



# How an Online Direct Mail Company Increased B2B Revenue on a Tiny Budget

a ppc case study

## Introduction

Click2Mail, an online direct mail company servicing both B2B and B2C segments, needed a paid advertising strategy to increase its B2B market share without resourcing additional budget—which was already tight, to say the least.

Moreover, the Click2Mail's B2C prospects quickly consumed their conservative ad budget, crowding out lucrative business leads. To complicate things further, it also had to outmaneuver larger B2B competitors, like Vistaprint, who could easily outspend them in the paid advertising landscape. And in order to truly be successful, we would need to rank for some of the most expensive keywords in the direct mail industry. With a steep overhaul in order, the company called on WebMechanix to help realign the paid strategy while staying attentive to budget in a highly competitive space.

# 40.17%

Search Impression Share Increase

# 137.70%

Top-of-Page Rate Increase

# 15.18%

Average Position Improvement



**Carly Brown**  
Marketing Manager

“The WebMechanix team was great to work with—**transparent and quick to answer questions**. We enjoyed our project and the results of it.”

## Strategic Solution

Exclude ads from users searching for a single mail product. WebMechanix developed a three-part strategy to solve the problem. We used close-variant negative keywords—or highly similar search keywords that we do not want our ads to show for. This tactic would help prequalify B2B leads while also improving ad rank.

We accomplished this by:

- 1. Analyzing singular and plural search terms.** For example, the buying intent is likely different on “computers” which may signal a business looking to buy in bulk versus “computer” which is almost certainly a consumer looking for a replacement.
- 2. Prequalifying B2B leads by removing singular search terms.** To reduce incoming B2C traffic, we took steps to ensure that our ads only show for users searching for plural keywords.

Display URL domain	↓ Top of page rate
You	78.26%
vistaprint.com	74.50%
postcardmania.com	73.79%



## The Bottom Line

The goal of this project was to increase revenue from Click2Mail B2B service line. Going the extra mile, our advanced keyword strategy not only helped drive the most promising B2B leads, but we also began capturing the first position ad placement more often than Vistaprint. And we completed these daunting accomplishments on a very conservative budget which is now delivering a considerably higher return on investment. It goes without saying that our client is ecstatic with these tangible results.



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