



## Mediacom Case Study

### Background

Mediacom is a cable television and communications provider founded in 1995. It serves over 1,500 communities throughout the country, and employs a diversified workforce of over 4,600 employees in 22 states.

To meet increasing customer demand, Mediacom needed to increase exposure of its key employment listings and increase the number of applicants.

### Approach

Mediacom turned to LinkUp to sponsor job openings, leveraging LinkUp's performance based pay-per-click recruitment advertising services. Mediacom paid only for the job seekers delivered directly to their applicant tracking system.

### Results

LinkUp delivered a cost per applicant of only \$8.30, fully meeting client expectations.



### Industry

Telecommunications

### Challenge

Increase candidate flow to meet customer demand

### Solution

LinkUp pay-per-click campaign

### Results

#### Campaign duration:

2 months

#### Applicants:

60

#### Cost per applicant:

\$8.30