



# CASE STUDY



# About



Steetz, originating from Germany and boasting over 35 years of experience, specializes in manufacturing and installing custom architectural designs using traditional European methods for copper, zinc, and slate. In 2004, the company expanded its offerings to include supplying European sheet metal tools, roofing tools, and German workwear, aligning with its commitment to providing high-quality products and services to its customers. Steetz emphasizes personal relationships with both clients and suppliers, maintaining close connections through personal visits to supplier facilities in Europe to ensure the delivery of the finest quality products.



Steetz Copper Craft, located in Foothills, Alberta, places a strong emphasis on word-of-mouth referrals and treating every customer like family. Their dedication to attention to detail and personalized service ensures that each client receives the same level of consideration and care. As a Canadian supplier of top-tier European-made tools and workwear, Steetz caters to individuals who take pride in their craftsmanship and value quality equipment for their projects.

# CASE STUDY

## 1 challenges

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



## before Mediaforce

\$7,500 spent



3 purchases

\$1,232 in revenue



11,907 clicks

\$0.68 per click



0%  
conversion  
rate



1.26% click  
through  
rate



948,388  
impressions

# CASE STUDY

## key metrics

2

Steetz'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 Steetz'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

**\$16,402.20 spent**



148 purchases

\$75,526 in revenue



13,657 clicks

\$1.20 per click



1.08%  
conversion  
rate



6.37% click  
through  
rate



214,434  
impressions

# CASE STUDY

## key metrics

2

Steetz'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 Steetz's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



in 2023

\$20,431 spent



187 purchases

\$135,233 in revenue



13,406 clicks

\$1.20 per click



1.39%  
conversion  
rate



8.04% click  
through  
rate



166,773  
impressions