

700 Leads, 276M Impressions One Index That Changed Everything

THE CLIENT

Highway is a Dallas-based tech company solving identity fraud in the freight industry. Their Carrier Identity® platform helps brokers vet and verify carriers quickly and confidently, reducing fraud and streamlining load execution.

THE MATH

First Week Results

700+

Form Fills in the First Week

34

Earned Media Mentions

(Including Associated Press, Yahoo! Finance, Market Insider, FreightCaviar, Supply & Demand Chain Executive, Freight Waves)

276 MILLION

Impressions
Through Media Mentions

\$812K

Total Publicity Value

THE CHALLENGE

Freight fraud is one of the fastest-growing threats in logistics, yet most companies struggle to lead the conversation. Highway set out to change that with the launch of its **Freight Fraud Index**. To bring the campaign to life, Highway partnered with LeadCoverage to turn raw data into a PR-worthy, lead-generating asset.

THE OPPORTUNITY

LeadCoverage partnered with Highway to transform their internal freight fraud data into a quarterly thought leadership engine. By anchoring demand generation and PR efforts around the Index, Highway could drive engagement from brokers, generate MQLs, and reinforce its role as a market leader in carrier identity management.

THE SOLUTION

We make market leaders.

LeadCoverage partnered with Highway to transform the growing threat of freight fraud into a competitive advantage. Through a strategic blend of public relations, demand generation, and CRM optimization, we positioned Highway as a trusted authority while driving real business results.

The Freight Fraud Index became the anchor asset for content, campaigns, and lead generation. We paired it with targeted HubSpot workflows and segmentation to capture and nurture interest at scale.

By aligning messaging, media, and marketing systems, LeadCoverage turned a risk narrative into a revenue-driving engine—amplifying awareness, generating pipeline, and reinforcing Highway's leadership in freight security.

THE RESULTS

In just the first week, the Freight Fraud Index campaign surpassed all benchmarks:

- 700+ qualified form fills were generated through email, social, and direct traffic—showing strong interest from logistics professionals.
- 34 earned media placements across major trade and business outlets positioned Highway as a leading voice in freight fraud prevention.
- 276 million+ media impressions dramatically expanded brand visibility across the freight and logistics space.
- \$812,725 in publicity value reflected the high ROI of the campaign's PR strategy and market impact.

**LEAD
COVERAGE**

We make market leaders.

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