BACKGROUND

Oddly enough, UK Mail actually began life as a Harrow taxi firm in 1971, however – over the following few years – developed quickly into a national business which provided overnight or same-day courier services. Following a name change to Business Post in 1986, the company was listed on the London Stock Exchange in 1993. Years of expansion followed, as the company branched out internationally, before becoming UK Mail in 2009 and one of the UK’s largest independent postal operators.

WHAT WE DID  |  PAID SEARCH (PPC)

When it came to paid search, Click Consult were able to offer the right package for UK Mail

HOW WE HELPED

By focusing efforts on the quality of ads as well as their targeting, Click Consult were able to massively boost conversion rate, clicks and impressions while maintaining a steady cost-per-conversion. By ensuring that ad campaigns were continually optimised, Click Consult were able to deliver the results UK Mail wanted – competing easily with, and even exceeding some household names in their industry.

THE RESULTS

- **180% increase in clicks**
- **763.76% increase in impressions**
- **113.88% increase in conversion rate**