

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		
Metric	YS Performance	Committed (Total)
Total Impressions	23,876,693	47,50,000
Total Video Views	1,639,824	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	
MQLs	2400	2400 Leads
TechSparks Sessions	12	12