



Google Ads Case Study

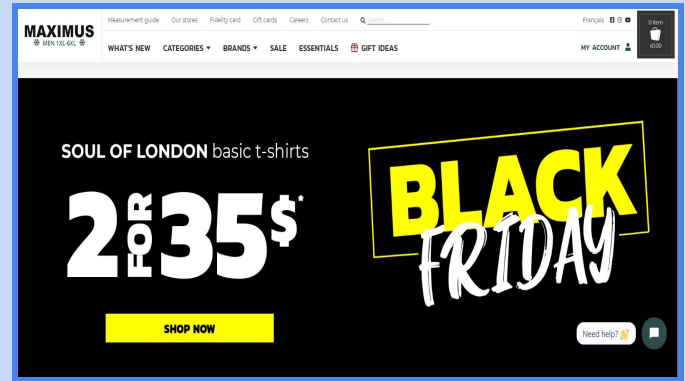
MAXIMUS
✿ MEN 1XL-6XL ✿

MEDIA*FORCE*[™]

Who is MAXIMUS

MAXIMUS Men 1XL-6XL offers modern and trending men's clothing, including big and tall shirts, big and tall pants and well-known brands..

<https://maximusxl.ca/>

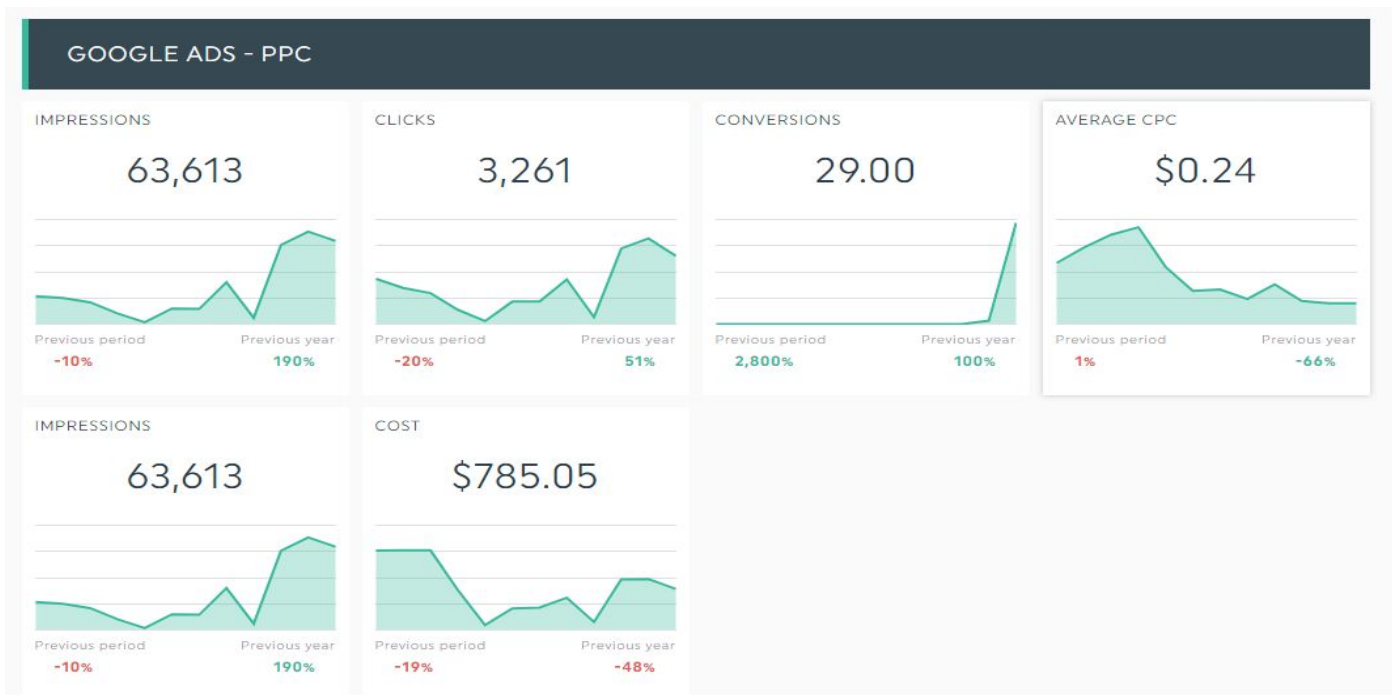


Project Overview

Poor sales outside of Quebec motivated the Exec team at Maximus to seek out a firm that would be able to deliver and implement a strategy to increase sales over time outside of Quebec.

Performance

Ads Overview

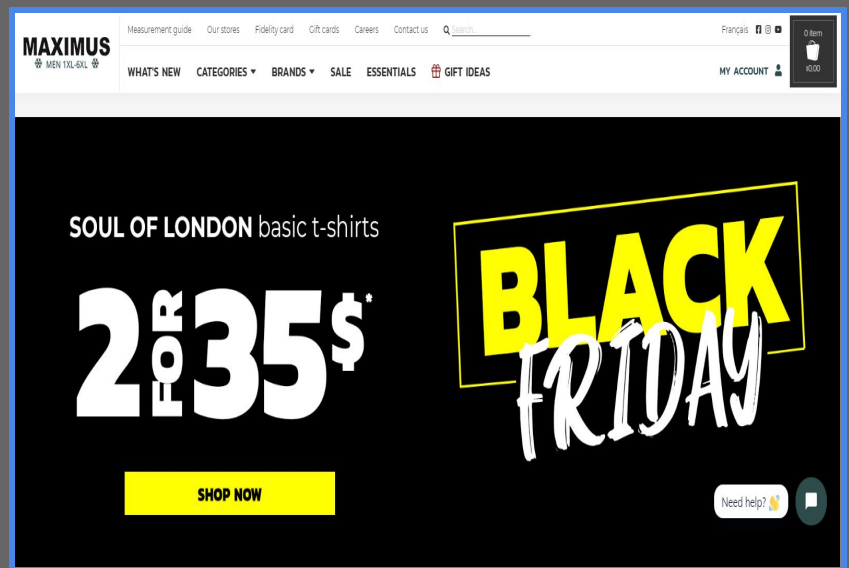


ALL CONVERSIONS VALUE (GOOGLE ADS)

Region	All Conversions Value
● Quebec	\$938.96
● Ontario	\$451.35
● Alberta	\$363.25
● Saskatchewan	\$300.70
● New Brunswick	\$115.00
● Nova Scotia	\$103.50

RESULTS

- Improved conversions by 8%
- Dropped CPC to \$24cents
- Adspend dropped 30% while improving performance
- Sales increased outside Quebec by 30% over inside sales within 40 days





SINCE 1995, MEDIAFORCE HAS HELPED CLIENTS ACROSS NORTH AMERICA GROW THEIR BUSINESS.

Mediaforce is a digital marketing firm that uses data analytics as a driving force in helping its diverse clientele to grow their businesses. Using a holistic approach that puts data analysis at the forefront, Mediaforce strives to drive key metrics using customized strategies selected specifically for each company. Known for our expertise in Google Analytics, Conversion Optimization, Search Engine Optimization, Social Media Marketing, Website Design, and Hosting and Development, Mediaforce is comprised of a team dedicated to understanding key drivers of growth, optimizing for the right user experiences, and retaining users for each individual client.

We empower our clients ability to harness their data to help make valuable business decisions for the future of their company.

[Visit Mediaforce.ca's company portfolio for more case studies like this one](#)