

# Crime Intervention Alarm Stays Ahead of the Competition with Blockbuster PPC Results

Crime Intervention Alarm provides security and surveillance systems for homes and businesses.

Crime Intervention Alarm was looking for a top-tier digital ad firm to help them outpace their competition. KlientBoost stepped up and knocked it out of the park with a **32% increase in conversions** and a **37% increase in conversion rate** while seeing cost per acquisition (CPA) plummet 30%.

## The Results

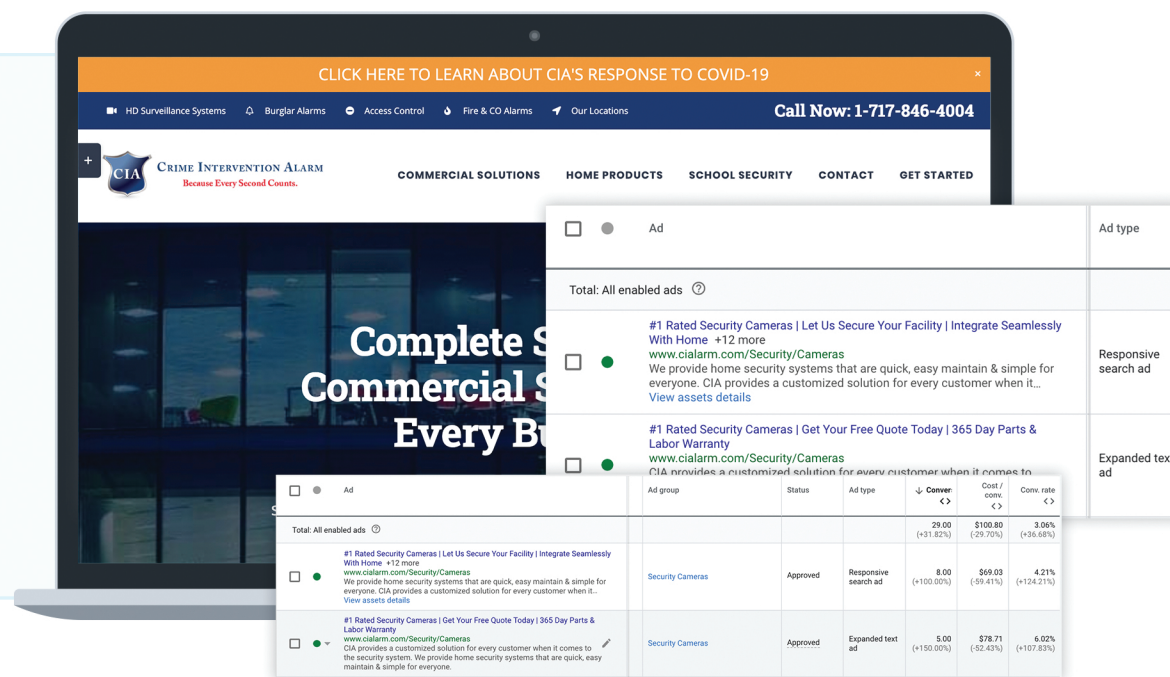
↓ **30%**  
Decrease in CPA

↑ **32%**  
Increase in Conversions

↑ **37%**  
Increase in Conversion Rate

### How We Did It:

- Single Keyword Ad Groups
- Target CPA Testing
- Bidding Strategy Optimization



*"I highly recommend working with KlientBoost if you are looking for help with your PPC campaigns such as Google Ads or Facebook. We had worked with several previous companies before and none of them were able to get anywhere near the results that KlientBoost could do. I'm looking forward to a continued long-term relationship with these guys!"*

**Kody Ahrens** – Crime Intervention Alarm