CLIENT CASE STUDY

xpand LOGISTICS

87% quarter-on-quarter increase in leads for XPand Logistics

XPand Logistics are a family-run freight forwarder with key branches in London, Essex and Manchester. They provide a full range of logistics services across the UK and internationally, with a keen focus on sustainability and bespoke customer service.

The challenge:

For 25 years, XPand Logistics have been providers of bespoke shipping and logistics solutions. Their UK-based, family-run team have a reputation for expertise, exceptional customer service and the know-how to deliver on a global scale.

To support their growth goals, XPand Logistics needed leads for their UK network of locations; and with a brand-new-purpose-built factory in Manchester, driving pipeline in this area was critical.

The approach:

Sharp Ahead implemented lead generation campaigns through Microsoft Ads and Google, directing traffic to conversion-optimised landing pages. To complement the search ads, we utilised paid social advertising via LinkedIn to reach a broader professional audience.

The results:

The Microsoft Ads campaigns generated 73 leads at an impressive cost per lead (CPL) of £33. Microsoft, Google and LinkedIn together drove an 87% increase in form submissions in Q4 2024 compared to Q3.

"Our growth efforts needed to be underpinned by a best practice marketing strategy and delivery. We needed a partner with a demonstrated track record of demand generation and the same ambitious approach to growth as we have. We found that partner in Sharp Ahead and could not be more pleased with what together we have achieved for XPand."

David Osborn
Director, XPand Logistics

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Get in touch