

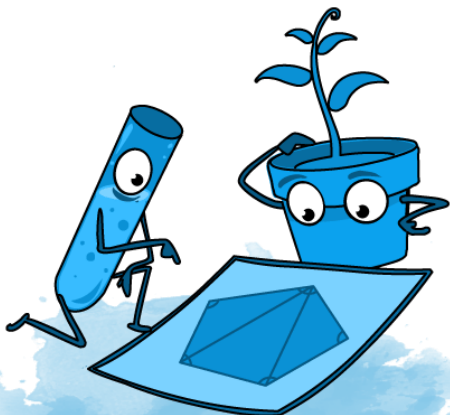
## ExploreLearning

We began work for ExploreLearning®, a company that develops online solutions to improve student learning in math and science, in early 2015. Initially E-Power Marketing did project work for the ExploreLearning team, assisting in landing page optimization and conducting an audit on their online advertising program in Google AdWords. Our team also created short-term advertising programs supporting semi-annual grant programs for ExploreLearning's brand, Reflex® Math.

After building a strong relationship with ExploreLearning, E-Power was given the opportunity to take over their online advertising programs in late 2015. We are continually working to increase the number of qualified leads, improving ad position, and increase the lead rate.

## Online Advertising

There are many ways to use online advertising to capture the attention of your target audience and generate the best possible results for your brand. Those options are always changing and evolving which is why we stay up-to-date so we are using the most effective online advertising tools for our clients' programs to drive the most success, based on their goals, priorities and overall marketing strategy.



## The Problem:

ExploreLearning has an in-house team of marketing professionals who focus on all aspects of ExploreLearning and Reflex Math. With the complexities of the online advertising industry, they were looking for experts who could help their brands succeed using online advertising.



## The Solution:

After conducting an online advertising audit in early 2015 and working with the ExploreLearning team on their Reflex Math grant programs, we understood the state of the ExploreLearning Google AdWords program and how to improve its effectiveness. It was a natural transition for our team to take over the program and continue to implement strategies to optimize the program's performance. In addition to the Google AdWords program, E-Power recommended adding Bing Ads to economically extend audience reach.

## The Result:

E-Power continues to work closely with the ExploreLearning team to optimize the existing online advertising programs and lower the number of unqualified leads while improving the lead rate and ad position. While looking year over year at program performance, since E-Power took over the program there has been a 32% increase in total primary leads and a 25% increase in lead rates while maintaining the same cost per lead. Additionally, we were able to achieve a search cost per lead 85% lower than the education industry's average as well as a display cost per lead 87% lower than the industry average.

E-Power is always happy to help in-house marketing teams by offering our expertise in all facets of online marketing. For ExploreLearning, we did just that by working closely with their marketing team to ensure their online advertising programs are aligned with their brand's goals while taking the stress off of their team and increasing the number and quality of their leads.

