



ALL CLUES POINT TO DHL

"We want to significantly grow our markets in South America and Europe, and DHL gives us that leverage."
— Lokesh Yadagiri, VP of Operations, Hunt A Killer.

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“THE KIND OF SERVICE WE’VE RECEIVED FROM DHL IS NOTHING SHORT OF EXCEPTIONAL”



When Hunt A Killer LLC was searching for a faster way to deliver the company’s packages of clues to its eager subscription market, Lokesh Yadagiri went on the hunt to find the right carrier. He quickly discovered that, unlike the fictitious whodunits that Hunt a Killer customers love to solve, this was no mystery. DHL would be the one that could best help the company grow its international market.



THE CHALLENGE

Hunt A Killer morphed from a one-off, live event where guests were given clues to solve a fictitious murder (staged in a 200-acre campground in Darlington, MD) into the fastest-growing thriller subscription in the world where members (aka customers) receive a delivery containing clues, codes and ciphers fit to solve a mystery.

Co-founders Ryan Hogan and Derrick Smith started the company in Baltimore in 2016—in Derrick’s basement, of course, in true entrepreneurial style—with about 200 subscribers. They used the postal service to dispatch the boxes of clues, which consist primarily of paper documents plus one 3D object—a magnifier, perhaps, or ruler or pen.

By February 2017, they saw that they had some customers in the United Kingdom and Canada. *There’s a bigger market out there for us*, they realized. The challenge would be how to get the shipments from the company’s warehouse in Connecticut to overseas addresses without it taking so long that the mystery turned into a cold case.

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