



# CASE STUDY

# About

## Clartouch Media

Clartouch Media is a leading provider of digital display solutions and wayfinding software, catering to various industries such as retail stores, commercial lobbies, educational institutions, hospitals, malls, museums, and experiential campaigns. Based in Toronto and serving the Greater Toronto Area (GTA), Clartouch Media offers indoor and outdoor LED signage options, including projection technology and interactive experiences, for a wide range of applications.



Clartouch Media's expertise in visual technology and digital signage solutions has positioned them as a trusted partner for businesses across various sectors, including retail, corporate communications, healthcare, hospitality, education, government, industrial, manufacturing, casino and gaming, and property management.

# Cleartouch Media CASE STUDY

## 1 challenges

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



## before Mediaforce

Prior to initiating their campaign, they had not run Ads before, highlighting a new venture into digital advertising.

Past inefficiencies resulted in potential wasted expenditure, indicating the need for a more effective approach to their advertising and overall marketing strategy.

Cleartouch's initial goal was to increase digital signage and digital billboard leads across North America, particularly in the US, where their business presence was limited compared to Canada, also targeting growth overseas if possible.

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## with Mediaforce



205 leads  
\$183 per lead



9,836 clicks  
\$3.83 per click



2.88%  
conversion  
rate



5.52% click  
through  
rate



256,829  
impressions

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## with Mediaforce

↑ Increase in  
revenue

↑ Increase in  
international  
leads

↑ Increase in  
Ad spend



# Cleartouch Media CASE STUDY

## 2 analytics

A comprehensive visual analysis compares the performance metrics of Cleartouch Media's advertising campaigns over the last 3 months before engaging with Mediaforce for the subsequent 3 months. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's strategic interventions.

### Successful Keywords

Keyword	↓ Conversions	Cost / conv.	Avg. CPC	Cost
Keywords in your current view ⓘ	130.83	CA\$214.53	CA\$5.48	CA\$28,067.99
[digital billboards for sale]	3.00	CA\$417.65	CA\$3.73	CA\$1,252.96
[floor standing digital signage]	3.00	CA\$106.97	CA\$6.83	CA\$320.90
[digital kiosk touch screen]	3.00	CA\$71.97	CA\$8.30	CA\$215.91
[digital advertising screen]	3.00	CA\$141.11	CA\$5.04	CA\$423.33
[outdoor electronic signs prices]	3.00	CA\$92.43	CA\$4.08	CA\$277.29
[digital menu boards for sale]	3.00	CA\$92.67	CA\$6.78	CA\$278.00
[digital signage hardware]	3.00	CA\$10.08	CA\$4.32	CA\$30.25

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### Successful Keywords

Keyword	↓ Conversions	Cost / conv.	Avg. CPC	Cost
[digital billboards for sale]	8.00	CA\$94.29	CA\$4.93	CA\$754.35
[digital directory boards]	6.00	CA\$98.22	CA\$6.93	CA\$589.29
[interactive directory kiosk]	5.00	CA\$31.73	CA\$7.93	CA\$158.65
[outdoor digital signs for business]	5.00	CA\$195.88	CA\$6.53	CA\$979.41
[digital billboards]	4.50	CA\$64.36	CA\$6.30	CA\$289.63
[outdoor electronic signs]	4.00	CA\$159.22	CA\$5.01	CA\$636.89
[digital signs for businesses]	4.00	CA\$144.51	CA\$5.61	CA\$578.06
[digital billboard cost]	3.00	CA\$205.67	CA\$3.79	CA\$617.01