

audiense:

An audience connection
success story



Company Profile:

DHL.com /
HaveYouHeard.co.za

Client Sector:

Logistics / Agency

Audiense Usage:

Influencer identification
and activation across
multiple markets

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Audiense allowed us to optimise our audience engagement at scale. Without Audiense, we wouldn't have been able to create such a large presence for DHL in the social space.

Kaybee Ntloana

Account Manager
HaveYouHeard



How DHL Africa identified 65,000 influencers across Africa in the build up to the Rugby World Cup 2015.

DHL is the global market leader in the logistics and transportation industry, active in over 220 countries in the world including 45 in Africa.

HaveYouHeard is South Africa's leading word-of-mouth marketing agency, working with brands such as Adobe, BT, and Home Depot.



#AfricaAsOne: a journey powered by influencers

DHL's #AfricaAsOne campaign creative was simple but massive: to pass a rugby ball across 45 countries in Africa on its way to London for the 2015 Rugby World Cup. The aim was to engage with influencers across multiple fields, including culture, art, food and sports by encouraging them to spread the message of this grand journey and create a buzz around the #AfricaAsOne campaign.

To hit its targets, HaveYouHeard required a sophisticated means of identifying influencers through a combination of in-depth filtering and targeting of Twitter users..

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Challenge

find highly relevant influencers in 45 African countries as part of DHL's campaign to drive awareness of the brand in the lead-up to the 2015 Rugby World Cup.

Solution

the in-depth filtering and targeting capabilities of the Audiense platform uncovered both obvious influencers and those whose interest was latent, providing the audience with which the teams aimed to collaborate for DHL's #AfricaAsOne campaign.

Results

the campaign's hashtag - #AfricaAsOne - achieved 1,200,750,000 impressions, with an advertising value equivalent of £12,112,867.

Picking the winning team

Using Audiense's in-depth audience analysis capabilities, HaveYouHeard uncovered relevant influencers and bloggers from 45 African countries. In-depth geo targeting, filters such as followers/following ratio, influence, tweets per day, keyword use and biography analysis provided the team with better strategic insights into the influencers and bloggers they could expect to enlist.

The agency in-house teams then used Audiense's direct messaging features to connect with these influencers at scale, but in a personalised manner that repeatedly delivered results. In creating such direct message campaigns, HaveYouHeard established and cemented DHL Africa's relationship with the Twitter influencers involved.



Audiense delivers

- HaveYouHeard used Audiense to find 66,099 unique relevant influencers
- Millions of users in 45 different countries analysed
- The campaign hashtag #AfricaAsOne secured a reach of 1,200,750,000, with an advertising value equivalent of £12,112,867.
- Improved engagement with their Twitter community, achieving over 330,000 Retweets.

The Audiense platform powers three vital functions that help brands and agencies grow their businesses: building audiences using sophisticated combinations of attributes and sources, acquiring deep insight into those audiences, and connecting with audiences at a granular level to deliver relevant and effective communications. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

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