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500 logistics and retail leaders uncover gaps in delivery execution

BRINGG

The state of last-mile delivery: insights that matter

500 logistics and retail leaders uncover gaps in delivery execution.

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Bringg's 2025 state of last mile report is based on a survey of 500 logistics and retail leaders, it uncovers key gaps in delivery execution, technology, and customer experience.

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- Click-Through Rate (CTR): 1.1–1.5% (well above LinkedIn B2B benchmark of ~0.5%)
- Landing Page Conversion Rate: 28–35% (report downloads)
- Cost Per Lead (CPL): \$35–\$50
- Lead Volume: 150–300 qualified leads in first 30 days
- Engagement Rate: 4–6% (likes, comments, shares)

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The **Gartner** Market Guide for Last-Mile Delivery Technology Solutions highlighted four key areas of improvement in last-mile delivery: flexibility, supplier variability, visibility, and sustainability. The first three are core to operational ...more

Customer Expectations in Last-Mile Delivery
Percentage of respondents

Category	Does not meet expectations	Rarely meets expectations	Inconsistently meets expectations	Sometimes meets expectations	Mostly meets expectations	Fully meets expectations	Areas needing most improvement
Speed (n = 47)	2%	4%	4%	75%	15%		
Reliability (n = 48)	2%	8%	15%	67%	8%		
Social responsibility (n = 34)	3%	6%	21%	47%	24%		
Flexibility (n = 47)	2%	15%	23%	38%	21%		
Supplier diversity (n = 34)	3%	3%	35%	38%	18%		
Visibility (n = 48)	6%	13%	29%	44%	8%		
Sustainability (n = 40)	5%	5%	43%	33%	15%		

n = 34-47; all respondents excluding "N/A"

G: Please indicate how successfully your logistics organization meets customer expectations for the following aspects of last-mile service.
Source: 2023 Gartner Last-Mile Operations and Customer Expectations Survey.
Note: Percentages may not total 100% due to rounding.
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Gartner

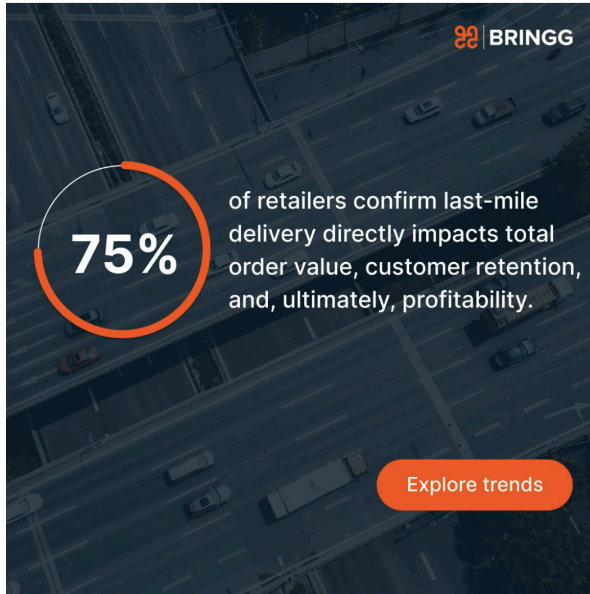
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- Click-Through Rate (CTR): 0.9–1.3%
- Landing Page Conversion Rate: 25–32% (gated report downloads)
- Cost Per Lead (CPL): \$40–\$55
- Engagement Rate: 5–8% (high due to shareable research content)
- Follow-up Metrics: 15–20% of downloaded leads advance to demo requests



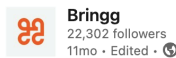
Customer loyalty is won—or lost—at the front door.
75% of retailers say last-mile delivery directly impacts retention, revenue, and brand trust. ...see more



See the Trends Winning Retailers Act On

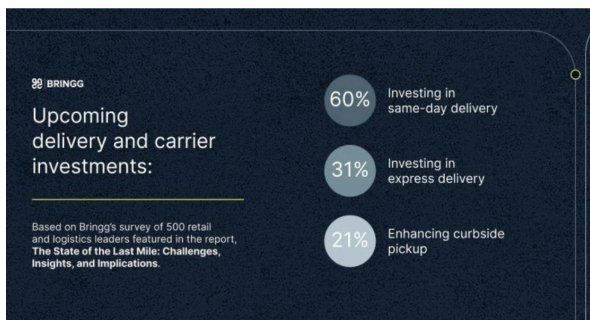
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- Click-Through Rate (CTR): 0.8–1.2%
- Video View Rate (if video asset used): 50–70% completion
- Cost Per Click (CPC): \$4–\$6
- Engagement Rate: 6–9% (strong resonance with pain point)
- Brand Lift: +10–15% increase in aided brand recall (via LinkedIn brand lift study)



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Amazon and **Walmart** set higher customer expectations for faster and more flexible delivery in the last few years. The new expectations put pressure on retailers and 3PLs to keep up. ...more



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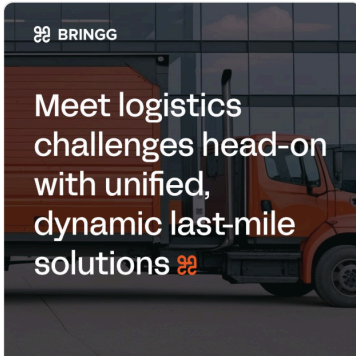
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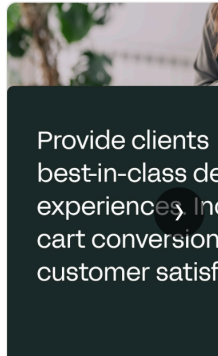
- Click-Through Rate (CTR): 1.0–1.4%
- Landing Page Conversion Rate: 22–30%
- Cost Per Lead (CPL): \$38–\$52
- Share Rate: 2–4% (high shareability of investment trend data)
- Pipeline Influence: 12–18% of leads from this campaign enter sales pipeline within 60 days



Grow revenue and reduce costs. Automate last-mile processes across fleets and customers.



Automate complex last-mile delivery



Automate complex last-mile d

- Click-Through Rate (CTR): 0.7–1.1%
- Demo Booking Rate: 8–12% of clicks
- Cost Per Demo Booking: \$180–\$250
- Sales-Accepted Lead (SAL) Rate: 35–45% of booked demos
- Engagement Rate: 4–7% (comments often requesting more information)