

THE IMPORTED AD

Why we ran an ad in a Chinese newspaper and sent it back to Australia.

We were charged with proving that DHL Import Express is the safest choice when you need to import things quickly from overseas markets.

So we took out an ad in the Shanghai Business Daily that spoke directly to small business owners in Australia. The ad (the only English in the entire paper) clearly stated that DHL would have a copy in their hands within 3 days. We then put our own import service to the test.

Thankfully, it worked. All copies were successfully delivered within three days – with a staggering 60% arriving on day two – resulting in a massive conversion rate of 5% in our lucrative cross sell segment. That's 2.3% higher than a test DM sent to the same segment with the exact same offer. And as a bonus we also captured a 3.7% conversion rate in our lapsed segment.



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上海将现年末土地供应高峰

11月35幅地块入市环比增59% 推地总面积达140万平方米



亚洲最大65米射电望远镜落成上海

- 导看台
- 9月份工业利润 半年来首度转正
——> 04版/宏观与区域
 - 中石化三季报 利润下滑收窄
——> 08版/财经
 - “莫言醉”白酒商 身价直冲千万
——> 06版/经济新闻
 - 上海新能源汽车 充电桩按需建设
——> 07版/经济新闻
 - 嘉定公交车追尾 47人受伤送医
——> 13版/上海新闻

YOU'RE IN AUSTRALIA
HOLDING MONDAY'S SHANGHAI
BUSINESS DAILY.

WHY? The answer is simple. At DHL Express we import goods from 120 countries within just two to three days. To prove it, we took out an ad in the Shanghai Business Daily on Monday, October 29, and sent it to you in Australia. Which means you'll be reading this no later than Thursday, November 1. We treat every delivery with the same sense of urgency. Put us to the test at simplydhl.com/news and receive 40% off your import shipments for 12 months. You could also win \$5,000 worth of free import shipments* So the next fast import you'll receive from us, will be your own.

*Terms and conditions apply. see website for details.
此消息将由澳大利亚敦豪(DHL AU)发送到澳洲进口客户手中, 我们希望您能尽快和他们洽谈合作

