

How ODUGlobal used SmartBrief's Topic Affinity to drive above-benchmark engagement

The Challenge

ODUGlobal, the online learning division of Old Dominion University, needed a targeted way to build awareness for its Maritime Supply Chain program, reaching prospective students and professionals with genuine interest in supply chain and logistics careers.



Meet Supply Chain Industry Needs.

Gain momentum at ODU. Our online Maritime Trade & Supply Chain Management program offers you flexible, hands-on graduate education. From port planning to international regulations, you'll build practical industry skills for global leadership roles. [Learn More](#)

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The Approach

SmartBrief's Topic Affinity solved the core problem: reaching readers based on what they actually engage with, not inferred job titles or industry codes. It identifies audiences by behavioral signal — sustained reading activity around a subject — so campaigns reach people already primed for the message, not a broad demographic slice that may or may not care.



Top Story

FedEx spins off LTL unit, creating independent company

FedEx finalized the separation of its less-than-truckload division, FedEx Freight, establishing it as an independent, publicly traded company. The spin-off, praised by investors and analysts, was completed through the distribution of 80.1% of FedEx Freight's shares to FedEx stockholders. "As the largest pure-play LTL carrier in North America, we will leverage our comprehensive network with more than 26,000 service center doors to deliver cost and service advantages to our customers and capitalize on growth opportunities in high-potential verticals," said FedEx Freight CEO John Smith.

Full Story: [DC Velocity](#) (6/1)

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The Results: 220% Lift

The campaign delivered strong engagement well above category norms — [a 220% lift](#) vs. our standard benchmark over its six-week run.

- 200,000+ newsletter impressions delivered across the campaign flight
- 310 clicks generated, driving qualified traffic to the program page
- 0.15% CTR
- Six-week flight sustained performance without audience fatigue or declining engagement

"SmartBrief provides access to a highly relevant professional audience in a credible, content-driven environment. The team has been collaborative, responsive, and helpful in identifying targeting opportunities that align with our program goals. For ODUGlobal, the value comes from being able to connect specialized academic programs with audiences already engaged in those subject areas."

Melissa Willers

Digital Campaigns Manager,
ODUGlobal / Old Dominion University