

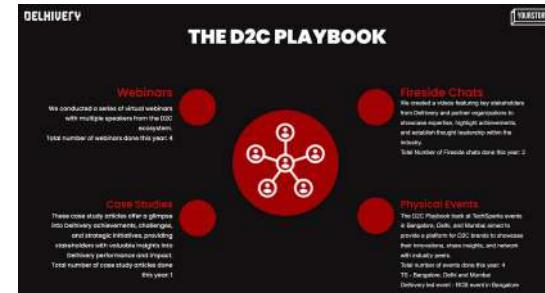
## About Client

Delhivery is India's largest fully integrated logistics provider, committed to developing the operating system for commerce. Our strategy integrates top-tier infrastructure, superior logistics operations, and advanced engineering and technology capabilities to redefine logistical excellence and enable seamless commerce operations.

## Challenges

Delhivery aims to improve its operations and stay ahead by delivering faster and making logistics more efficient. It plans to expand into more Tier 1 and Tier 2 cities to meet increasing demand.

## Solution Offerings



1. **Webinars**
2. **Articles**
3. **IPs**
4. **D2C Playbook**

## Impact/Results

Consolidated Performance Dashboard		
Metrics	YS Performance	Committed (Total)
Total Impressions	23,878,693	47,50,000
Total Video Views	1,633,824	3,60,000
Total Social Media Engagement	179,635	
Microsite	1	1
Articles	23	12
Virtual Webinar	4	4
Analytics Dashboard	Consolidated dashboard created for virtual and physical events content	
MQA	2400	2400 Leads
TechSparks Sessions	12	12