



# CASE STUDY

# About

## Blacks Creek Innovations Inc.

Blacks Creek Innovations Inc., based in Kemptville, Ontario, is a family-owned and operated business specializing in the design and manufacturing of equipment for the demanding firewood industry. Recognizing that productivity is paramount in keeping costs down and profits up, Blacks Creek is dedicated to creating tools that maximize firewood productivity and withstand the rigors of the business for generations.

Blacks Creek's commitment to minimizing downtime and ensuring heavy-use resilience contributes to increased efficiency and profitability for their customers.



Understanding the challenges of the firewood industry, Blacks Creek offers a range of high-quality grapples, trailers, cone splitters, firewood processors, conveyors, and accessories. The company's focus on innovation is geared toward enhancing output and durability, allowing users to accomplish the work of many without additional assistance.

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## 1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, Blacks Creek 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, Blacks Creek enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Blacks Creek's digital presence and marketing outcomes.



## before Mediaforce

**\$1,983.15 spent**

\$82.63 per conversion



24 leads



3,444 clicks

\$0.58 per click



0.69%  
conversion  
rate



2.38% click  
through  
rate



144,782  
impressions

# CASE STUDY

## key metrics

2

Blacks Creek'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 Blacks Creek'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

**\$1,621.38 spent**

\$7.61 per conversion



213 leads



4,332 clicks

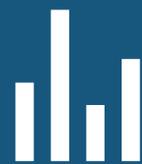
\$0.37 per click



4.92%  
conversion  
rate



9.70% click  
through  
rate



44,679  
impressions

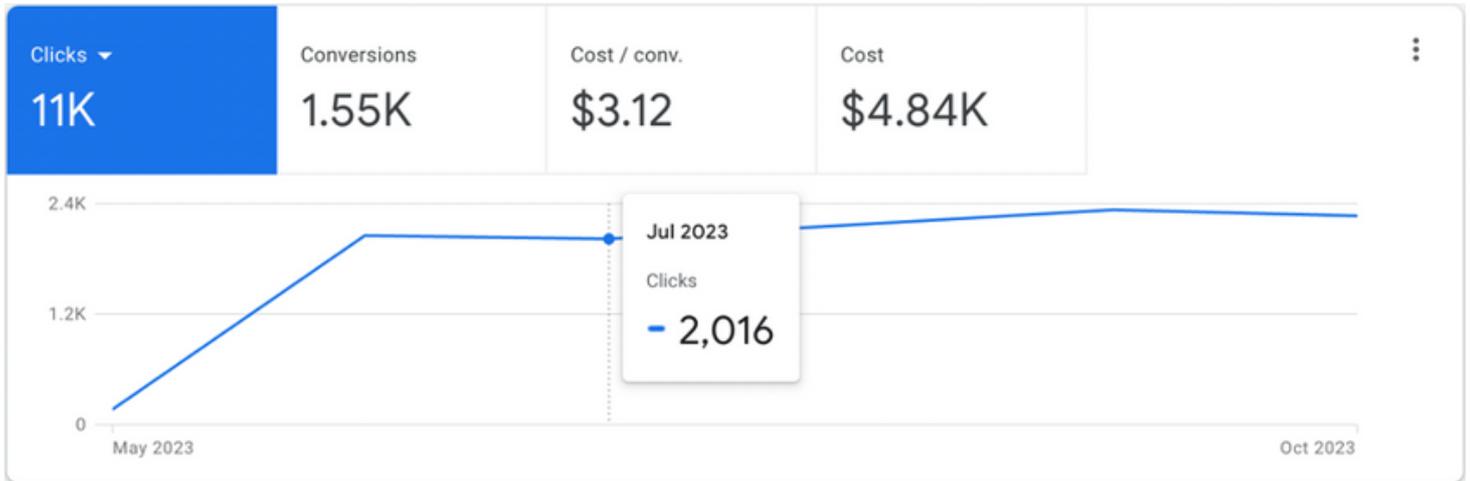
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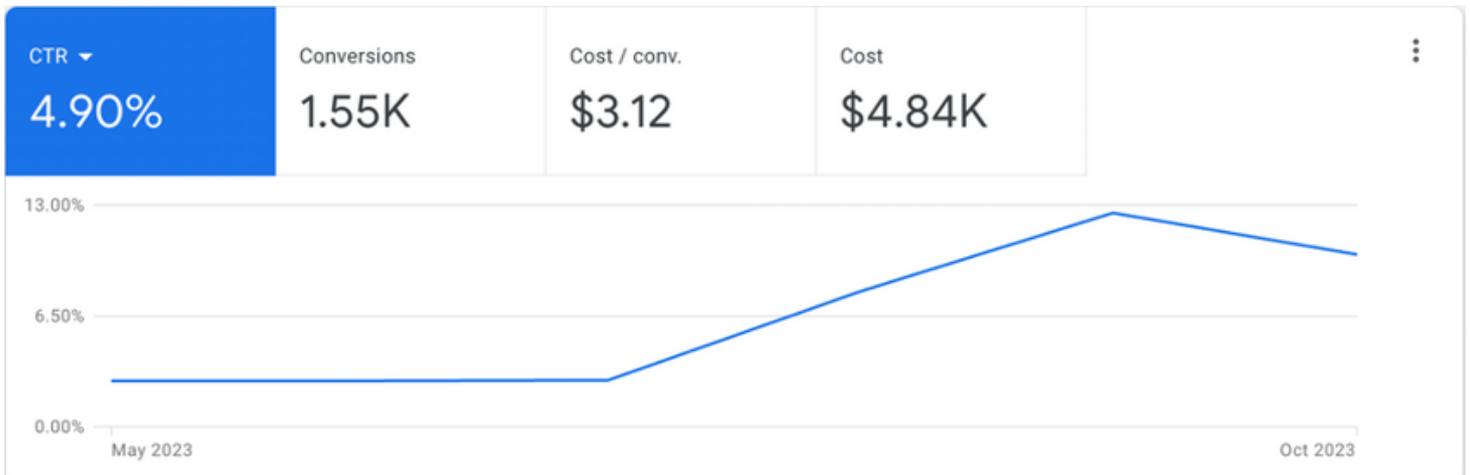
## 3 analytics

