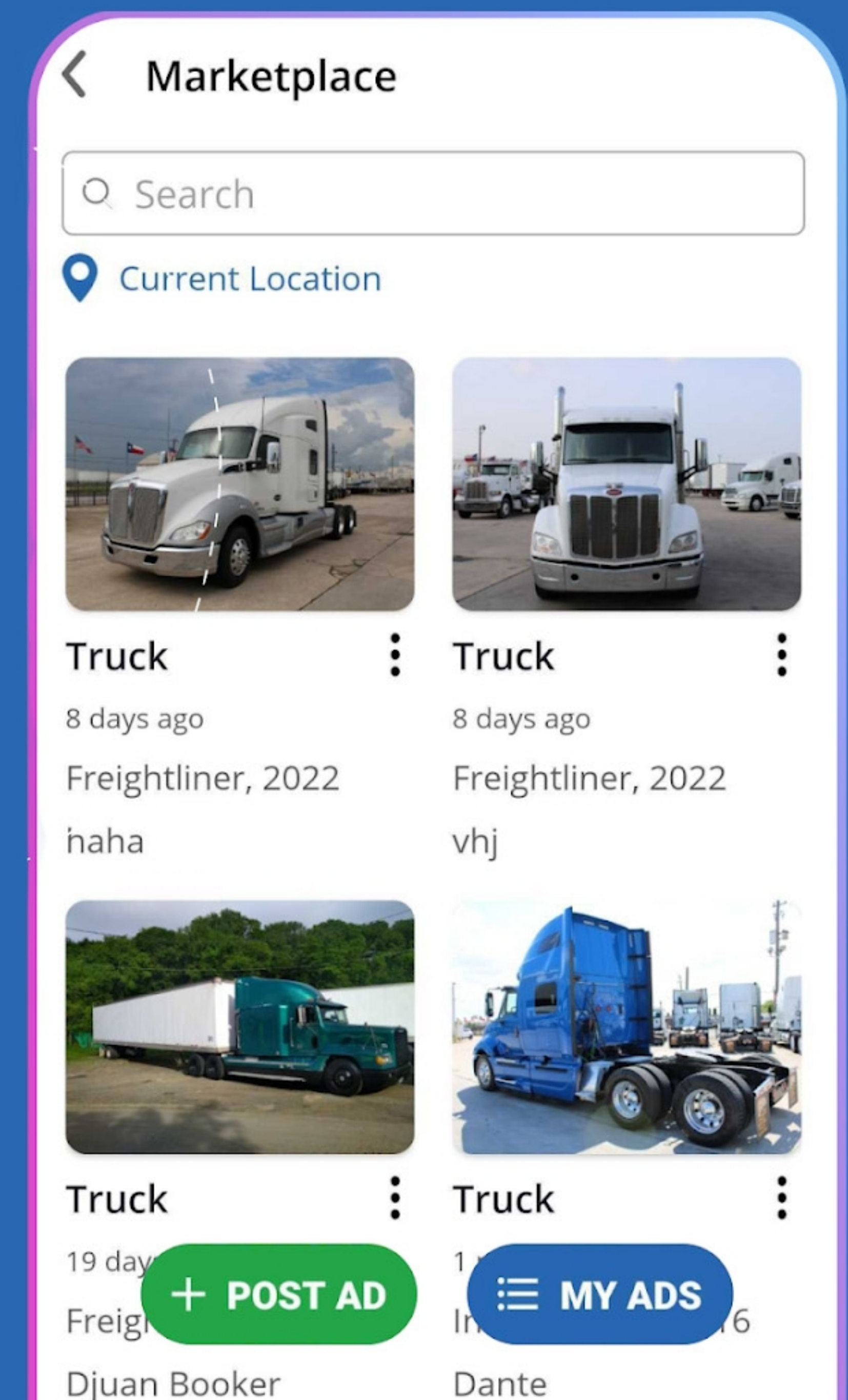




Truckbook

App Marketing Case Study



INTRODUCTION

TruckBook is a comprehensive platform tailored specifically for the trucking industry in the U.S. The app not only connects drivers with high-paying job opportunities but also provides essential tools such as truck-specific navigation, roadside assistance, truck stop locators, and a marketplace to buy, sell, lease, or rent commercial trucks—all in one place.

CHALLENGES:

TruckBook entered a highly niche and competitive market, aiming to become the go-to platform for American truck drivers. The team approached Dot Com Infoway to drive visibility, user acquisition, and brand credibility in the logistics and trucking ecosystem.

Their key objectives were:

- Attract active U.S.-based truck drivers to the platform

- Improve keyword visibility in app stores
- Launch performance-driven paid campaigns
- Create an engaged and loyal trucking community



PLAN OF ACTION:

- **App Store Optimization (ASO)** with targeted trucking and logistics keywords
- **SEO strategy** to enhance web visibility for long-tail trucking-related queries
- **iTunes Search Ads** to boost installs and visibility among iOS users
- **Facebook Ad Campaigns** aimed at U.S. truck drivers based on demographics and interests
- **Social Media Marketing** to build brand presence and increase engagement



RESULTS ACHIEVED:

- 18,000+ U.S. truck drivers onboarded within a short campaign window
- 10,000+ organic users acquired early in the campaign
- Ranked #1 for high-intent ASO keywords including:
 - ▶ truck book
 - ▶ logistics book
 - ▶ nearby truck
 - ▶ truck repair service stop

- **Improved brand trust and app visibility in a highly specialized market**

Through a strategic mix of ASO, SEO, and performance marketing, Dot Com Infoway successfully positioned TruckBook as a leading app for trucking professionals across the United States.