

Home Security Company

RETAIL & PRODUCTS

How a Mid-Sized Security Camera Company Built a DTC Business

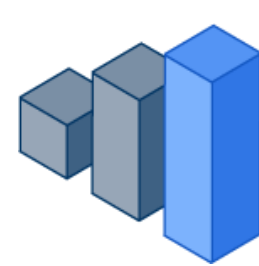


Disclaimer: The business identity of this client case study has been anonymized.

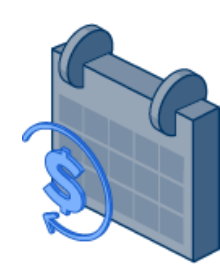
KEY METRICS



+20%
Sales Revenue



+24%
Cross-Network Traffic

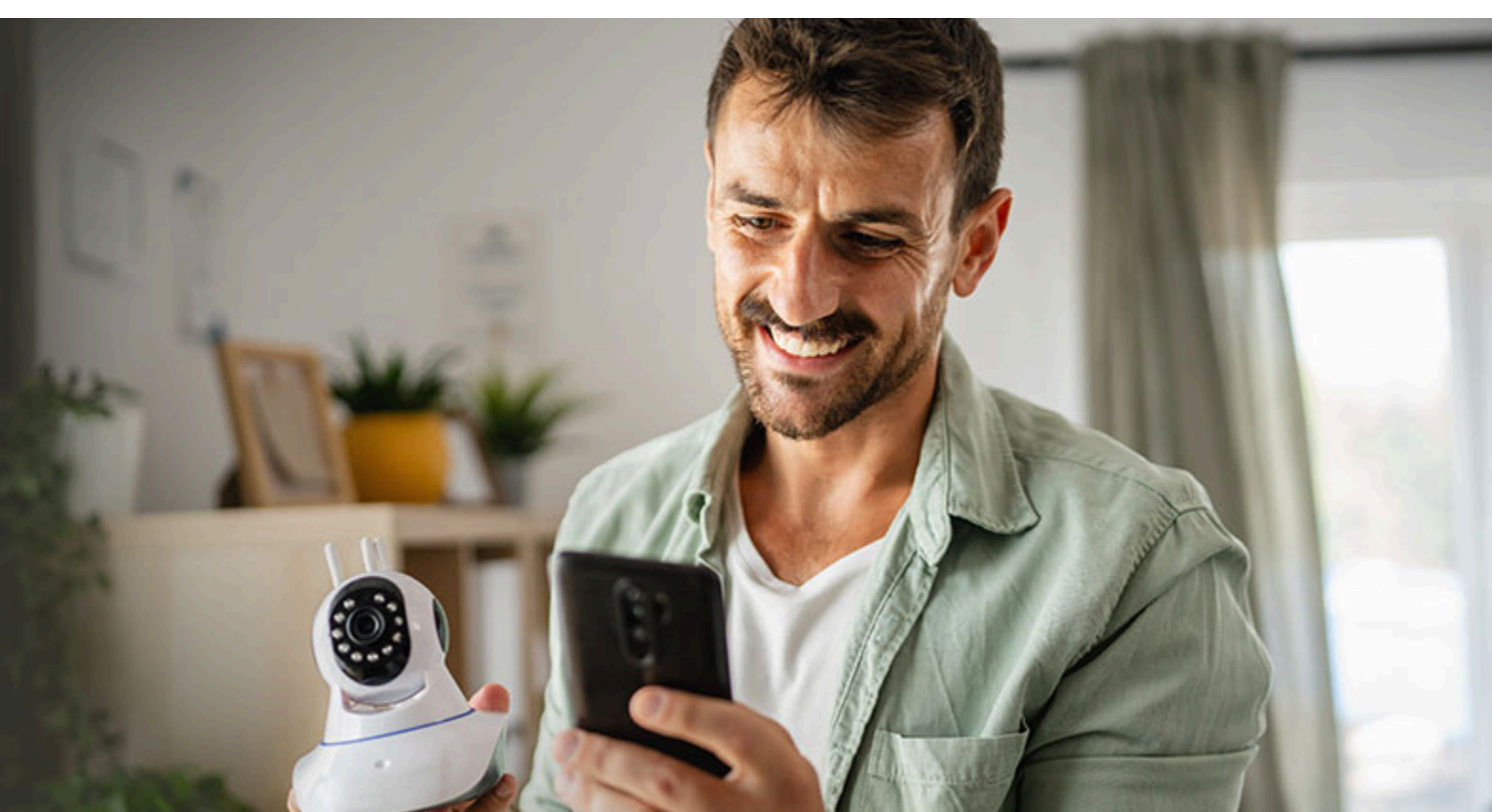


+11%
Conversion Rate

The home and business security industry is dominated by well-established brands with significant market share and robust advertising budgets. For mid-sized providers like our client, which we'll refer to as "Home Security Company," breaking through the noise to capture consumer attention was a formidable challenge. Here's how we helped our client defend its market share and grow its direct-to-consumer sales channel.

ABOUT THE CLIENT

The company supplies and manufactures high-quality security solutions for homes and businesses across the U.S. and Canada. With over two decades of experience and a presence in 70+ countries, they've built customer rapport with their reliable products, customer-focused service, and 30-day satisfaction guarantee.



Challenge

The brand competes against established industry giants like ADT and Ring while selling through prominent retailers such as Best Buy and Amazon. When they partnered with LP, their primary goal was to scale their online direct-to-consumer channel, which offers higher profit margins and fosters customer loyalty. However, the biggest hurdles were limited brand awareness and relatively low search demand for its products.



Approach

To tackle these challenges, our team implemented a multi-pronged strategy, including aggressive top-of-funnel paid social campaigns, on-site optimizations, and promotional tactics to boost conversion rates.



Goals to Achieve

- ✓ Build brand awareness and grow product demand
- ✓ Improve cross-channel conversion rates
- ✓ Achieve 600-700% ROAS on last-click attribution

PAID MEDIA STRATEGY

After eliminating conversion barriers on the website, we scaled campaigns against KPIs designed to measure customer engagement at every stage of the buying journey. Initially onboarded during the pandemic, when demand for security systems surged, the company saw significant early success. However, as the market stabilized, the account team pivoted to a holistic strategy that relied on blended reporting to measure cross-channel performance between search, social, and shopping.

By remaining flexible and data-driven, we incrementally grew brand awareness while capturing increased search demand from paid social and YouTube campaigns.

