



## DEFENDERS

Learn how premiere home securities company Defenders saved \$1.5M annualized in just 10 days, while increasing total conversions by 2%

State of the art keyword clustering technology from DemandJump's Traffic Cloud™ platform immediately identified paid search campaign inefficiencies and wasted spend for DEFENDERS.

Armed with this level of detailed intelligence, teams at DEFENDERS were able to quickly remove and/or restructure trouble spots in the AdWords account based on actionable recommendations from Traffic Cloud™. This resulted in immediate cost savings and increased efficiencies .

Within just 10 days of engaging with DemandJump, DEFENDERS saved \$1.5M annualized and boosted total conversions by nearly 2%. DEFENDERS is now applying the same clustering technology to identify high-impact keywords and campaign structures and reinvesting the \$1.5M to drive new customers and revenue.

[Want to learn more?](#)

[demandjump.com/live-demo](https://demandjump.com/live-demo)

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## RESULTS

**\$1.5M**

In paid search  
cost savings

**2%**

Increase in  
total conversions

**10 Days**

Total time to value  
delivery from kickoff

