

Peak 10 Marketing Releases a Manufacturing Marketing Framework That Ties Ad Spend to Closed-Deal Revenue

Peak 10 Marketing published a framework for mid-sized manufacturers: run digital marketing as one measured system that ties clicks to quotes and closed deals.

MILWAUKEE , WI, UNITED STATES, August 16, 2026 /EINPresswire.com/ -- [Peak 10 Marketing](#), a marketing agency for mid-sized manufacturers, today released a public framework for running digital marketing as a single measured system tied to closed-deal revenue. The framework and its companion resource hub are built for \$5M to \$50M manufacturers who spend on ads and SEO but cannot trace that spend to quotes and orders.



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The problem the framework addresses is measurement. Most manufacturing sales close offline, over the phone, by email, or through a distributor, so the ad platforms never see the sale and quietly optimize toward whatever fills a form instead of what closes a deal.

Peak 10's approach, which it calls the M2CO method, feeds verified closed-deal data back to Google and Meta so the platforms learn what a good lead actually looks like.

"Manufacturers do not have a traffic problem, they have a measurement problem," said Kevin Cahill, founder of Peak

10 Marketing. "When you can see which click became a quote and which quote became a purchase order, marketing stops being a cost you argue about and becomes a dial you can

turn."

The framework is built on the company's Modular Marketing System, which treats marketing like a production line: discrete modules for search, paid media, lead capture, and follow-up, each measured on its own and added one at a time rather than all at once. Peak 10 reports client results using the system, including a 54X return on ad spend in the first year for industrial oven manufacturer Precision

Quincy, 61,654 leads and 5.5X revenue growth for phase-converter maker American Rotary, and \$4.2 million in new revenue for Hot Shot Oven and Kiln.



Manufacturing marketing strategy

The full framework is available in Peak 10's guide to [digital marketing for manufacturers](#) and its companion [manufacturing marketing strategy resource](#), both free to read.

Peak 10 Marketing works with manufacturers to connect their marketing to their CRM and sales data so every channel reports on cost per quote and cost per closed deal. The company offers a complimentary Growth Engineering Session that reviews a manufacturer's most recent quarter of marketing and sales data and shows which channels are actually producing quotes.

About Peak 10 Marketing

Peak 10 Marketing is a marketing agency for mid-sized manufacturers that ties advertising spend to closed-deal revenue. Using its Modular Marketing System and M2CO attribution method, the agency helps \$5M to \$50M manufacturers run search, paid media, and marketing automation as one measured system.

Learn more at: <https://www.peak10marketing.com>

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