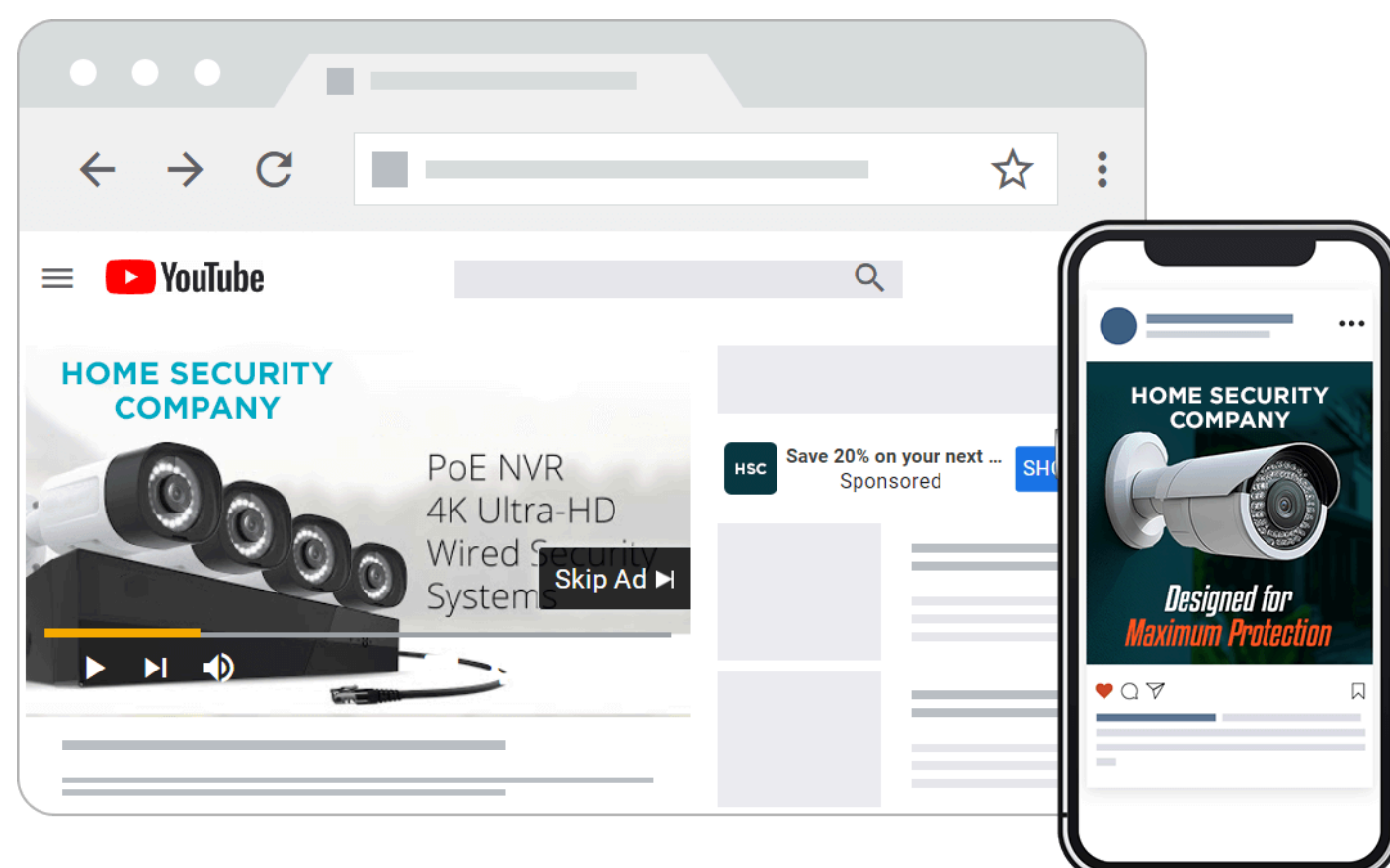


Paid Search

We leveraged Youtube assets in our PMAX campaigns to find new opportunities and dominate the Shopping carousel on Google.

Paid Social

We tested creative assets on top of funnel traffic to find what resonated with their audience and leveraged dynamic product ads and Advantage Plus campaigns to scale reach.



Cross-Channel Impact

This unified approach allowed us to balance the marketing efficiency ratios across platforms, creating a "halo effect" that drove long-term brand lift—paid social focused on brand building, leading to a 147% increase in clicks year over year. Meanwhile, search and shopping campaigns captured new customers while nurturing repeat buyers, setting up the perfect one-two punch for sustained growth.

RESULTS SECURED

By leveraging cross-channel synergies and refining campaign tactics, the direct-to-consumer sector of the business achieved quantifiable results while building long-term brand equity.

Year-Over-Year Comparisons

SITEWIDE REVENUE +20%	CROSS-NETWORK TRAFFIC +24%	CROSS-NETWORK TRAFFIC (CANADA) +52%	CONVERSIONS +20%	PAID SOCIAL CLICKS +147%
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LASTING IMPACT

Our collaboration scaled direct-to-consumer channels, enabling faster product development and quicker time to market with the latest category innovations to meet market demand. This has positioned the company for sustained long-term growth and industry recognition.

Tips For Achieving Similar Results

- 💰 Use flexible budgets to capitalize on growth opportunities.
- 📊 Incorporate marketing spend ratios for a comprehensive view of campaign performance.
- 📈 Invest in top-of-funnel traffic to sustain brand growth.
- 📄 Use blended reporting to measure cross-channel impact effectively.

Is your business ready to secure its future online? Contact us today for a consultation to safeguard your marketing investments.

[Learn More](#)

Ready to Find Out What Makes Us Different?



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