

Company: DHL Group, Bonn

Company Description: DHL Group is the world's leading logistic company and home to two strong brands: DHL offers a comprehensive range of parcel, express, freight transport, and supply chain management services as well as e-commerce logistics solutions. Deutsche Post is the largest postal service provider in Europe and the market leader in the German mail market.

Nomination Category: Website Categories

Nomination Sub Category: Industry - Transportation

Nomination Title: DHL.com

1. When was this site or blog first published?

We first published redesigned version of our website in May, 2022 for the US market with global rollout completed in May, 2024.

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 200 words used.

The communications objective of DHL.com was to create a single, global digital gateway that effectively serves all DHL customers (individuals and businesses alike) across more than 150 countries and territories. With 1 billion visits per year, the site needed to accommodate a broad audience: from personal shippers tracking packages to small businesses booking shipments and enterprise clients exploring logistics solutions or requesting accounts. A key challenge was to support multiple independent Business Units within DHL, each offering distinct services in different markets, while delivering a seamless user experience.

These objectives were successfully met through the creation of a unified and intuitive new DHL.com website. The redesign brought together the diverse service offerings into a single experience, making it easier for users to find relevant information, navigate content quickly, and connect with the right DHL service. The consistent design approach prioritized simplicity, enhanced clarity, and streamlined content to ensure that users only see information relevant to their country. Furthermore, the site was localized into 251 versions and 44 languages (including right-to-left languages like Arabic and Hebrew) ensuring accessibility and usability for DHL's global audience. And we continuously improve our website to enable a great UX meeting our customer needs.

3. List the appropriate creative and production credits for this entry:

- Christian Metzner (SVP, Digital Customer Interaction & Sales)
- David Kinahan (VP, Digital Customer Interaction & Experience Platform)
- Katherine Di Geronimo (Product Manager)

Attachments/Videos/Links:

[DHL.com](https://www.dhl.com)



[REDACTED FOR PUBLICATION]



HOW TO ENTER >