A comprehensive visual analysis compares the performance metrics of Blacks Creek's advertising campaigns over the last 3 months before engaging with Mediaforce for the subsequent 3 months. Graphs illustrate key metrics, offering a clear depiction of the impact on impressions, clicks, conversions, leads and overall cost for the company. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's strategic interventions.

### Clicks



### Click Through Rate



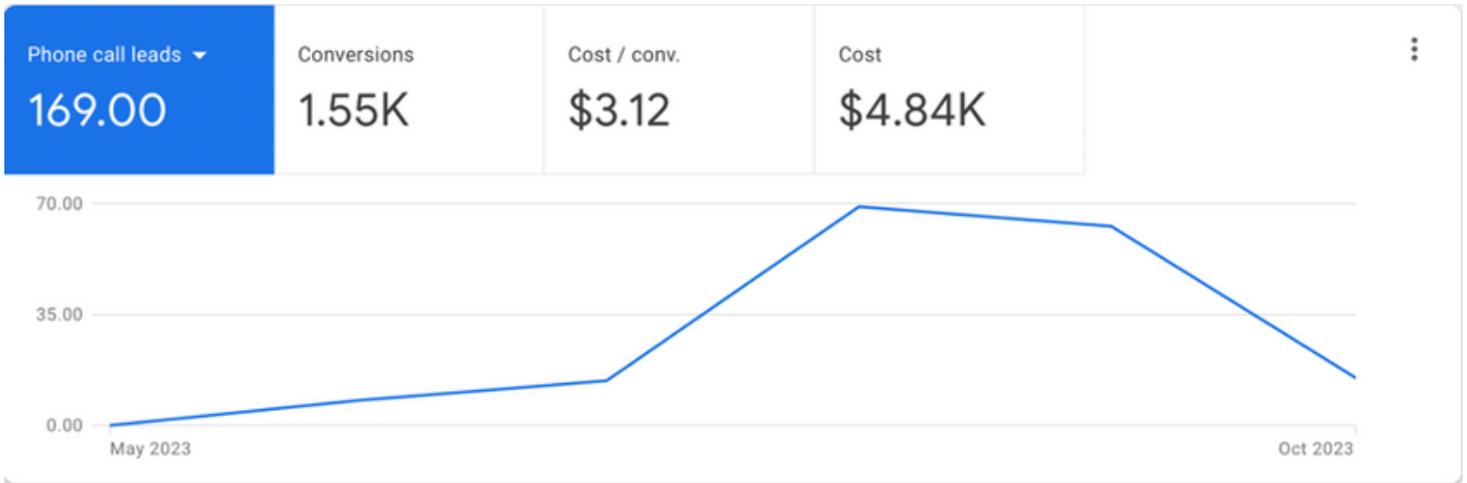
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### Leads (Phone)



### Form Submissions

