

# CASE STUDY



**HAWTHORNE** CLEANING SYSTEMS

# About

## Hawthorne Cleaning Systems

Hawthorne Cleaning Systems, established in 2009, has positioned itself as a leading provider of top-tier cleaning products and solutions in Ottawa, Eastern Ontario, and Western Quebec. As an authorized dealer of Kärcher, the world's largest commercial cleaning equipment manufacturer, Hawthorne Cleaning Systems is renowned for delivering high-quality, durable, and efficient cleaning solutions at competitive prices.



Hawthorne is a one-stop-shop with a dedicated team of trained technicians. Their extensive inventory minimizes downtime for repairs, and their practical experience, through partner company Professional Mobile Wash since 1991, ensures unmatched knowledge of the field and Kärcher products.



# Hawthorne Cleaning Systems

# CASE STUDY

## 1 challenges

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

## before Mediaforce

### \$832.41 spent



0 purchases



0 leads



366 clicks  
\$2.27 per click



0.0%  
conversion  
rate



6.75% click  
through  
rate



5,424  
impressions

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## key metrics

2

Hawthorne Cleaning Systems'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 Hawthorne Cleaning Systems'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

**\$2,928.28 spent**



0 purchases



28 leads



3,054 clicks

\$0.96 per click



0.92%  
conversion  
rate



6.55% click  
through  
rate



16,675  
impressions

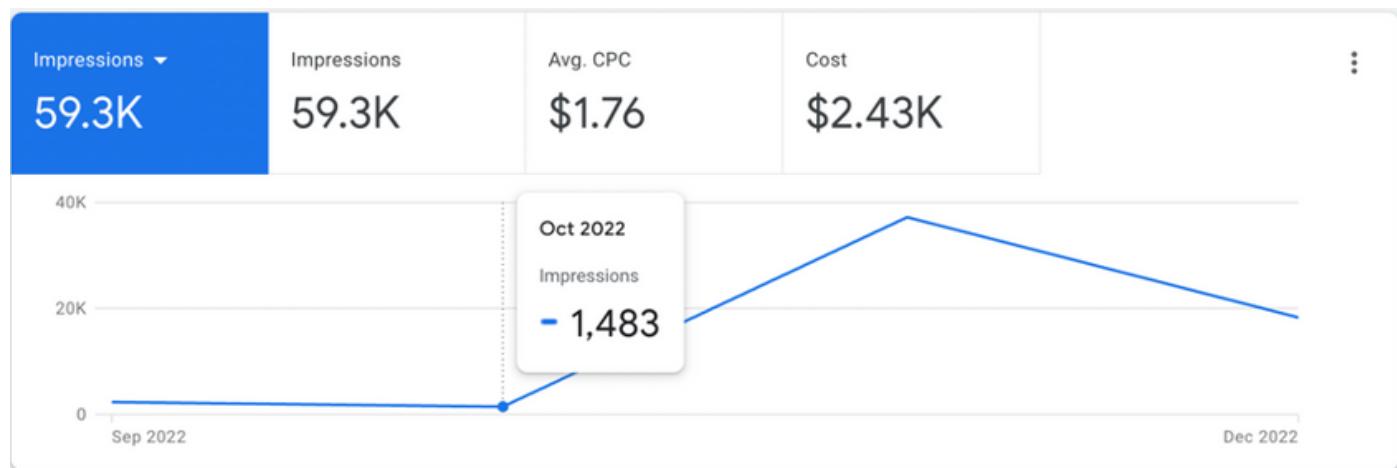
# Hawthorne Cleaning Systems

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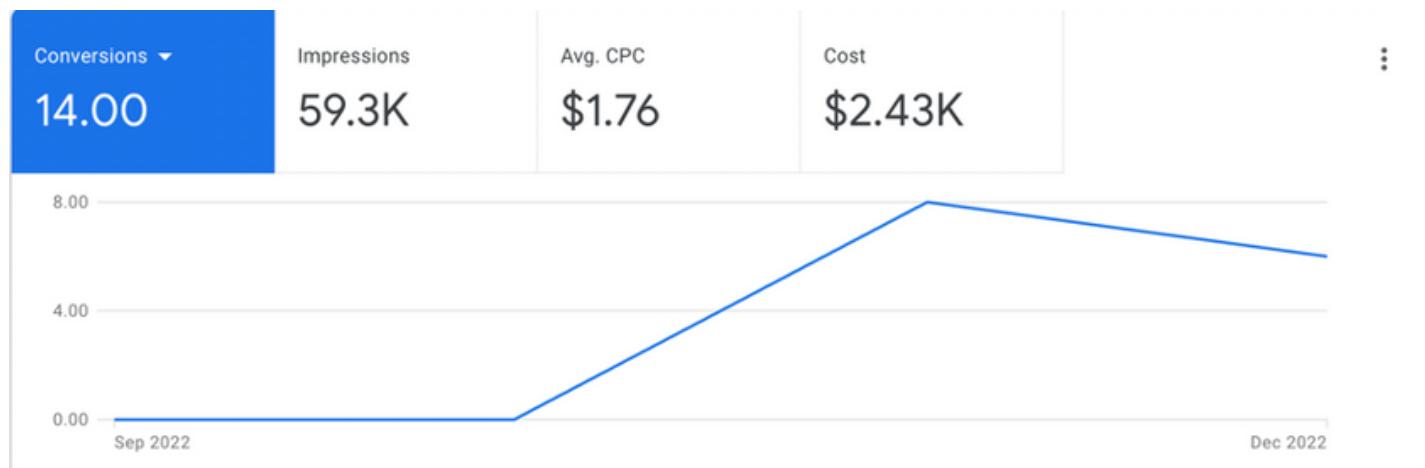
## 3 analytics

A comprehensive visual analysis compares the performance metrics of Hawthorne Cleaning Systems's advertising campaigns over the last 3 months before engaging with Mediaforce for the subsequent 3 months. Graphs illustrate key metrics, offering a clear depiction of the impact on impressions, clicks, conversions, leads and overall cost for the company. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's strategic interventions.

### Impressions



### Leads/Conversions



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### Clicks

