



SafeStreets

Staying Ahead of The Competition with Cutting-Edge Home Services Technology

Company Description

SafeStreets is a provider and installer of high-tech home security and home automation packages across the United States. As an ADT Authorized Provider, the company is known for its top-quality installations, 5-star customer experience and earning a trusted reputation among its clients.

The Challenge

SafeStreets began scaling its lead gathering efforts to accelerate their business growth. While the company had been relying primarily on inbound calls, an increasingly mobile-first shopping experience meant they needed TCPA compliance for their digital leads.

As part of a renewed marketing push, SafeStreets had begun digitizing their user experience. Now, it was time to bring their demand generation into line with their cutting-edge customer experience.

They reached out to ActiveProspect to make it happen.

The Approach

With buy-in from SafeStreets' team, ActiveProspect's experts began implementing TrustedForm technology into their business, to ensure end-to-end lead compliance. SafeStreets could now work with a variety of lead generation partners and channels with more proof of opt-ins.

Their sales team could now rest easy knowing the leads they received actually wanted to be contacted. This capability was provided via a platform that saw full implementation with usability for non-technical staff. Zach Wittistruck, Manager of Partnership Operations at Safe Streets, says,

“What separates ActiveProspect is not only the usability of the platform for a lay person, but how well you feel taken care of here.”

“We’ve accomplished so much in the last two years. It really feels like we’ve been working together for 10.”

So, what does 10 year’s worth of growth in two years look like?

Which features were most useful for lead compliance?

“ **All of them.** When I first dove in, it was usability. The learning curve isn’t steep—even a tech novice can make what they want to happen, happen. ”

Zach Wittistruck, Manager of Partnership Operations at SafeStreets

The Results



200%

volume growth compared to 2015, creating new partnerships for growth



100%

increase in leads, diversifying clientele across mortgage, insurance, and other industries



2,000+

web forms secured through TrustedForm

Conclusion

With an easy-to-use platform enabled by ActiveProspect’s best-in-class user experience, SafeStreets was able to reap results that truly put their business ahead.

Best of all, these results have enabled SafeStreets to expand into new markets. “We’ve been able to diversify our clients thanks to how easy it is to sign up new partners,” says Zach. “Mortgage, insurance, vacation properties—ActiveProspect gives us new volume and new territories for our verified leads.”

Now, the company is looking ahead to even more growth. They have their sights set on larger goals, with bigger partners and more emphasis on digital-first demand generation thanks to TrustedForm’s best-in-class verification.

And they’re looking forward to a continued successful partnership with ActiveProspect’s expert staff. “The team we have now is so dynamic,” says Zach, “It’s great being able to watch ActiveProspect grow alongside our company.”

“That’s a complementing factor, knowing that they’re capable of handling the increasing lead volume by coming out with new integrations.

We appreciate how forward-thinking they are and look forward to continued growth together.”