

How DHL Freight used Custom Audiences to reach their target audience and drive conversions



Objectives

Traffic
Conversions

Products

Custom Audiences

Overview

DHL Freight uses content marketing to connect with their customers by sharing their expertise in road freight logistics.

DHL Freight, the overland transportation division of global logistics leader Deutsche Post DHL, built a content strategy around delivering added value for their customers in Italy. On their new website customers can find industry-specific news and information relevant to road freight users and decision makers.

DHL Freight worked with Outbrain's Discovery platform to reach a qualified audience, and use content to drive actions. Putting the Outbrain Custom Audiences Pixel on its website allowed DHL Freight to pre-identify their audience and then re-engage those customers with further relevant content. Through Outbrain's premium publisher network, DHL Freight was able to convert prospects with content recommended to them on one of their favourite publisher sites. The pre-qualification of the audience led to high engagement (long time-on-site) and ultimately conversions (price enquiries and customer service contacts).

Results

36K

Visitors

128 sec.

Dwell time

0,38%

CTR

95%

New sessions



Experience

"Helping our existing and potential new customers with relevant insights on the road freight industry is a good way to strengthen our position as industry leaders. Digital content marketing is a very effective and cost efficient way to connect with customers compared to traditional marketing channels. We chose Outbrain because its publisher network delivers the premium environments we would like to see our articles recommended on. Through Outbrain's network and targeting capabilities, we received qualified traffic that actually converted."

Kim MacGillavry, Vice President Customer Experience, DHL Freight