



## Press release



# **GLS, the first parcel delivery company to deploy TRACK & ENGAGE<sup>®</sup>, an innovative marketing tool, combining parcel tracking and customer engagement**

Toulouse, April 15, 2021 - Track & Engage<sup>®</sup> is an intuitive and powerful mobile marketing solution that transforms the geolocation of parcel delivery into an immersive brand experience. GLS France, the specialist in express and logistics parcel delivery solutions, is the first player in the sector to deploy Track & Engage<sup>®</sup> throughout France.

Thanks to this innovative tool, GLS now offers its customers a service that allows them to deploy their marketing strategy by capitalizing on the attention span of consignees while monitoring the arrival of their parcel on the tracking interface.

### **A powerful communication channel for brands and e-commerce players who are GLS customers**

Track & Engage<sup>®</sup> is a mobile marketing solution that allows GLS customers to use the parcel delivery tracking page ("Track") to communicate with their own customers ("Engage").

It allows them to:

- Keep in touch with the recipient customer during delivery, via a new communication channel,
- Build customer loyalty to prepare for future sales,
- Stand out from the crowd by offering a new brand experience to their customers.

The consignee receives an SMS, on average 1.5 hours before the delivery of his parcel, inviting him to open a link leading to a tracking interface. The consignee can then see the current position of the deliverer and can estimate the time at which his parcel will be delivered. They can then wait for the delivery without fear of a delivery failure.

The average time spent on this new generation interface is between 7 and 14 minutes, which is an unprecedented opportunity for retailers to take advantage of this time to communicate with their customers.

The "Engage Ad Manager" platform gives retailers autonomous access to a **wide range of features for setting up and customizing their marketing campaigns while giving free rein to their creativity:**

- **numerous formats available:** video, image, banner, drawer, etc.
- **display of points of interest** on the map: physical shops, partners, click & collect, etc.

- **all types of campaigns possible:** promotional offer, web to store, advice, redirection to social networks, sponsorship, questionnaire, gamification, entertainment.

The unique experience offered by Track & Engage<sup>®</sup> reinforces the emotional bond that a customer has with a brand, which strongly contributes to their engagement and loyalty; all this with low marketing expenses and a winning return on investment.



The test phase, carried out with e-commerce players such as Rougier&Pié, monbento, Bricotravo and Univers Décor, proved to be a real success. It showed that the **average click rate on Track & Engage<sup>®</sup> is 50%**, which translates into one of the highest engagement rates on the market, regardless of the type of parcel sent.

"At a time when customer satisfaction is at the heart of our priorities, "Track" was for us the obvious solution to allow the recipient to follow the route of his parcel during the last mile, which allows us to offer a high value-added support solution. In addition, the "Engage" tool, which allows the tracking page to be used as a marketing tool, has very quickly become a very effective communication tool", says **Benjamin GUEZ, President of Univers Décor.**

### Press Contacts

**GLS France** : Agence Wellcom  
 Sarah Nascimento & Stéphanie Piere  
[gls@wellcom.fr](mailto:gls@wellcom.fr)  
 01 46 34 60 60

**Track & Engage<sup>®</sup>** : Impulse Communication

Marie Legrand  
[marie@impulse-communication.fr](mailto:marie@impulse-communication.fr)  
06 09 88 62 27

**About GLS France and the GLS Group**

*GLS France is a subsidiary of General Logistics Systems B.V. (head office in Amsterdam). GLS provides reliable, high-quality parcel delivery for more than 240,000 customers with express and logistics solutions. "To be the service quality leader in parcel logistics" is the ambition of GLS. Through its own subsidiaries and contractual agreements, the GLS Group covers 40 countries and is connected to the whole world. GLS is one of Europe's leading parcel operators through its road network. The Group is also present in Canada and on the West Coast of the United States. GLS has approximately 1,400 hubs and depots. With 19,000 employees, approximately 28,000 delivery vehicles and about 4,000 long-haul trucks are on the road for GLS every day. In the financial year 2019/20, 667 million parcels were transported with a total turnover of €3.6 billion.*

**About Track & Engage© developed by Tousfacteurs**

*The company Tousfacteurs has developed the Track & Engage© technology solution. A last mile specialist since 2015, Tousfacteurs is developing a technological approach to the delivery market. Its activity is currently based on 3 axes: as a green delivery operator, Tousfacteurs carries out several thousand deliveries per day in 3 French cities in this segment; the licensing of its delivery technology through its Proxipick© software, which enables other transport companies to digitalise their activity and gain in operational efficiency; and more recently its Track & Engage© customer experience and brand solution.*