



## UPS uses SimilarWeb to expand relationships with prospects and clients

UPS is a global leader in logistics, offering a broad range of solutions including transporting packages and freight; facilitating international trade, and deploying advanced technology to more efficiently manage the world of business. Headquartered in Atlanta, UPS serves more than 220 countries and territories worldwide.

### Challenge: Create Additional Value for Prospects & Customers

UPS wanted to expand its relationship with eCommerce prospects and customers to become more of a strategic partner in their logistics planning, rather than merely a service provider. UPS needed a powerful resource for sales and account management teams to use throughout the sales process to better engage with new prospects and expand relationships with existing clients.

### Success

Since integrating SimilarWeb in 2015, UPS has leveraged SimilarWeb for consulting and discussing insights and opportunities for growth with their prospects and customers, thereby enabling them to make more informed digital marketing decisions. As a result, UPS is able to move client conversation away from being solely price focused to being more value focused. SimilarWeb's insights have become a core component of UPS's value proposition for prospects and customers, and an important revenue drivers for UPS' business.

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Over 1,000 employees at UPS use SimilarWeb's Sales Solution across our sales and account management teams. It has empowered us to work smarter, identify new opportunities, and make better decisions.

SimilarWeb has helped UPS drive \$5.5M in annual revenue



**Shane Boyles**  
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