




# CASE STUDY

 **33%**  
DECREASE  
IN CPL

 **49%**  
INCREASED  
Conversion Rate

 **8 Years**  
Exceeding Goals  
& Projections

## MEDIACOM BUSINESS

### BRAND:

Mediacom Business is the 5th largest cable provider in the United States, providing innovative broadband products to millions of people in the business sector across 22 states.

### CHALLENGE:

Mediacom Business needed to increase business Internet TV and phone sales in America's smaller cities while facing heavy competition from other local telecom and satellite providers. Ai Media Group faced the challenge of providing Mediacom at least 400 leads per day.

### RESULTS:

- Ai Media Group implemented a multi-channel media strategy of search, display, programmatic and YouTube. Mediacom business set quarterly goals which Ai Media Group repeatedly exceeded. Ai Media Group averaged 494 leads per day, surpassing goals by 24%.
- Compared to Mediacom Business's former agency, Ai Media Group brought CPLs down by 33% and increased their conversion rate by 49%.

Due to outstanding results, Mediacom Business increased media spend to get more conversions at a minimal cost. Ai Media Group continues to increase lead volume each year for over 8 consecutive years.