



# CASE STUDY



**COURTYARD**  
RESTAURANT

# About

## COURTYARD RESTAURANT

Courtyard Restaurant, a culinary gem in Ottawa for 40 years, seamlessly blends modern cooking techniques with the finest regional offerings from local farmers and artisans. European-influenced dishes showcase the natural flavours, providing a dining experience where flavour meets excellence in service. Led by imagination and innovation, Courtyard Restaurant looks to the future as it continues to be a top destination for the finest dining.

Renowned for its romantic ambiance, the restaurant offers a unique combination of rich history, exemplary service, and a commitment to delivering Ottawa's finest dining experience.



**Housed in a heritage building with a rich history dating back to 1827, the restaurant invites guests to relax and savour the creations of their skilled culinary team. The McArthur Room, named after the site's original log tavern and McArthur House Hotel, reflects the historical significance of the location.**

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## 1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Courtyard Restaurant sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, Courtyard Restaurant enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Courtyard Restaurant's digital presence and marketing outcomes.



## before Mediaforce

**\$2,936.34 spent**

\$367.04 per conversion



8 leads



678 clicks

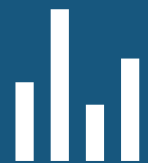
\$4.33 per click



1.18%  
conversion  
rate



2.44% click  
through  
rate



27,786  
impressions

# CASE STUDY

## key metrics

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Courtyard Restaurant's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of Courtyard Restaurant's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



## after Mediaforce

**\$1,539.46 spent**

\$7.59 per conversion



202 leads



2,256 clicks

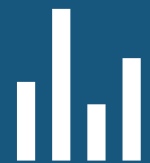
\$0.68 per click



9%  
conversion  
rate



10.7% click  
through  
rate



21,087  
impressions