 1.1 after the form cut. German visitors convert almost as well as Dutch ones now that lane pages carry German prices; in Q2 the DE rate was 1.4%.

Q4 targets and queued experiments

AGREED 10 OCT WITH KESTREL COMMERCIAL AND HR

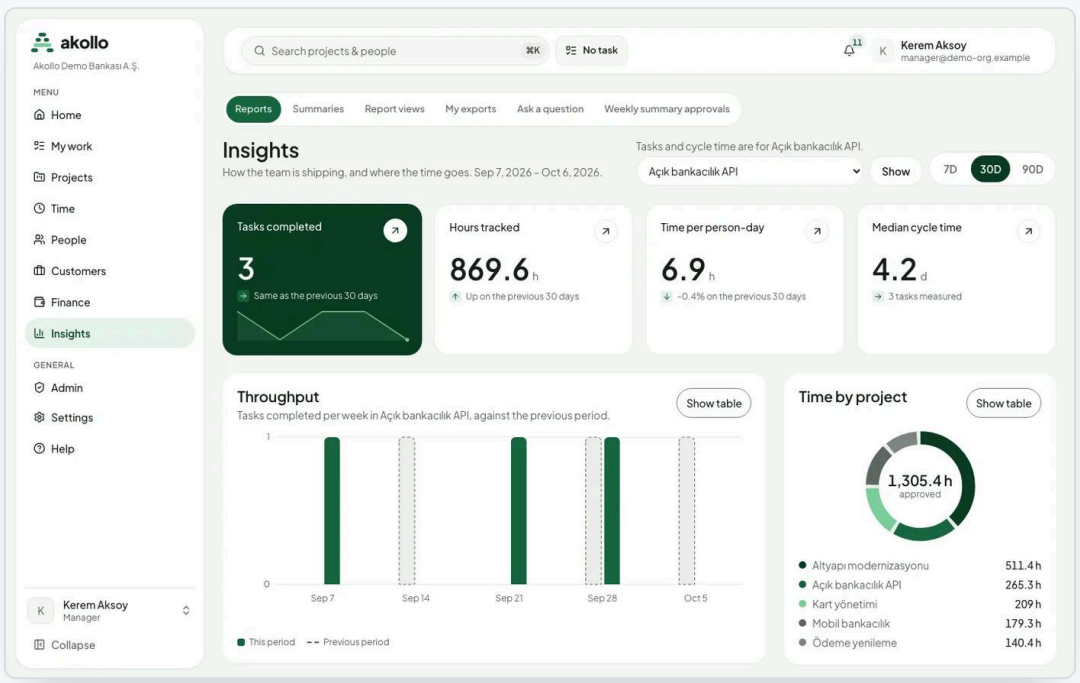
Each test runs on one page with a 50/50 split until the sample is reached; at Q3 traffic that is three to six weeks per test, so no more than two run at once.

ID	PAGE · HYPOTHESIS	METRIC	SAMPLE	START
EXP-01	**Lane page CTA.** "See the price for this lane" beats "Request a quote".	Form starts per lane view	2 × 1,400	wk 43
EXP-02	**Quote form.** Two-step form (lane first, contact second) beats one page.	Started to sent	2 × 420	wk 43
EXP-03	**Confirmation page.** WhatsApp callback beats phone callback.	Callback requests, accepted	2 × 200	wk 46
EXP-04	**Driver page.** Salary range above the fold raises application starts.	Started per page view	2 × 1,100	wk 44
EXP-05	**Driver page.** 40-second video from a Duisburg driver replaces the hero image.	Started per page view	2 × 1,100	wk 48

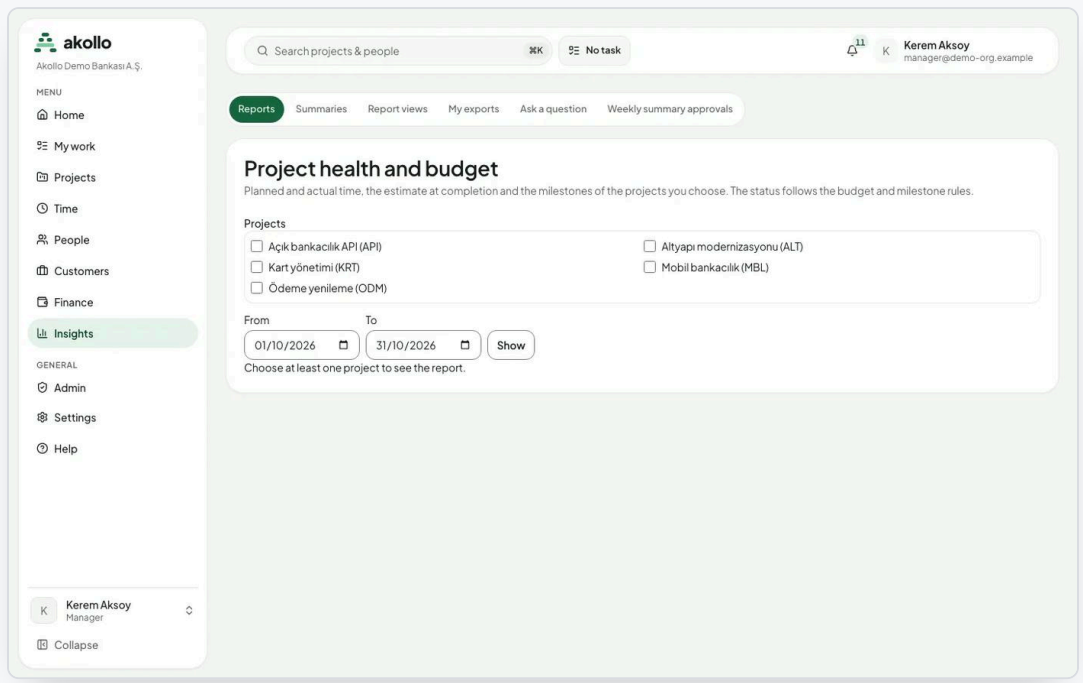
3.0% Q3: 2.24%	45% Q3: 31.9%
Driver started to sent 35% Q3: 22.5%	Accepted quotes · hires 85 · 26 Q3: 61 · 19

REFERENCE · THE FUNNEL AS A LIVE DASHBOARD

The stage counts in this report also sit in a dashboard the sales and HR teams can open any day, with the same step definitions. Two report screens from another Techsy project:



Akollo · insights dashboard. Example screen from a Techsy project, not Kestrel Freight's product.



Akollo · project health report. Example screen from a Techsy project, not Kestrel Freight's product.