

GLS Netherlands introduces Spotlight for advertising within Track & Trace

Utrecht, 19 March 2025 - Parcel service [GLS Netherlands](#) introduces Spotlight, a new advertising platform that allows companies to advertise on its busy Track & Trace page. Spotlight, developed by GLS, allows advertisers to advertise on the frequently visited Track & Trace page. This allows companies to reach tens of thousands of unique users every day, as well as specific target groups.

[GLS-info.nl](#) GLS Netherlands' Track & Trace website - has a huge number of daily visitors. Experience shows that recipients look at the Track & Trace page several times a day to track their parcel status. The guaranteed high visitor numbers, with a very diverse audience, and high retention value make GLS-info an attractive advertising opportunity. This manifests itself in click-through rates of up to 7%.

“With Spotlight, we are adding a new dimension to our services,” said **Wouter Baas, Director IT at GLS**. “This platform offers advertisers an innovative opportunity to bring their message close to their audience, on a piece of highly valuable digital real estate that until now remained partly unused. This makes us a pioneer in our industry.”

In the development of Spotlight, GLS did not opt for traditional bannering, but for an eye-catching full-screen layout. In doing so, it has been ensured that the ads do not interfere with a smooth user experience. Spotlight was previously successfully introduced in Germany and is now being rolled out in the Netherlands. This means Dutch advertisers can choose to target recipients in the Netherlands, Germany or both countries, either on mobile, laptop or desktop.

One of the first companies to make use of this opportunity is Verisure, for whom Spotlight is a perfect addition to their marketing mix.

‘Partnering with GLS through Spotlight gives us the opportunity to engage with GLS recipients at a relevant time,’ says **Vincent Linssen, Partnership Lead at Verisure**. ‘For example, our smart doorbells make it easier for GLS recipients to interact with delivery drivers and ensure that their parcel is delivered correctly. Therefore, GLS-info visitors are a very relevant target group for us. The cooperation with GLS is a great example of the development we are going through as part of our marketing strategy.’

Going forward, GLS plans to expand its advertising platform with new capabilities based on customer feedback, including more sophisticated targeting capabilities and other user experience improvements.

About GLS Netherlands

Every day, GLS Netherlands delivers countless parcels from person to person. We help customers and recipients with personal attention on a daily basis. We have been doing so for over 40 years, since our beginnings as Nederlandse Pakket Dienst in 1980. GLS Netherlands is part of GLS Group, the company with the largest parcel network in Europe. GLS Group serves more than 250,000 customers in over 40 European countries and North America with service of the highest quality. The GLS network includes more

than 120 hubs, 1,600 depots and more than 80,000 parcel points (Parcel Shops and Parcel Lockers). We have a fleet of 6,100 trucks and some 36,000 delivery vehicles. In the 2023/24 financial year, GLS Group achieved a turnover of 5.6 billion euros and delivered 905 million parcels. For more information, visit www.gls.nl.