

# Home Security Brand Expands Reach

Keeping growth in mind, the Path2Response team helped this client find new customers at the right time.



## Challenge

With a current customer base of over 1 million homes throughout the United States, this home protection and security brand has an ongoing need to find and acquire new customers as they diversify their product offerings in an ever-evolving market.

Our team's challenge was to identify new, qualified targets to support the client's aggressive expansion goals.

“From a performance perspective, the Path2Response audiences are consistently among the top performers; we are all very pleased!”

- Director, Full Service Marketing Agency



# Solution

After consulting with the client on their growth targets, we recommended our Path2Acquisition solution, which can be custom-tailored for maximum performance and scale according to specific client needs.

We identified a unique audience based on individual-level purchase behavior and traits that aligned with the client's existing customer profile, setting them up for campaign success.

## Results



**+1,500**

New Customers  
in 1st test



**159**

Response Rate  
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The Path2Acquisition solution delivered qualified customers at the right time in their buying cycle, and exceeded the client's performance goals in the very first test campaign.

The client is now rolling out into the full universe and testing for additional reach.

*It's been very exciting to see that Path2Response can come up in a saturated market and still provide a solution to modeling that meets and exceeds more traditional list sources and provide some healthy competition to those who have been in the space longer."*

**-VP, Data Acquisition**

