

# Security System Brand

How our campaigns drove incredible conversion rates



## Challenges

The security system brand needed to increase sales and enhance brand recognition through a more effective lead conversion strategy.



## Solutions

- ✓ New Mover Email
- ✓ New Mover Gift Book
- ✓ New Mover Postcard
- ✓ Follow-Up Booklet
- ✓ Mailing Envelope Insert



## Results

The brand achieved stunning success with a **55% conversion rate from calls** and a **16% rate from form fills**. Quality leads generated through our print and digital marketing played a key role in driving sales and meeting their goals.



## Key Metrics

# 55%

Conversion rate from calls

# 16%

Conversion rate from form fills