



CASE STUDY

 the
SOFA BED
store

About



The Sofa Bed Store, with locations in Ottawa, Mount Pleasant Village, and Bloor West Village in Toronto, stands out in the furniture market by offering innovative and comfortable sofa beds that defy the traditional drawbacks of sleeper sofas. Unlike the bulky, uncomfortable models of the past, their products are designed with the user's comfort in mind, incorporating the seat as part of the mattress to eliminate the need for thin, fold-away mattresses. This approach, combined with their research into various bed alternatives, has led to the creation of sofa beds that offer both superior comfort and a clean aesthetic. The store emphasizes not selling anything they wouldn't personally use, ensuring that each product meets a high standard of quality and comfort.



Emphasizing style, their Denmark-designed sofa beds enhance living spaces with modern aesthetics and durable materials. Offering free shipping, a 5-year warranty, and mattresses designed for sleep, The Sofa Bed Store's commitment to quality, comfort, and customer satisfaction is evident, making their sofa beds a preferred choice for those seeking both style and functionality.



CASE STUDY

1 challenges

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



before Mediaforce

\$8,077 spent



0 purchases



11,907 clicks

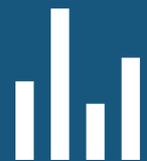
\$0.68 per click



0%
conversion
rate



1.26% click
through
rate



948,388
impressions

CASE STUDY

key metrics

2

The Sofa Bed Store'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 The Sofa Bed Store'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

\$2,147 spent



7 purchases
\$27,753 in revenue



1,559 clicks
\$1.54 per click



0.83%
conversion
rate



15.02% click
through
rate



91,677
impressions