



CASE STUDY

About

MetalCor Building Systems

MetalCor Building Systems is a leading provider of high-quality, service-oriented pre-fabricated steel buildings. With over 35 years of in-house metal building experience, MetalCor offers competitively priced and sustainable solutions tailored to meet customer needs. The company prides itself on its flexibility, efficiency, and commitment to providing quick, reliable quotes for both standard and custom metal building projects.



MetalCor strives to ensure customer satisfaction by working closely with clients to establish convenient and affordable metal building solutions.



CASE STUDY

1 challenges

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



before Mediaforce

Metalcor experienced significant wasted spend in the account due to improper campaign setup, evidenced by high-cost irrelevant searches over a 5-month period.

Metalcor's Google Ads account lacked correct conversion tracking, resulting in tracking page views as valuable leads. This led to inaccurate insights on real lead generation and ineffective campaign optimization.

Mediaforce implemented comprehensive conversion tracking (phone calls, lead form submissions, emails, and page views) enabling Metalcor to optimize campaigns for increased lead generation at lower costs with accurate data.

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before Mediaforce



0 leads



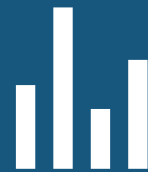
32 clicks
\$1.44 per click



1.15%
conversion
rate



3% click
through
rate



199
impressions

CASE STUDY

key metrics

2

MetalCor Building 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 MetalCor Building 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



194 leads



8,003 clicks

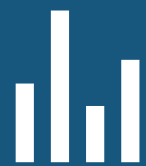
\$4.85 per click



2.88%
conversion
rate



5.52% click
through
rate



145,057
impressions