

Peak 10 Marketing Challenges Manufacturers to Stop Chasing Clicks and Start Optimizing for Quotes

Why manufacturers waste ad budgets chasing vanity metrics while the leads that actually close go unmeasured

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-- Clicks and top of funnel conversions look great in a dashboard. They don't keep production lines running.

For manufacturers, quotes are what matter. That's the moment a prospect becomes serious. But Google and Meta don't optimize for quotes. They optimize for clicks and form fills because that's what they can easily track. So you end up with campaigns that generate plenty of activity but not enough business.

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Kevin Cahill | Peak 10 Marketing

"Quotes are the bridge between marketing and sales," said Kevin Cahill, founder of [Peak 10 Marketing](#). "If you're not tracking quotes back to your ad campaigns, you're flying blind. The platforms can't tell the difference between a tire kicker and a serious buyer. You pay the same either way."

This creates a cycle most manufacturers recognize immediately. Marketing celebrates strong click-through rates. Sales complains about unqualified leads. Campaigns quietly delivering solid quotes look like underperformers

to the algorithms, while campaigns churning out junk traffic get rewarded with more budget. The disconnect drains money and destroys trust between teams.

Peak 10 addressed this in "[Why Most Manufacturers Overpay for Digital Ads](#)," showing why



optimizing for surface-level metrics leads to wasted spend, especially for companies with longer sales cycles and offline conversions.

The fix? Connect your CRM to your ad platforms and track what actually predicts revenue. Peak 10's "[2× Growth with Incremental Advertising](#)" walks through the process: feed Google and Meta real milestones like quotes and closed deals, then scale budget incrementally as performance improves. This turns shallow activity into measurable outcomes and builds momentum that compounds over time.

"Once you shift from clicks to quotes, everything changes," Cahill said. "Your sales team works qualified opportunities. Your marketing budget fuels campaigns that generate actual revenue. And executives finally see every dollar measured against real business results."

The approach also fixes the alignment problem between marketing and sales. When both teams track the same milestones, they share the same definition of success. Marketing proves its revenue impact. Sales focuses energy on opportunities most likely to close. You don't just get better campaigns. You get a healthier growth process across the entire organization.

Most manufacturers already have the data they need. Quotes, booked calls, purchase orders, it's all sitting in the CRM. The key is feeding that information back to Google and Meta so their algorithms learn from reality instead of guessing based on clicks. With each budget increase, campaigns get smarter and performance compounds.

"The manufacturers doubling revenue in under 12 months are the ones doing this," Cahill said. "They stopped wasting money on vanity metrics and built systems that tie marketing directly to sales. In today's environment, that's not optional anymore."

For manufacturers frustrated by rising costs and shrinking ROI, the path forward is clear: stop chasing clicks, start tracking quotes, and build advertising systems that scale with discipline



instead of hope.

About Peak 10 Marketing

Peak 10 Marketing helps manufacturers align digital advertising with offline sales through their M2CO Method. By connecting CRM data to ad platforms, they eliminate wasted spend and transform marketing into a predictable revenue driver.

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

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