



CASE STUDY



TCC CANADA

meet. collaborate. succeed.

About

TCC CANADA

Founded in 1991 by Steve Cochrane, TCC Canada emerged to address a gap in the real estate market, offering flexible workspaces in Ottawa. Leveraging two decades of expertise in real estate, development, interior design, and construction, Cochrane pioneered a flexible office model in response to the limited options provided by traditional landlords..

TCC Canada's innovative approach allows organizations to share resources, such as receptionists, facilities management, and dedicated rooms, enabling them to focus on their core business while saving costs. The company expanded its product lines, including a virtual office program, providing a cost-efficient solution for establishing a corporate address.



TCC Canada's portfolio now includes iconic office buildings across Canada, serving clients ranging from Fortune 50 corporations to solopreneurs. With cutting-edge design and collaboration technology, TCC Canada offers affordable access to premium office spaces, making them an attractive option for businesses of all sizes.



TCC CANADA CASE STUDY

1 challenges

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



before Mediaforce

\$5,639.04 spent

\$105.52 per conversion



54 leads



2,170 clicks

\$2.60 per click



2.46%
conversion
rate



0.81% click
through
rate



267,980
impressions

TCC CANADA CASE STUDY

key metrics

2

TCC Canada'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 TCC Canada'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

\$4,444.29 spent

\$14.79 per conversion



300 leads



2,446 clicks

\$1.82 per click



12.29%
conversion
rate



6.94% click
through
rate



35,267
impressions