

Delta Defense Increased Their Revenue By 863% Through Account Restructuring



Delta Defense provides marketing, sales, operations, and customer-care services to the USCCA. Together, they work to educate responsible gun owners, train members, stop crime, and more importantly, save lives.

Delta Defense needed expert guidance in their digital marketing campaigns to see the growth they wanted. After partnering up with Search Bloom, Delta Defense was amazed by the results Search Bloom was able to produce. Using techniques such as account restructuring, CBO budget optimization, documentary style videos, AIDA creative audit, and customized target campaigns, Delta Defense saw the growth in revenue exceed their expectations by 863% as well as increase their conversions by 878%.

The Results

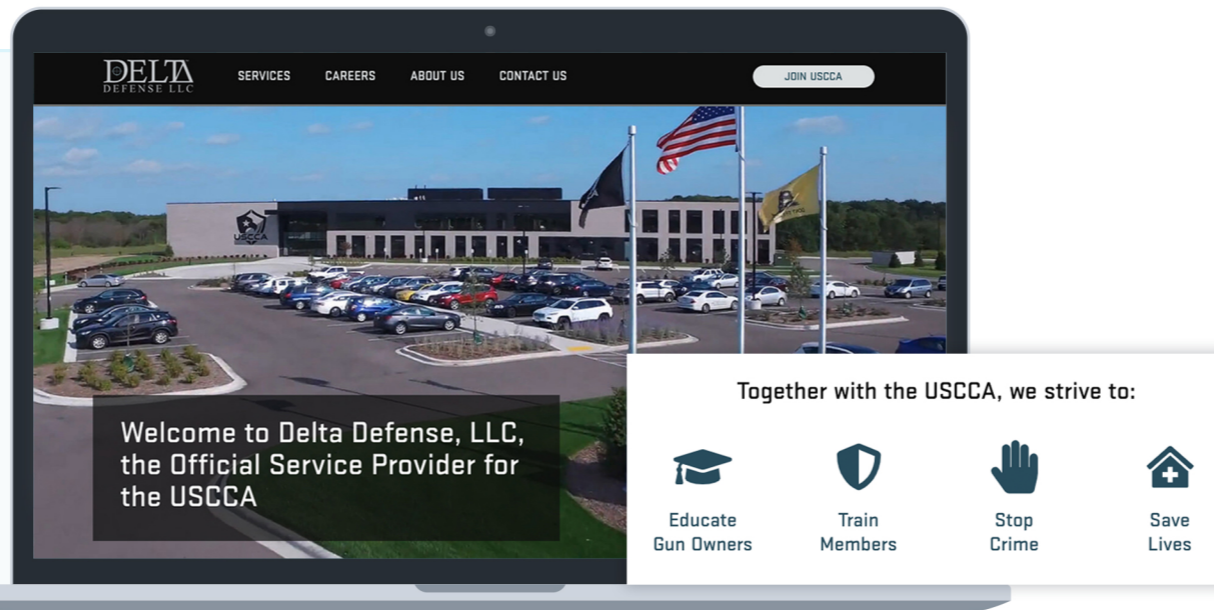
↑ **878%**
Increase in Conversions

↑ **863%**
Increase in Revenue

↑ **2%**
Increase in ROAS

How We Did It:

- Account Restructure
- CBO Budget Optimization
- Customized Target Campaigns
- Cost Caps



“Search Bloom helped us with PPC & CRO on our digital advertising. They are professional and personable. I recommend you prepare to have your side of the partnership in place, because they can produce the sales opportunities, so make sure you sell them. They've also been able to take loads off our inhouse marketing team and has made it feel like they are part of our team with the open communication we constantly have.”

Bob Crawford – Director of Optimization | Delta Defense LLC