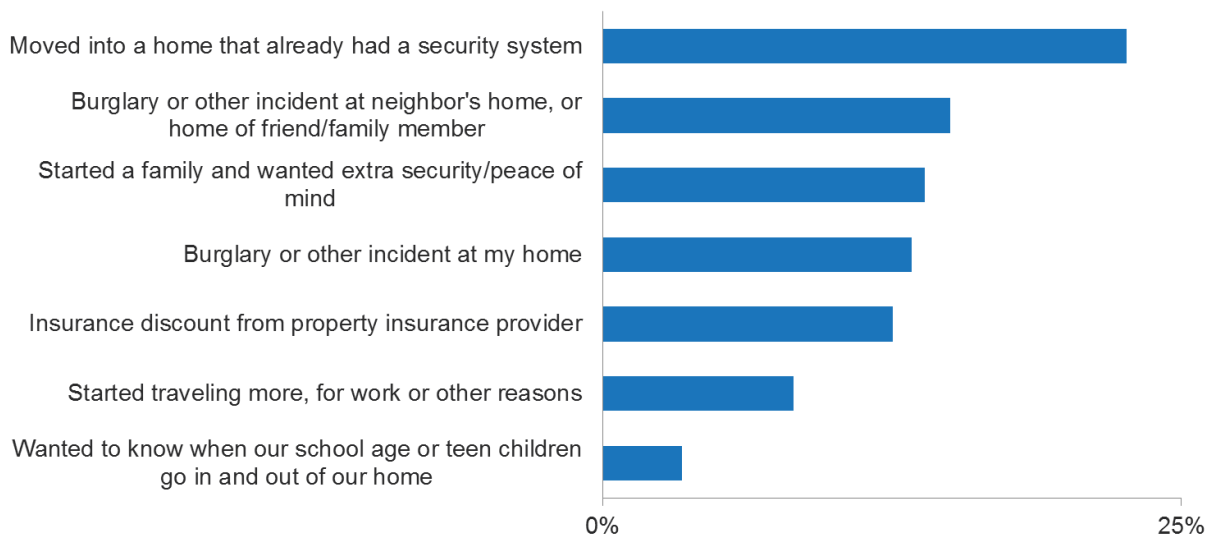


Security System Purchase Triggers US Broadband Households that own a Security System



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SYNOPSIS

Residential security providers seek to create a sticky consumer relationship while increasing RMR. Providers evaluate their success by tracking key performance metrics such as subscriber acquisition rates, retention rates, attrition rates, and recurring monthly revenue. This study provides benchmarks for providers to compare their performance on key metrics to reported consumer behaviors.

ANALYST INSIGHT

“Security faces a mixed bag environment resulting from COVID-19. Some householders, unwilling to risk exposure to COVID-19, avoid installation and even repair technicians entering their home as possible. This cramps growth for traditional security systems, but heightens the willingness to acquire self-install security systems. Countering this downward pressure for traditional security system are strong new start home sales with a higher than average adoption of security.”

— Tricia Parks, CEO, Parks Associates

Number of Slides: 57

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Security Customer Acquisition, Retention, and RMR

SERVICE:
RESIDENTIAL
SECURITY

4Q 2020

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Security Customer Acquisition, Retention, and RMR

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