



CASE STUDY

 **75%**
INCREASED
Online Traffic

 **205%**
INCREASED
Enrollments

 **67%**
DECREASED
Cost per Lead

 **167%**
INCREASED
Conversion Rate

CONNECTICARE

COMPANY:

Connecticare is a health insurance company that provides individual and family health coverage.

CHALLENGE:

Connecticare struggled to increase awareness and monthly enrollments for their individual and Medicare insurance programs.

RESULTS:

Ai Media Group capitalized on top converting keywords and the time of day/days of the week when traffic was highest. With Ai Media Group's real-time attribution, the client became the market leader for health insurance in the state of Connecticut, with enrollments surpassing even national competitors.

During closed enrollment, Ai Media Group ensured that Connecticare remained present all while scaling spend and cost per enrollment appropriately. During high enrollment times, Ai Media Group increased traffic by 75% and was able to turn 67% of these searches into leads. One year since initial launch, Ai Media Group increased enrollments by 205%, decreased CPL by 67% and increased conversion rate by 167%.