



# How OGD™ leveled-up their fight against bots, fake users, and fraud with Paradome

OGD™ upgraded their go-to-market security for broader global protection across more platforms, resulting in over 8.5m entities and IPs blocked and \$300,000 in ad spend re-allocated to potential customers



## About OGD™:

OGD™ Overhead Garage Door is a family-owned and operated business offering premium commercial and residential overhead door installation, repair, and replacement services in more than 30+ markets across the United States. The OGD™ marketing team manages a significant advertising budget across numerous accounts running thousands of campaigns on Google, YouTube, and Bing.

## The Challenge:

### Efficiently generating quality leads in a highly competitive market

In their industry, high quality leads are expensive, and the team closely tracks metrics such as the ratio of clicks to calls or bookings. With Clickcease already successfully protecting their Google campaigns, OGD™ understood the value of protection against invalid traffic, fraud, and bad actors and was open to expanding their coverage to maximize budget and get insightful data on the effectiveness of top-of-the-funnel activities.



***Paradome is a shield. Every time we launch new campaigns, we implement Paradome to mitigate our exposure to fraud. It helps us be more profitable from the start.***

**Jonathon Cunningham, Chief Marketing Officer at OGD™**

# The Solution:

## Switching from Clickcease to Paradome for improved accuracy and greater coverage

To give themselves a competitive advantage, it was important for the OGD™ marketing team to partner with the best Go-to-Market Security technology. By upgrading from Clickcease to Paradome, they added detection and blocking capabilities to their YouTube and Bing campaigns, providing holistic protection across their entire advertising budget.

The team also relies on data when diagnosing discrepancies on key KPI performance, and Paradome data provides them with additional insight. The team can drill down to uncover a hosting issue, a broken landing page, or see any increases in bot and fake user traffic.



***Our CSM has been able to answer questions for us that aren't possible with other platforms. That's important when you're talking about a direct driver of your profitability. The upgrade has been a good move, and it's allowed us to grow faster.***

**Jonathon Cunningham, Chief Marketing Officer at OGD™**



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**\$300,000+**

**in spend redirected to potential customers**

**24%**

**reduction of invalid traffic rate**

**8.5m**

**blocked invalid entities across campaigns**