



Generic Telecom

A telecommunication company focused on delivering Enterprise level Internet, Network, and Voice Communication services across the United States.

Challenge

After a dramatic shift in business telecom needs produced a record-breaking year of lead volume, AI Media Group was tasked with not only matching these results but driving continued growth the following year.

This growth was further challenged by increased competition from industry titans with outsized marketing budgets.

Results

By analyzing conversion data from the previous year, AI Media Group updated the targeting and messaging strategy to better align to the industry's new normal. This led to higher engagement and conversion rates while also minimizing costs by hyper focusing on core demographics.

Increased
LEADS
by
54%
Year Over Year

Decreased
CPL
by
8%
Year Over Year