

**MRBOXonline**

www.MRBOXonline.com

**About MRBOXonline**

MRBOXonline.com is a national wholesale distributor/manufacturer of tape, shipping room, packaging products and cardboard boxes. As a trusted partner, MoreVisibility manages digital advertising campaigns to drive sales of MRBOXonline.com's most unique offering: foam coolers.

**MoreVisibility**

www.morevisibility.com

**About MoreVisibility**

Founded in 1999 and based in Boca Raton, FL, MoreVisibility is one of the nation's leading Online Marketing agencies specializing in SEO, Interactive Advertising, Social Media, Web Design, and Analytics. MoreVisibility is a Google Analytics Certified Partner - Services (including Google Tag Manager, Optimize, & Data Studio) and works with diverse clients including Henry Schein, RSM, Miami Dolphins, & The Children's Hospital of Philadelphia.

**20% Increase in Leads in Facebook & Google****The Problem / Challenge**

Due to the very niche product line, MRBOXonline.com's campaigns reached complete saturation in AdWords. As a result, we need to expand the campaigns to other channels to increase sales growth. We started with testing a paid social remarketing campaign to complement the traffic we were sending via paid search.

At launch this new effort demonstrated a high cost per click (CPC) and a low click through rate (CTR). Our Campaign Management team immediately identified that within this new paid social effort we were still only reaching the same audience as we were in search, and thus not necessarily resolving the confines of the audience saturation issue we had already encountered.

**The Solution**

In order to grow bottom of the funnel conversions, we needed to fill the top of the funnel with relevant users. As such, we decided to incorporate a prospecting effort in Facebook, focusing on a lookalike audience of our very qualified website visitors.

**The Results**

Due to the increase in top of the funnel traffic, all our audience-based efforts improved in efficiency and effectiveness once relevant traffic to the website increased. Overall MRBOXonline experienced:

- 192% Increase in New Users to the Website
- 20% Increase in Goal Completions

*Google AdWords Remarketing Campaign Stats:*

- 379% increase in CTR
- 26% decrease in CPC

*Facebook Remarketing Campaign Stats:*

- 685% increase in CTR
- 93% decrease in Cost per Landing Page View