The Brains Triumph at 2021 Global Digital Excellence Awards For DHL Social Media Campaign

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[London, UK] [August 2021]— Digital marketing agency The Brains have picked up yet another award in 2021, this time from the 2021 Global Digital Excellence Awards. The Brains were awarded two prizes for their top-performing paid social campaign with international courier, DHL.

The Brains were awarded "Global Paid Social Media Campaign of the Year" as well as "Best Use of Facebook/Instagram". The Brains gained attention for helping DHL Africa Eshop build Africa's largest ecommerce store through Facebook ads.

About the Award-Winning Social Campaign

The DHL paid social campaign focused on not only generating high-quality leads, but also on reducing overall spend. After only six months, The Brains were able to generate a 7x return on ad spend for DHL Africa Eshop, and reduced their Cost Per Acquisition by an incredible 60%.

The Brains were involved in building Africa's largest ecommerce store through Facebook for DHL, and after months of targeting research and audience insights, saw some remarkable results.

“We're delighted to have won this award. It's a credit to the whole agency. The campaign has meant our paid, analytics and design teams working closely together and we've seen some great innovation as a consequence.”

— Jonathan Lemer, Director, The Brains

You can read more about the awards and the work behind them here, as well as what’s next for The Brains.

About The Brains:

The Brains is a leading digital marketing agency in London, focused on strategies that offer unbeatable ROI and long-term business success. The Brains offers PPC, SEO, content marketing and lead generation services among others.

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