

KESTREL FREIGHT • MARKETING REPORT • OCTOBER 2026

Marketing report, October 2026: shipper quotes and driver hires

Third month of the two-audience plan. Spend stayed flat at EUR 6,420 and both lead counts went up: 33 quote requests from shippers (24 in September) and 58 driver applications (39). Google search and the Meta yard videos carried the month; LinkedIn lead-gen forms did not and have been stopped. Numbers are from Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Search Console and the Kestrel Dispatch quote log, pulled on 2 November.

Period 1–31 Oct 2026 Total spend EUR 6,420 Audiences Shippers (NL + DE) • C+E drivers Markets Limburg • Nordrhein-Westfalen

Prepared by Techsy, marketing lead For Kestrel commercial director

QUOTE REQUESTS

33

▲ +9 vs Sep (+38%)

Portal form + phone, de-duplicated per company. 6 became booked lanes so far

COST PER QUOTE REQUEST

EUR 112

▼ from EUR 148

Shipper spend EUR 3,700 / 33. Google search alone: EUR 140

DRIVER APPLICATIONS

58

▲ +19 vs Sep (+49%)

44 with a valid C+E licence; 12 interviews held, 6 hires

COST PER HIRE

EUR 453

▼ from EUR 610

Driver spend EUR 2,720 / 6 hires. Agency was EUR 1,350 in 2025

ORGANIC SESSIONS

4,180

▲ +22% vs Sep

3,420 in Sep. DE pages now 41% of organic, was 28%

Weekly spend vs leads

ISO weeks 40–44. Week 40 covers 1–4 October, week 44 covers 26–31 October. Leads = quote requests + driver applications.

Spend, EUR

Leads

Week	Spend (EUR)	Leads
W40*	640	8
W41	1,520	21
W42	1,610	24
W43	1,580	23
W44*	1,070	15

Spend per lead by week: 80 • 72 • 67 • 69 • 71 EUR. The dip in W40 is the Google search campaign pausin

Where the 91 leads came from

33 quote requests and 58 driver applications, attributed to the last channel before the form or call.

Meta, driver videos

39

Google search

12

Google Business

6

Email

2

Job boards

11

LinkedIn, organic + paid

11

SEO / blog

10

Spend by audience

Shippers (LinkedIn, Google search, email, blog)	EUR 3,700
Drivers (Meta, job boards)	EUR 2,720
Total	EUR 6,420

Quote requests, target Oct

30 • hit

Driver applications, target Oct

45 • hit

Channel performance

Spend includes media only, except blog (writing and DE translation) and email (tool fee). Cost per lead is spend divided by leads from that channel. Verdict is the recommendation for November.

Channel	Audience	Spend	Impressions	Clicks	CTR	Leads	Cost / Lead	Verdict
LinkedIn, organic Company page + 3 staff, 13 posts	Shippers	0	48,200	1,310	2.7%	7	•	KEEP
LinkedIn, paid Lead-gen forms, 2 campaigns	Shippers	1,150	96,400	740	0.8%	4	288	STOP
Google Ads, search NL + DE, 4 ad groups	Shippers	1,680	21,900	1,062	4.8%	12	140	SCALE
Google Business profiles Venlo + Duisburg, 9 posts, 7 reviews answered	Shippers	0	9,840	412	4.2%	6	•	KEEP

Channel	Category	Stays	Revenue	Cost	CPA	Leads	Cost per lead	Action
Meta, driver recruitment	DRIVERS	1,480	212,000	4,890	2.3%	39	38	SCALE
Facebook + Instagram, 3 yard videos								
Job boards	DRIVERS	1,240	15,300	620	4.1%	11	113	FIX
Indeed DE, Jobbird NL, StepStone								
Email	SHIPPERS	120	1,090	171	15.7%	2	60	KEEP
October capacity note, 1,090 delivered								
SEO / blog	BOTH	750	61,500	4,180	6.8%	10	75	KEEP
2 pieces published, 4,180 organic sessions								
Total		6,420	466,230	13,385	2.9%	91	71	

What worked

Four things we would do again next month without changes.

- DRIVERS

Yard videos on Meta at EUR 38 per application. Three 40-second clips filmed at the Venlo yard, drivers talking about being home by 18:00. 39 applications, 27 with C+E. The Duisburg night-shift clip alone did 16. EUR 1,480 · 39 Leads
- SEO

Maut 2027 piece ranked #3 in Germany. Published 7 October in DE and NL; 1,860 sessions in three weeks, two quote requests from building-materials shippers who found it through search. position 3 for "maut 2027 änderungen lkw"
- SEARCH

DE search campaign at EUR 140 per quote. "spedition duisburg" and "transport venlo duitsland" groups brought 12 quote requests, 4 already booked. Impression share is only 31%, so there is room. EUR 1,680 · 12 leads
- LOCAL

Google Business calls doubled. 9 posts and every review answered within 48 h; 6 quote requests by phone, all from firms within 60 km of a depot. EUR 0 · 6 Leads

What did not

Three things that cost money or time without enough back.

