



# **CASE STUDY MAXIMUS**

**BIG & TALL**

# About

## MAXIMUS

BIG & TALL

Maximus Men's Wear, founded in 2003, is dedicated to revolutionizing the landscape of big and tall menswear by offering the latest fashion trends tailored specifically for larger-sized individuals. By curating moderately priced clothing collections from esteemed Quebec brands like Jack & Jones, Columbia, and more, Maximus ensures an unparalleled selection of big and tall clothing ranging from 1X to 6X for tops and 38 and up for bottoms. With a commitment to exceeding customer expectations, Maximus Men's Wear provides a diverse range of modern and trending men's clothing, including shirts, pants, and well-known brands, promising an elevated shopping experience with spacious and comfortable fitting rooms integrated into the store design.



With a focus on delivering exceptional service and a vast selection of fashionable clothing options, Maximus Men's Wear aims to redefine the shopping experience for big and tall men, offering a first-class experience with every visit.



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# CASE STUDY

## 1 challenges

Facing a significant challenge in optimizing lead generation and overall sales outside of the Quebec region, Maximus recognized the need to enhance their advertising strategy. Identifying the necessity to boost leads, clicks, conversions, and overall online visibility, Maximus Men's Wear enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating Maximus's digital presence and sales outcomes.

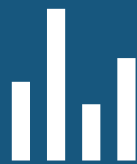


## after Mediaforce



8% increase in conversions

\$0.24 per conversion



30% increase in sales outside of Quebec



30% decrease in Ad spend

with improved performance

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## after Mediaforce



**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