



Delivering Growth for an Industry Leader

About Mandzok Marketing

Our team offers over 25 years of digital marketing expertise, specializing in strategic planning and execution for industries ranging from education to retail and B2B services. We partner with businesses of all sizes, from small companies to Fortune 500s, delivering tailored solutions in lead generation and eCommerce. Our services include pay-per-click advertising (PPC), email marketing, branding, search engine optimization (SEO), social media, content generation, and more to drive measurable results.

Mandzok's Mastery

Mandzok Marketing's expertise in digital advertising is backed by certifications across Google Ads, Yahoo, and Bing ad platforms. With our data-driven approach and proven methodology, we can help companies like yours drive consistent leads, sales, and high ROI.



Client Name:

National Mailboxes, Inc.

Website:

nationalmailboxes.com

Industry:

Commercial & Residential Mailboxes

Services Provided:

Paid Search Advertising
Search Engine Optimization (SEO)



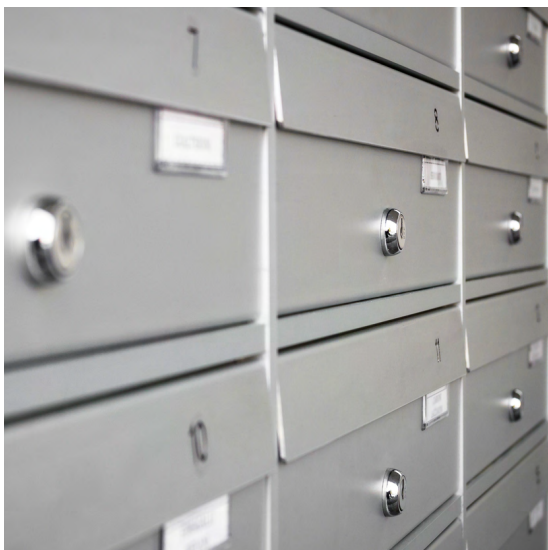
About the Client

National Mailboxes, a division of NMHP Inc., is a leading Wisconsin-based manufacturer and supplier of high-quality commercial and residential mailboxes. They specialize in both USPS-approved and private locking mailboxes, serving a wide range of industries throughout North America, including major organizations like the U.S. Postal Service, Lockheed Martin, and the U.S. Air Force.

Headquartered in Wauwatosa, Wisconsin, National Mailboxes operates multiple strategically located warehouses across the United States for efficient distribution. Their extensive product range includes everything from outdoor pedestal mailboxes to custom-designed mailboxes for private use.

Project Overview

As one of the top distributors in their industry, National Mailboxes hired Mandzok Marketing to optimize their paid search efforts in Google Ads and Bing. The company was struggling with stagnated sales and declining lead quality, driven by poor campaign setup and management. Competing against a small group of distributors in a niche marketplace, they needed a strategic overhaul to stay competitive. Our team set out to restructure their paid search campaigns, implement performance-tracking systems, and implement SEO optimizations to drive growth.



The Challenge

- Keywords and ad groups were not properly segmented to optimize quality scores.
- The client engaged in aggressive keyword bidding wars with competitors, driving up costs that hindered campaign success.
- Client lacked robust sales tracking via Google Analytics or other ad platforms, providing poor visibility into historical campaigns.
- Previous providers did not follow key optimization strategies, leaving opportunities for improvement unaddressed.

The Mandzok Method

Our method sought to restructure National Mailboxes’ paid search campaigns, aligning keywords with ad content to improve click through rates (CTR) and reduce costs. Secondly, our team implemented sales and revenue tracking, enabling data-driven decision-making for future campaigns. Finally, we focused on manual optimization, implementing best practices to consistently outperform competitors and drive growth.

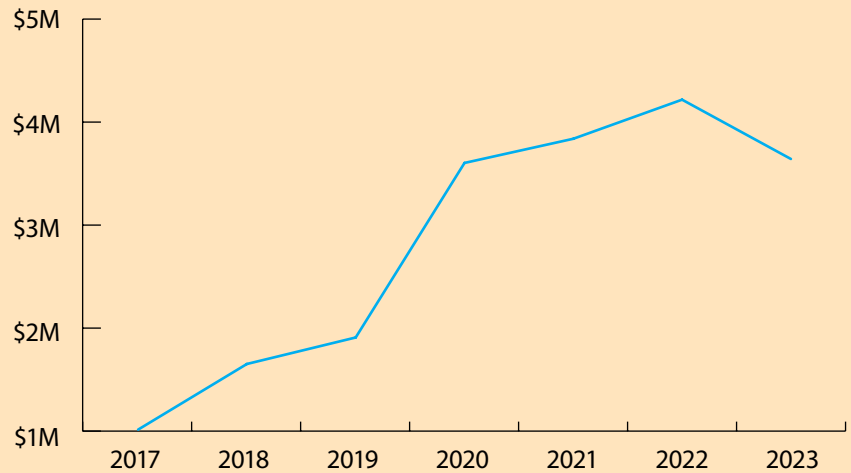


“I would never have passed the \$10 million mark without you.”

Dave V.
Owner, National Mailboxes, Inc.

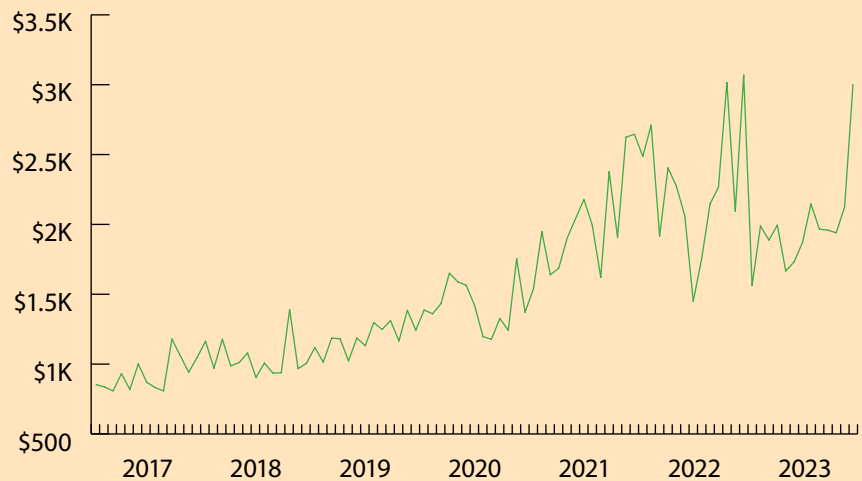
Revenue Growth

Campaign Data from 2017 to 2023



Average Order Value

Campaign Data from 2017 to 2023



The Results

Our strategic approach significantly improved National Mailboxes’ paid search performance and sales performance. By implementing tracking and comprehensively optimizing campaigns, we achieved results that exceeded expectations, laying the foundation for sustained growth and success.

+507%
Average Order Value
Jan 2017 to June 2023

+43%
Revenue Growth
2017

+262%
Return on Ad Spend
Jan 2017 to June 2023