



CASE STUDY

 **117%**
INCREASED
Conversion Rate

 **2x**
DOUBLED
Internet Search Orders

 **35%**
DECREASE
In CPL

 **604%**
IMPROVED
CTR

OPTIMUM

COMPANY:

Cablevision/Optimum was the 5th largest cable provider in the United States, serving customers in New York, New Jersey, Connecticut and parts of Pennsylvania.

CHALLENGE:

Cablevision/Optimum faced challenges increasing TV, Internet and phone sales among heavy competition from Verizon Fios, DISH Network, DIRECTV and more.

RESULTS:

Ai Media Group implemented a wide range of tactics, including search, display, programmatic, YouTube and remarketing. Through our patented system, Ai Media Group was able to provide all-channel attribution, significantly improving performance. During the course of the first 3 years, CPL was reduced by 35%, leads increased by 45%, CTR soared by 604% and Internet orders doubled since their former agency.

This tremendous success gave Cablevision/Optimum the confidence to award Ai Media Group with their Business and Multicultural units, in addition to Residential. **Ai Media Group continued to exceed goals and projections for 7 consecutive years.**