

# LEAD COVERAGE

## Unlocking 4PL Potential:

A Case Study in AR-Powered Supply Chain Transformation

### THE CLIENT >

One of the fastest growing fourth party logistics (4PL) providers in North America, applying their expertise and innovative technology solutions to ensure customers achieve optimal efficiency in moving and managing their freight.

### THE CHALLENGE >

The client went beyond basic logistics, acting as a true partner to optimize client supply chains. However, the industry lacked a clear definition of "modern 4PL." They needed a way to rebrand and solidify their position as a true, modern 4PL, distinct from the traditional model.

### THE SOLUTIONS >

To address the client's challenges, LeadCoverage implemented a multi-faceted, technology-centered approach:



**Getting a  
Seat at the  
Table**

LeadCoverage, with its established relationship with Gartner, saw an opportunity. We connected the client with Gartner's upcoming 4PL quadrant research. The client's deep expertise helped shape the definition of the category itself, solidifying their position as an industry and thought leader.



**Beyond the  
Report**

Recognition alone doesn't drive business. LeadCoverage crafted a comprehensive PR strategy spearheaded by thought leadership pieces, organic social media and a strong media relations, – all leveraging the Gartner report. We also assisted in the build of a dedicated landing page designed to capture leads interested in the client's expertise.

### THE RESULTS >

#### Enhanced Branding

1

The client confidently rebranded as a modern 4PL, utilizing LeadCoverage-driven PR to guide audiences to the Gartner report and generate leads.

#### Stronger Relationships

2

Gartner, impressed by the client's contributions, invited them to participate in future reports, including more detailed 4PL studies and new sustainability reports. LeadCoverage continues to support this partnership behind the scenes

### THE MATH

8

the exclusive group of leading 4PLs highlighted by Gartner (our client is one of them!)

35%

Percentage of form submissions converted to new qualified leads from the AR strategy.

\$220K

Value of online & print media coverage In just three months, amplifying brand awareness and reach.

**LEAD  
COVERAGE**  
We make market leaders.



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