

Digital Strategy for Logistics Company

CASE STUDY

The client, a leading logistics company, wanted to enhance brand visibility and engagement while navigating platform restrictions and optimizing ad performance to effectively reach their target audience. The goal was to achieve sustained engagement and measurable results in a competitive digital landscape.

STRATEGY

Postmedia executed a high-impact, multi-platform campaign that included the following key solutions:

High-Impact Digital Advertising:

- Display and POE Takeovers: High-impact interscrollers and roadblocks across Postmedia's network to maximize visibility
- Small Business Channel Sponsorship: Exclusive sponsorship of Financial Post's Small Business + Entrepreneur section, with 100% share of voice.

Other Key Solutions:

- Sponsored Content: 3x articles tailored to the small business audience
- Custom Infographics: 3x visually compelling infographics to boost engagement.
- Cobrand Display Ads: Animated banners served across 120+ news sites using 1st party data and retargeting.
- In-Feed Ads: Ads matching Postmedia's editorial look and feel for seamless integration.
- Social Media Amplification: Promoted posts on Facebook, Instagram, and LinkedIn, targeting and retargeting small business audiences.
- Display Ads: Additional banners across Postmedia's network to drive traffic using 1st party data and retargeting.



RESULTS

The high-impact advertising campaign delivered impressive results, achieving 7.7 million impressions and a 1.60% CTR, both exceeding industry benchmarks. Strong engagement on social media further highlighted the effectiveness of the strategy in capturing audience interest and driving sustained interaction.

167K+

PAGE VIEWS

7.7M+

IMPRESSIONS

*1.9M over the guaranteed number of impressions

1.60%

OVERALL CTR

*Benchmark: 1%

4.94%

FACEBOOK ENGAGEMENT

*5x benchmark of 1%

2.51%

COBRAND DRIVERS

*10x the benchmark of 0.25%

1.26%

INSTAGRAM ENGAGEMENT

*2x the benchmark of 0.50%