



#### **About**

### COURTYARD

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.



# CASE STUDY CASE STUDY

#### 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.



\$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

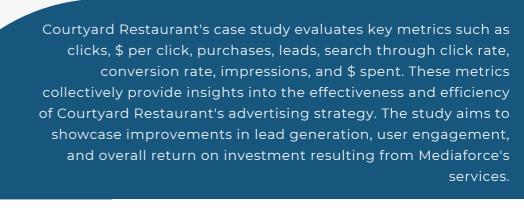


27,786 impressions

## CASE STUDY CASE STUDY

#### key metrics

2





\$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