Business overview

**Founded:**
1969

**Employees:**
325,000

**Annual revenue:**
€57,334 ml (2016)

**Industry:**
Transport & Logistics

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**The Customer**

DHL is a division of Deutsche Post DHL Group, the world leader in logistics. Founded in 1969 in order to send documents between San Francisco and Honolulu, the company is now the best-known and most trusted logistics provider in the industry. With a global network across over 220 countries and territories worldwide and a total of 325,000 employees, the company offers a wide range of efficient and affordable international courier services to an incredibly diverse range of customers. The company's commitment to customer service and reputation for reliability lead to an increased revenue of 2.7 per cent in 2016.

**The Challenge**

**Too many email bounce backs**

Getting through to the right people, whether it be potential customers, partners or sponsors, is obviously imperative to the success of any business’ marketing strategy. DHL was in need of valid and complete company intelligence in order to avoid high email bounce back rates. Though other providers claim to offer wholly accurate contact details, the reality is often very different, with databases full of outdated or error-filled information or simply lacking email addresses or other information. With this in mind, DHL sought out a provider who would be able to give them access to valid and complete contact details that would mean a low level of the dreaded email bounce backs. The company ultimately decided to purchase access to the Singapore database at Global Database.

**The Solution**

**Accurate and consistently checked data**

Global Database understands that accuracy is king. Therefore, we have a number of measures in place so that the email addresses and other contact details in our databases are as accurate as possible. We collect data from authoritative sources such as government agencies, Companies House, Chambers of Commerce and stock exchanges.

We validate every email address on a 30 day basis, and as a result have an impressive deliverability rate of 85% to 95%, one of the highest in the industry. Global Database also utilizes cutting edge web crawling technology to add and update profiles in real time, and unlike many of our competitors, has a team of over 100 in-house employees to manually collect and validate data every day. No trustworthy provider would claim to have 100% data accuracy, the level of checks we complete mean that we can offer accuracy of 93%.

**The Results**

**Increase in leads**

As a result of Global Database's high levels of accuracy, DHL was able to access quality leads that have a much better chance at converting into customers.

What’s more, with new profiles being added to the database every day they can enjoy new leads at their fingertips without having to source them in house.

By purchasing from Global Database, DHL join other market leaders such as Microsoft, Avaya, Cisco, KPMG, Maserati, Dupont, and many more, who all trust us to deliver high quality company information with high levels of accuracy that few other providers in the market can claim.

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