



CASE STUDY



About

LDS Reno

LDS Reno is a trusted home improvement consultant serving Toronto and surrounding areas. With over 18 years of experience, they are known for their knowledgeable and reliable service. Their team of skilled craftsmen excels in all trades, providing home repair and improvement services with confidence and peace of mind. Specializing in bedroom, basement, bathroom, and kitchen remodeling, LDS Reno offers exceptional results for any renovation project.



LDS Reno holds themselves to the highest standards, striving for excellence in every job they undertake. Whether it's a minor refresh or a major renovation, LDS Reno is dedicated to transforming spaces and exceeding customer expectations.

CLIENT REVIEW

“Joe, Mike and the MediaForce Team played a pivotal role in propelling my business forward through their exceptional digital marketing services. I highly recommend their agency to anyone seeking effective solutions for business expansion. Very grateful for their expertise and professionalism.”.

CASE STUDY

1 challenges

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



before Mediaforce



5 leads
\$123 per lead



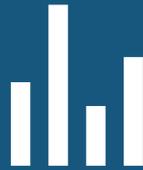
770 clicks
\$0.80 per click



0.64% click through rate



0.65% conversion rate



120,068 impressions

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before Mediaforce

Top keywords where the campaigns allocated their budget



Total: Search terms	67	1,372	4.88%	CA\$3.82	CA\$255.75
jacuzzi bath remodel	8	66	12.12%	CA\$3.88	CA\$31.07
renovation work near me	2	1	200.00%	CA\$5.29	CA\$10.58
renovating a house on a budget	2	1	200.00%	CA\$4.23	CA\$8.46
renovation kitchen cabinets	1	5	20.00%	CA\$6.42	CA\$6.42
bathroom contractors	2	1	200.00%	CA\$3.09	CA\$6.18
home improvement stores toronto	2	10	20.00%	CA\$3.05	CA\$6.10
home improvements	1	6	16.67%	CA\$5.98	CA\$5.98
can you renovate a townhouse	1	2	50.00%	CA\$5.78	CA\$5.78
banga house improvements	2	140	1.43%	CA\$2.80	CA\$5.59
jason roy home renovations	1	2	50.00%	CA\$5.29	CA\$5.29

CASE STUDY

key metrics

2

LDS Reno'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 LDS Reno'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



25 leads

\$62.53 per lead



869 clicks

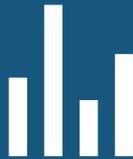
\$2.00 per click



2.88%
conversion
rate



3.28% click
through
rate



26,503
impressions

CASE STUDY

key metrics

2

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after Mediaforce

Search term	Clicks	Impr.	CTR	Avg. CPC	↓ Cost
Total: Filtered search terms	158	1,951	8.10%	CA\$5.85	CA\$923.72
wainscoting wall	22	195	11.28%	CA\$6.64	CA\$146.10
trim carpentry	13	71	18.31%	CA\$6.42	CA\$83.42
trim carpenter	7	53	13.21%	CA\$6.83	CA\$47.83
accent wall	11	219	5.02%	CA\$3.72	CA\$40.88
crown moulding toronto	6	58	10.34%	CA\$6.72	CA\$40.30
custom carpentry	5	20	25.00%	CA\$6.38	CA\$31.88
accent walls	9	79	11.39%	CA\$3.40	CA\$30.58
finish carpentry	5	125	4.00%	CA\$5.28	CA\$26.42
handyman carpenters near me	2	1	200.00%	CA\$10.94	CA\$21.88
finish carpenter	3	70	4.29%	CA\$6.96	CA\$20.88
wainscoting accent wall	3	13	23.08%	CA\$6.89	CA\$20.66

↑ Increase in bookings

↑ Increase in revenue

↑ Booking large jobs