

Better facts and figures than googling and searching



Client Name:
**MBE Worldwide -
Mail Boxes Etc. (MBE)**

Associates:
13,000+

Industry:
**E-commerce, logistics, shipping,
print and marketing services**

System-wide Gross Revenue:
€1.3B in FY 2022

Challenge

At MBE the need to get reliable data to explore market trends, growth opportunities and grasp their potential ahead of the curve has risen. Several departments needed a data solution for various tasks and challenges. Its media team required figures to drive ADV spending in some countries where MBE operates. The product managers needed to match their sales target numbers with the market figures when launching new services and products. The worldwide development team needed to explore growth potential in new geographies. Conducting data searches on Google generated limited and not fully reliable results.



Solution

As many of MBE's previous searches already led to Statista, it was a no-brainer to upgrade to a professional license. With the Statista platform, MBE now has access to even more regularly updated data and reports. It serves as a data tool for a variety of topics, and it is possible to identify trends for many different markets and sectors. Thanks to its clear interface, the database is easy to use for all MBE employees in different countries.

Business impact

The platform helps everyone at MBE to scout new business opportunities for supporting the development of the Global Network and to support marketing managers based in the EU in their media project planning. Furthermore it enables product managers to better assess market sizes for new products and services. Using Statista makes it possible to get accurate data for new topics even though time is scarce. With Statista data-based projects have never been so easy.



**“Statista supports us
implementing our
project based on facts
and numbers.”**

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Alda Rebosio,
Media & Advertising Director,
MBE Worldwide