



## ABOUT PLATFORM X

platform X supports publishers and content providers in promoting their content and expanding their audience reach. The full-service provider summarizes its core competencies under the areas of Data Driven Marketing, Fulfillment Services and Digital Services, which are reflected in a wide range of services. platform X is pursuing the goal of becoming the largest service provider for digital publishers. To achieve this, the company regularly evaluates its processes and services in order to guarantee the highest level of service quality and increase both customer sales and customer satisfaction.

## LACK OF END-TO-END TRANSPARENCY IN THE DELIVERY PROCESS


As part of its fulfillment services, platform X supports its clients in shipping print products. On-time and reliable delivery of shipments is imperative, especially in the case of time-bound campaigns. However, when such customer shipments were handed over to platform X's delivery network, the full-service provider lacked transparent insights into the performance of its shipping partners. Therefore, the company sought a way to measure delivery quality at different process steps to ensure high service quality and consistent transit times.

platform 

## PLATFORM X

### At a Glance

 **Industry**  
Service Provider

 **Headquarters**  
Bonn, Germany

 **Website**  
[www.pl-x.de](http://www.pl-x.de)

### Highlights

- ✓ Full-service support for reach building
- ✓ Data-driven multichannel marketing
- ✓ Specialist for online, print, telesales, campaign management and performance measurement

## DETAILED INSIGHTS INTO THE DELIVERY PROCESS: HOW PLATFORM X BENEFITS FROM A REAL-TIME TRACKING MEASUREMENT SYSTEM

To gain more transparency about the performance of its delivery partners, the company turned to Spectos as an independent auditor. platform X wanted to find out in detail how long shipments take from its main headquarters in Bonn to the logistics site in Dörth and from there to the recipients. A specific measurement system with Live Trackers was set up for this purpose. The measurement design enables in-depth checks of the delivery process to quickly and efficiently identify anomalies and delays between individual waypoints.

The Spectos Panel was activated to carry out the tracker measurement. The selected study participants were intensively trained for this specific purpose. Their job was to report receipt of the shipments and return the trackers enclosed with the shipments back to Spectos.

The In-house Lettershop of Spectos prepared the test mailings for the measurement. Disguised as a consignment of goods, these contained a live tracker that could not be seen from the outside and a chocolate Santa Claus, which gave the measurement its name „Christmas Chocolate Measurement.“ With the start of the measurement, the live trackers were activated to immediately collect real-time information on the delivery process.

After the project phase was completed, the Project Management of Spectos submitted a comprehensive performance report to platform X. This report contained information on general performance as well as specific evaluations on the duration of delivery to the logistics center and the distribution time in the individual zip code areas.



**DETAILED INSIGHTS INTO ALL PROCESS STEPS THROUGH LIVE TRACKING**



**IN-HOUSE LETTERSHOP TO PREPARE THE MEASUREMENT**



**WELL-TRAINED SPECTOS PANELISTS AS TEST SHIPMENT RECIPIENTS**



**DETAILED PERFORMANCE REPORTS FOR DERIVING STRATEGIC DECISIONS**



### LIVE TRACKING DATA FOR TARGETED MEASURES AND EFFECTIVENESS CHECKS

The performance report provided platform X with clear insights into specific handover points during the delivery process. This has enabled the company to uncover selective hold-ups between shipment and receipt. Based on the tracking data, the causes of the delays could be identified and eliminated through targeted actions. Subsequent tracker measurements in the following year verified the effectiveness of the measures taken. Since then, tracker measurements have become firmly established as a valuable tool for targeted quality management and are carried out annually.

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*With the live tracking measurement system of Spectos, we can efficiently identify weak points at individual process points in the delivery process. The insights gained support us in deriving targeted improvement actions and in regularly reviewing and ensuring our high level of quality at platform X.*

**Timo Sucansky**  
**Head of Logistics Services**

## PLATFORM X VERZAHNT MARKETING UND FULFILLMENT

