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# Case Study

## Roofing Company Website

## ▼ About the company

This company is a roofing company based in Ottawa that has been in business for over 100 years. They came to Mediaforce to discuss how they can immediately capture the maximum potential roofing contracts during spring 2013.



## ▼ Problem

This company was looking to capture the maximum potential roofing contracts during the spring of 2013.

## ▼ Solution

With their pressing timeline and given high trend of their services demand, Mediaforce launched a PPC search campaign aligned with the majority of buyers' intent to maximize their exposure to the most valuable audience and using remarketing strategies, their business doubled in less than a month.

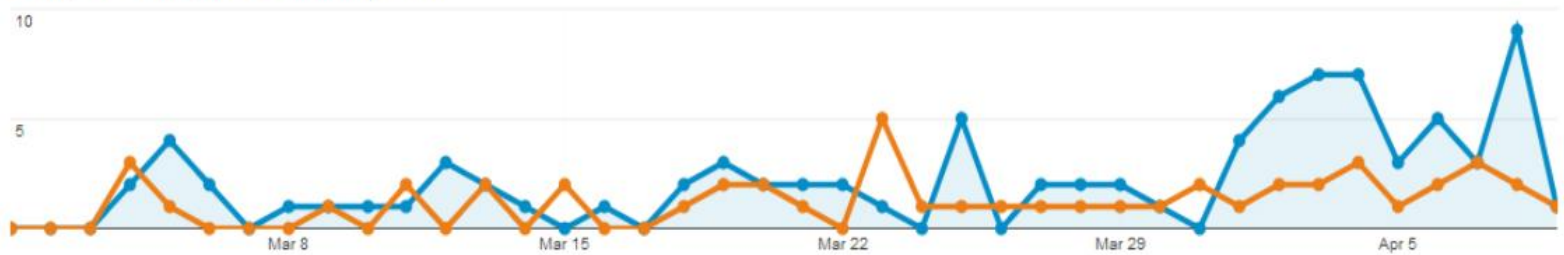
## ▼ Results

The results were an 83.33% increase in conversion and an increase in unique site visitors.



## Roofing Company | 2013

Mar 1, 2013 - Apr 9, 2013: ● Goal Completions  
Jan 20, 2013 - Feb 28, 2013: ● Goal Completions



Conversion Increase	↑	83.33 %
Impressions	↑	21,1200
Unique visitors	↑	726 vs 492

A roofing company based in Ottawa for over 100 years came to Mediaforce to discuss how they can immediately capture the maximum potential roofing contracts during Spring 2013. With their pressing timeline and given the high trend of their services demand, Mediaforce launched a PPC search campaign aligned with majority of buyers' intent to maximize their exposure to the most valuable audience and using remarketing strategies, their business doubled in less than a month.