

STRIKING SUCCESSES WITH

E-POWER MARKETING & EXPLORELEARNING



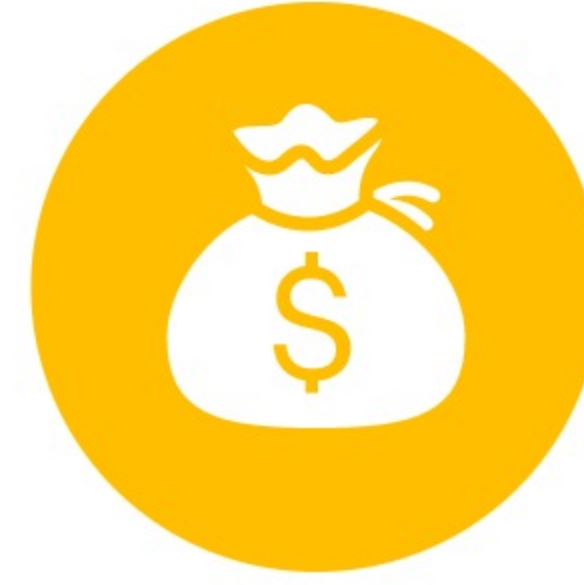
819 Qualified Leads

generated on the Google Search Network in 2016



14% Reduction

of cost per click on the Google Search Network



16.22% Savings

on cost per lead on the Google Search Network in 2016



244 Qualified Leads

generated on the Google Display Network in 2016

CLIENT BACKGROUND

ExploreLearning develops online solutions to improve student learning in math and science with their two products: ExploreLearning Gizmos and Reflex Math. In early 2015 E-Power Marketing did project work for the ExploreLearning team, and after building a strong relationship, E-Power was given the opportunity to take over their online advertising programs in late 2015.

OUR STRATEGY

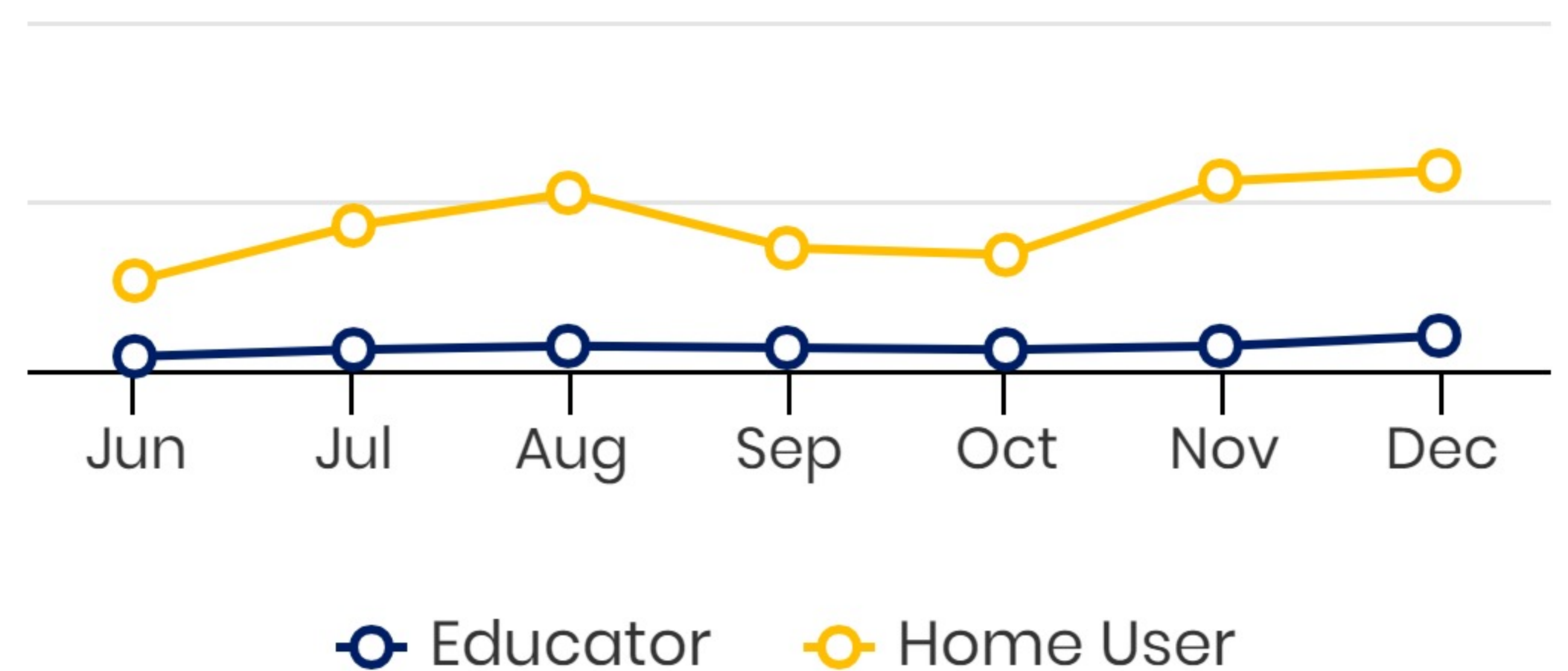
After conducting an online advertising audit in early 2015, we understood the state of the Google AdWords program and how to improve its effectiveness to drive more qualified leads and lower the number of unqualified leads.

E-Power works with the ExploreLearning team to optimize the online advertising program to increase qualified leads by analyzing search behaviors and ad performance.

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Reflex Math Leads



ExploreLearning Gizmos Leads