- STOPPED

LinkedIn lead-gen forms produced junk. 11 form fills, 7 were students, agencies or a competitor's sales rep. 4 real leads at EUR 288 each. Paused 24 October; budget moves to search and boosted proof posts. EUR 1,150 · 4 Leads
- FIX

Job boards at EUR 113 per application. StepStone brought 2 applications for EUR 480. Indeed DE did fine (7 for EUR 520). Ads still read like a generic listing; pay bands and the home-every-night routine are missing. EUR 1,240 · 11 Leads
- WATCH

14 of 58 applicants had no C+E licence. Meta's audience drifted to van drivers after the third video. Licence question moves to the first screen of the apply form in November. 24% of applications
- WATCH

Email open rate fell to 44% from 51%. One send in October, sent on a Monday at 08:10, and the subject line was a date. Testing a Thursday send with the lane in the subject. 1,090 delivered

Next steps

November, agreed with Kestrel commercial on 2 November.

- 3 NOV

Relaunch LinkedIn as boosted proof posts. No forms; the October on-time figure and the A61 re-planning story, linking to the quote form. EUR 150 cap.
- 5 NOV

Raise Google search to EUR 2,300. New DE group for "ladungssicherung spedition"; bid to 50% impression share on the Duisburg terms.
- 10 NOV

Film three new yard videos in Duisburg. Night shift lead, a driver on the Venlo-Köln loop, the new 2024-plate trailers. Licence question added to the apply form.
- 12 NOV

Rewrite job ads, drop StepStone. Pay bands and shift pattern in the first three lines; keep Indeed DE and Jobbird NL only.
- 17 NOV

Publish the Maut 2027 cost calculator. Follow-up to the ranking piece; embeds in the shipper portal and the DE blog.
- 1 DEC

November report. Same format, with booked-lane revenue per channel added.

