

# How Alert Logic Broke Records Increasing Lead Volume And Decreasing Cost Per Lead

Alert Logic seamlessly connects an award-winning security platform, cutting-edge threat intelligence, and expert defenders – to provide the best security and peace of mind for businesses 24/7, regardless of their size or technology environment.

Before starting with KlientBoost, Alert Logic was looking for the next marketing partner that could take their digital paid advertising to the next level. Utilizing high funnel offers (like content downloads), SKAGs, and other KlientBoost recipes, Alert Logic started seeing great results right off the bat with the highest record increase in lead volume they'd ever had while bringing down the cost per marketing qualified lead by 32%.

## The Results

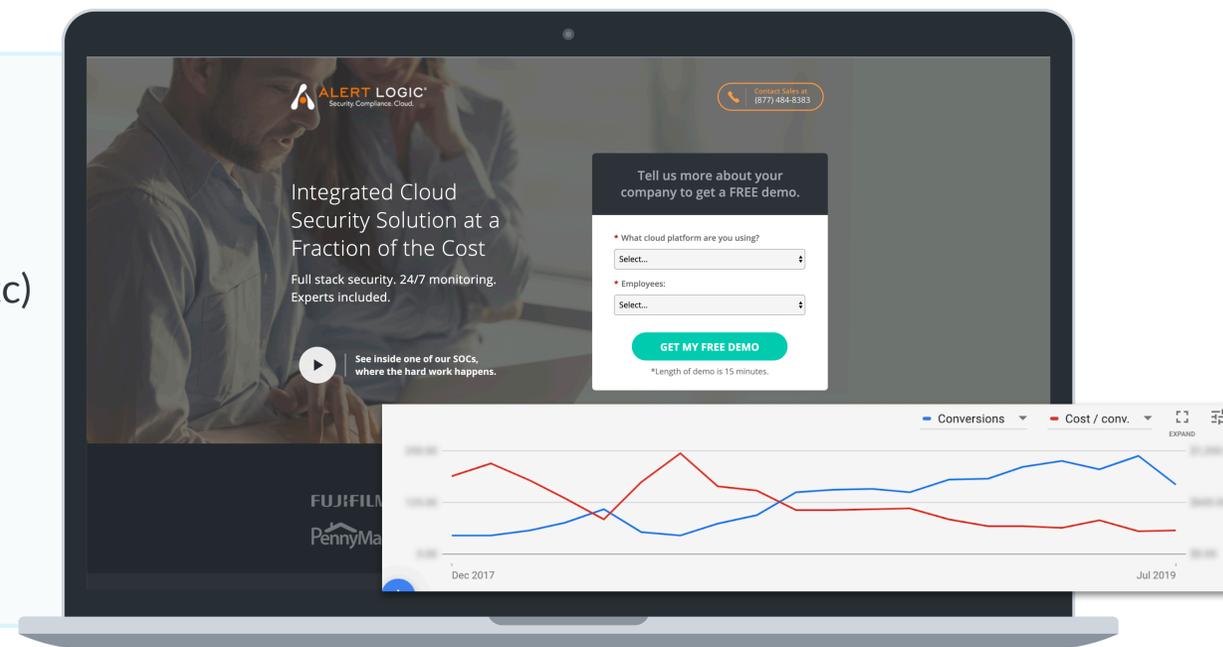
↑ **62%**  
Increase in Lead Volume

↓ **39%**  
Decrease in Cost per Conversion

↓ **32%**  
Decrease in Cost per Marketing Qualified Lead

### How We Did It:

- Single Keyword Ad Groups
- High Funnel Offers (content downloads, etc)
- Match Type Segmented Campaigns
- Dynamic Search Ads
- Custom Landing Pages



"The relationship I had with the team at KlientBoost started off great. We saw results quicker and greater than we'd ever seen working with another agency. I felt I could truly count on them to be an extension of our team and a marketing partner who cares not only about KPIs, but the overall success of our business."

Harry Adu - Senior SEO Strategist | Alert Logic