



CASE STUDY

SUPREME **X**
DETAILING

About

SUPREME X DETAILING

SupremeX Auto Spa, located in Ottawa, ON, elevates vehicle detailing and protection with its scientific approach and dedication to perfection. Their team of trained professionals utilizes top-tier tools and products across a broad spectrum of services, including paint protection film, window tints, wraps and customs, ceramic coating, polishing, detailing, car wash, tires, and paint correction. They commit to unparalleled quality through every step, ensuring vehicles not only look new but are preserved with the best materials available.



SupremeX's unique strategy encompasses a three-step process designed to rejuvenate and maintain vehicles in pristine condition. Starting with a thorough cleaning, regardless of the vehicle's initial state, they then apply superior protection tailored to fit any budget while enhancing the vehicle's shine. Finally, SupremeX offers a range of maintenance plans to ensure long-term preservation and satisfaction.

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1 challenges

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



before Mediaforce

- **Struggling to find consistent customers**
- **Low sales in services such as tinting, painting, and protection wraps**
- **Strategy is to dedicate a large portion of the budget to high revenue services**

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key metrics

2

SupremeX'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 SupremeX'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

\$1,456 spent



102 leads



854 clicks

\$1.70 per click



11.94%
conversion
rate



10.19% click
through
rate



8,380
impressions