November quote requests

38

November cost per hire

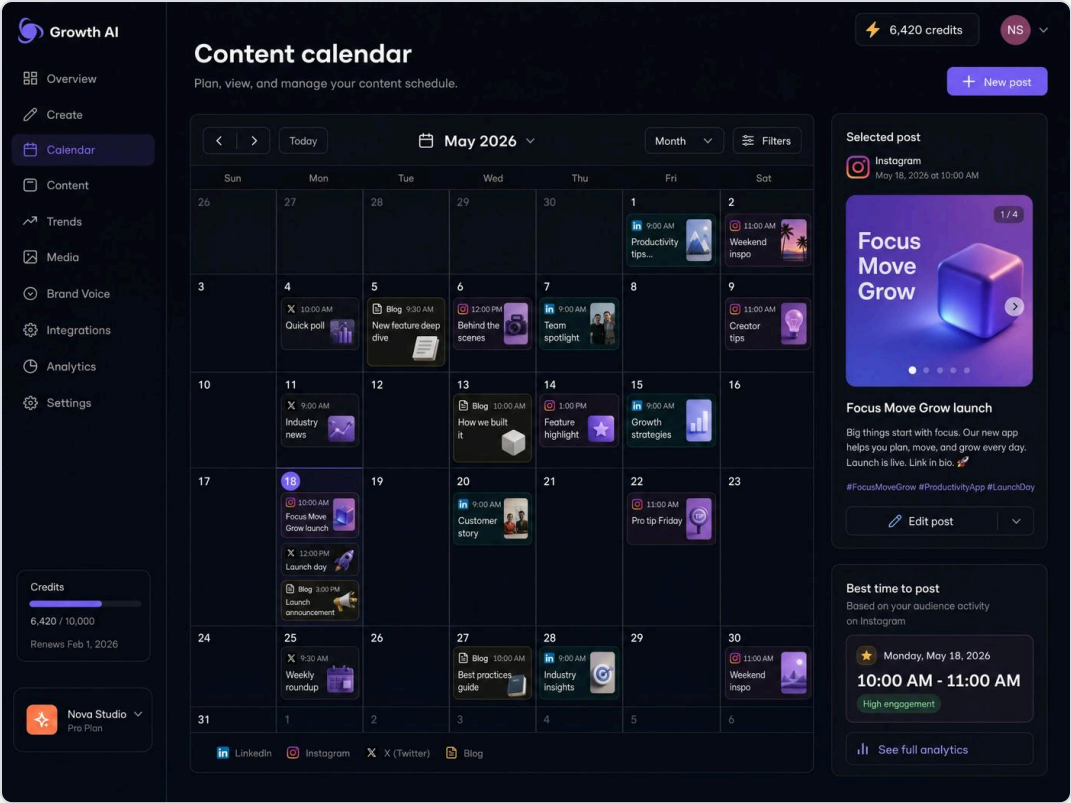
EUR 400

Budget for November

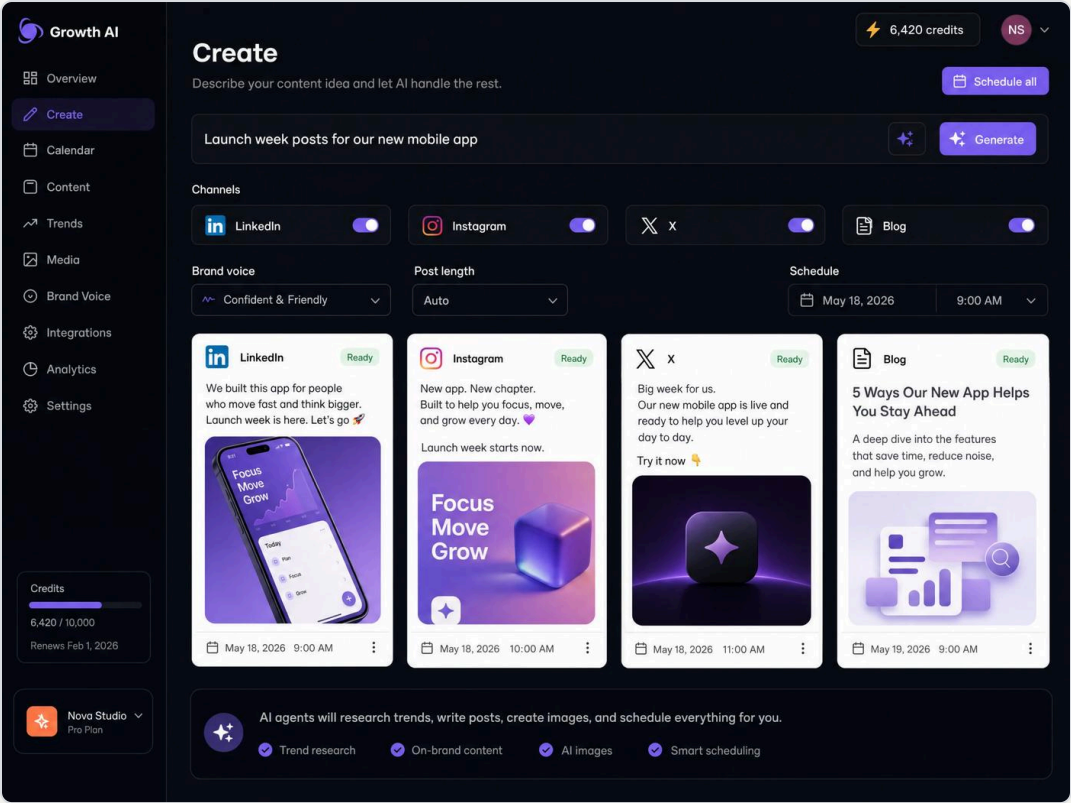
Total stays at EUR 6,420. EUR 1,540 moves from the two channels that did not earn it to the two that did.

FROM	TO	AMOUNT	WHY
LinkedIn, lead-gen forms EUR 1,150 → 150	Google Ads, search EUR 1,680 → 2,300	620	EUR 140 per quote request with 31% impression share. More budget buys more of the same, not worse.
LinkedIn, lead-gen forms	Meta, driver videos EUR 1,480 → 1,860	380	Cheapest driver application by a wide margin; new Duisburg clips keep the creative fresh.
Job boards (StepStone) EUR 1,240 → 700	Meta, driver videos	300	StepStone was EUR 240 per application. Indeed DE and Jobbird NL stay.
Job boards (StepStone)	Google Ads, driver search (new) EUR 0 → 240	240	"lkw fahrer jobs duisburg" has 2,400 searches a month and no Kestrel ad on it yet. Test for one month.
Moved		1,540	Unchanged: Google Business (0), email (120), blog (750). Total EUR 6,420.

Every LinkedIn, Google Business and driver post in this report was scheduled and drafted in a content calendar. Two screens from Growth AI, another Techsy project:



Growth AI · content calendar. Example screen from a Techsy project, not Kestrel Freight’s product.



Growth AI · drafts per channel. Example screen from a Techsy project, not Kestrel Freight’s product.