



DHL uses SimilarWeb to identify new prospects and increase the volume of qualified opportunities and sales

DHL Express is a division of the German logistics company Deutsche Post DHL Group providing international courier, parcel and express delivery services. Deutsche Post DHL Group is the world's largest logistics company operating around the world, particularly in sea and air freight.

Challenge: Find Leads and Win New Business

It's highly resource intensive to find and win new business. DHL needed to grow its business globally by finding new eCommerce prospects, and expanding the value of their existing customer base.

Success

Using SimilarWeb's Sales Solution, DHL Express is able to identify prospects in a smarter way by quickly identifying eCommerce websites where the majority of traffic comes from their core market but a certain percentage comes from other geographical locations. If the prospect or customer is not yet shipping their products in a country where they are receiving significant traffic, the DHL Express Sales team reaches out to try to help these businesses expand to new markets. There is a clear value proposition that the prospect is missing out on sales from the country where they are generating significant interest. DHL Express can also show how competitor traffic may be increasing (from a specific overseas market) as a result of offering international shipping, as well as advising prospects on how to increase sales for their business, which is mutually beneficial.

Hundreds of reps across 60+ markets of the DHL Express sales teams are armed with the SimilarWeb insights they need in order to find, qualify, and win new e-commerce customers, by far the fastest growing area of DHL's business. Using SimilarWeb's Sales Solution, DHL Express has experienced a significant increase in new revenue, resulting in a 506% annual return on investment.

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SimilarWeb is the most valuable way of sourcing leads, and both new and existing customers are amazed on the level of insights we can bring to the table: something made possible by SimilarWeb!

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