

## Redwood Logistics: Redefining 4PL with Analyst Relations

### THE CLIENT >

Redwood Logistics is one of the fastest growing fourth party logistics (4PL) providers in North America. With their innovative technology solutions and deep logistics expertise, Redwood helps customers achieve optimal efficiency in managing and moving freight.

### THE MATH

8

The number of exclusive 4PL leaders, including Redwood, featured in Gartner's new market research.

35%

Percentage of form submissions that converted to qualified leads, driven by the analyst relations strategy.

\$220K

Value of media coverage generated in just three months, significantly boosting Redwood's brand awareness.

### THE CHALLENGE >

Redwood had invested in becoming a technology company. The goal was to become not just a 3PL, but a technology company that helps their customers connect their whole supply chain and all their partners through a proprietary orchestration network. Adding technology was the extra dimension that would make Redwood a 4PL and would be a radical shift for the company. They needed a way to rebrand and solidify their position as a true, modern 4PL, distinct from the traditional model.

### THE OPPORTUNITY >

To support their go-to-market (GTM) strategy, Redwood decided to focus on analyst relations. At the time, the logistics industry lacked formal recognition of the 4PL market segment—there were no existing reports, market guides, or Gartner Magic Quadrants focused specifically on 4PL providers. By using its strong relationships with Gartner analysts, LeadCoverage saw an opportunity to position Redwood at the forefront of the emerging 4PL market. The goal was to position Redwood's strategy and services within this emerging 4PL category, guiding Gartner to recognize and document the evolution of 4PLs.

### THE SOLUTION >

LeadCoverage implemented an ongoing analyst relations strategy, connecting Redwood with a series of supply chain and 3PL analysts at Gartner. Month after month, Redwood engaged with these analysts, leading to an introduction to the newly-formed team responsible for conducting the first-ever 4PL market research. Redwood's executive team worked with the Gartner team every step of the way to ensure the right reflection of the company within the research, which helped define their new company positioning as a modern 4PL.

### THE RESULTS >

Redwood Logistics' deep expertise helped shape the definition of the category itself, solidifying their position as an industry and thought leader. This GTM positioning was directly influenced by the Analyst Relations strategy and provided a valuable setting for Redwood's overall demand gen program. In addition to solidifying Redwood's leadership in the market, the engagement with Gartner resulted in the publication of the first-ever 4PL Innovation Insight report. This report evolved into a formal Market Guide for 4PLs the following year, replacing the traditional 3PL Magic Quadrant and further establishing Redwood's role as a category leader.

