



# How Centerfield Helped Drive Over \$100 Million in Sales for A Leading Home Security Company

New tactics *increased lead volume 141% year over year in the face of increased competition.*



## Background

### A leader in customer acquisition

Centerfield is a leader in digital customer acquisition, delivering more than 2 million sales each year to residential services, business services, and telecommunication brands. With technology developed specifically for home services companies, we attract and convert customers from search, social, messaging, e-mail and our proprietary consumer guides.

In this case study, we focus on our work to increase sales for a leading home security company, where we have driven more than \$100 million in customer revenue to date.\* In the face of our client's increased competition, we developed a new comprehensive marketing strategy based on our client's needs. Our marketing optimization platform, Dugout, optimized every aspect of this marketing strategy to ensure maximum efficiency from initial ad impression through a completed sale.

\* Includes multi-year subscription and installation fee revenue

**2 Million Sales**

delivered each year to all brands

**\$100 Million**

in revenue driven for home security client

**Incremental Sales**

in the face of increased competition

# Challenge

## Increased Competition

The home security industry has recently seen rapid growth in innovation and competition. [The emergence of IoT \(The internet of things\) and wireless technologies](#), demand for remote monitoring and home automation, and increasing customer awareness have paved the way for many new security companies to penetrate the market. Our client wanted to ensure it was being proactive in its efforts not to lose market share to these competitors. It turned to Centerfield to help navigate the competitive landscape, drive more customers year over year, and increase its overall market share.



**Navigate Competitive Landscape**



**Drive More Customers Year Over Year**



**Increase Overall Market Share**

## Solution

### Full-Service Marketing

Centerfield executed a comprehensive plan to improve performance across multiple areas of its digital customer acquisition strategy, including paid search advertising, digital consumer experiences and conversion funnels.

First, Centerfield performed an in-depth audit of the client's tactics for attracting in-market consumers. Centerfield then expanded to additional media channels and created thousands of unique ads optimized automatically with Dugout, Centerfield's proprietary marketing platform. Dugout executed automated bid adjustments each hour to maximize efficiency.

Centerfield used Dugout's Experiment Center to achieve the highest possible conversion rate and make every click count. New mobile-tailored landing pages were designed to enhance the experience for mobile shoppers. Each experience was tested rigorously in Experiment Center and automated hourly reports were sent out showing the top performers. With each clear winner, a new iteration was designed that encompassed its winning components.

Finally, to further combat the increased competition the client was facing from newcomers in the home security industry, Centerfield introduced a competitive positioning strategy to highlight the advantages of our client over its competitors.

*Centerfield used **Dugout's Experiment Center** to achieve the highest possible conversion rate and make every click count.*



Significant increase  
in overall lead volume

Higher purchase intent, which  
led to higher conversion rates

Higher impression share,  
higher CTR, and lower CPCs

## Benefit

### Efficiency from Initial Ad to Completed Sales Call

Centerfield's expansion of marketing channels led to a significant increase in overall lead volume. Not only did this additional investment increase the number of customers Centerfield targeted, but the audiences reached through these channels had higher purchase intent, which led to higher call conversion rates. Centerfield's ability to profitably acquire customers through these channels increased media share, allowing our client to reach more prospects.

Dugout's ad optimization and bid optimization tools helped Centerfield navigate through the competitive landscape for home security, contributing to higher impression share, higher CTR, and lower CPCs. Simultaneously, Dugout's Experiment Center helped determine the landing pages that would lead to the greatest lift in conversion rates.

Centerfield's competitive positioning strategy was also instrumental in driving in-market shoppers to our client, highlighting the advantages of our client over competitors with regards to equipment, monitoring, and customer service.

## Results

### Lead Volume Grows 141% Year Over Year

As a direct result of Centerfield's efforts over the course of 2018, lead volume for our client increased 141% year over year from January 2018 to January 2019. Overall, our client was able to increase sales, grow its customer base and boost revenue – despite increased competition.



### 141% Year Over Year Growth

