

Content Survey

Case Study

How One Survey Created 15+ Sales Assets, Was Cited in 20% of Sales Calls, and Influenced 17% of Closed Deals

OVERVIEW


In logistics, the cost of empty truckload space and shipping continues to drain efficiency and profits—yet few have quantified the issue.

[Flock Freight](#), a leader in Shared Truckload, partnered with [Drive Research](#) to change that. Together, we launched a robust survey that uncovered industry-wide pain points and positioned Flock as the solution.


By providing the critical insights needed for Flock's PR campaign, we helped them **cut through the noise, boost brand awareness, and influence decision-makers across industries** such as food and beverage, automotive, retail, and tech.

APPROACH

Drive Research designed, executed, analyzed and reported a custom survey that resonated across the logistics and transportation space. By engaging a diverse mix of professionals and company sizes, we captured insights from those best positioned to drive change.

 **Target Audience:** C-suite executives, logistics directors, and supply chain managers from SMBs to large enterprises.

 **Timeline:** Fielded over six weeks

 **Results:** Data-backed results with a 95% confidence level and a 3% margin of error.

"Six months in, this research hasn't lost steam — it's continuing to drive meaningful results across the entire sales and marketing funnel."

Sophia Parks | Sr. Demand Generation Manager
Flock Freight



RESULTS

To maximize the value of the research, Flock Freight transformed the survey findings and recommendations from Drive Research into 15+ strategic sales and marketing assets. From extended page engagement to high-value conversions and media pickup, the campaign content activated interest across the funnel. **Sales and marketing assets included:**

Asset	Performance
Gated Research Report	<ul style="list-style-type: none">• Drove highly engaged traffic: users spent 19x longer on the page than average• Created a lead-gen opportunity by collecting contact information
Blog Posts + Infographics	<ul style="list-style-type: none">• Earned backlinks from high-domain outlets like Benzinga (89) & FreightWaves (67)• Helped improve site credibility & ranking
Webinar	<ul style="list-style-type: none">• 388 registrants, 143 attendees including high-level decision-makers• 87 new prospects identified as high quality leads for sales follow-up
Social Media Campaigns	<ul style="list-style-type: none">• Promotion of the research study generated 138,926 engagements and 7.9M impressions across all social media platforms• A targeted LinkedIn campaign amplified results with a 235% lift in web referrals and 178% more impressions
Newsletter	<ul style="list-style-type: none">• Open rates were significantly above benchmark (30%), averaging 41% across 5 emails to customers



1 in 5
sales calls
mention this
research study



17%
of total closed-won
deals were influenced
by the survey

Ready to create content that gets noticed and delivers real results?

At Drive Research, we specialize in custom PR surveys that fuel high-impact campaigns, earn national media coverage, and generate qualified leads. From data collection to headline-worthy insights, we help your brand break through the noise and get in front of decision-makers who matter. Let's transform your insights into industry influence.



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