

Digital Strategy for Leading Logistics Company

High-impact, multi-platform approach drives engagement and visibility

OVERVIEW

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

APPROACH

Postmedia executed a high-impact, multi-platform strategy designed to maximize reach and audience interaction. The campaign leveraged display and POE takeovers, including interscrollers and roadblocks across Postmedia's network, to create immediate visibility. Exclusive sponsorship of the Financial Post's Small Business + Entrepreneur section ensured 100% share of voice among the small business audience. Sponsored content in the form of three tailored articles and three custom infographics provided value-driven engagement, while animated cobrand display ads served across 120+ news sites and in-feed ads integrated seamlessly with Postmedia's editorial experience. Social amplification through Facebook, Instagram, and LinkedIn, along with additional display banners using first-party data and retargeting, reinforced the campaign across digital touchpoints. The campaign generated 7.7 million impressions* — 1.9 million over the guaranteed number — and a 1.60% click-through rate*, both exceeding industry benchmarks. Social media performance highlighted the strategy's effectiveness, including a 4.94% Facebook engagement rate* (five times the benchmark), 2.51% cobrand drivers* (ten times the benchmark), and 1.26% Instagram engagement* (double the benchmark), demonstrating strong, sustained audience interaction.

CONCLUSION

Through a comprehensive, high-impact digital approach, Postmedia helped the logistics company achieve exceptional visibility and engagement across multiple platforms. The campaign successfully combined strategic sponsorships, tailored content, and creative digital executions to drive measurable results, exceeding both audience expectations and industry benchmarks.

7.7M+

IMPRESSIONS
1.9M over guaranteed number

1.60%

OVERALL CTR
Benchmark of 1%*

4.94%

FACEBOOK ENGAGEMENT
Benchmark of 1%*

*Benchmarks are industry averages.

