



## **CUSTOMER STORY:** How Kranse Institute Drove an 11% Increase in Revenue and a 2.85x ROI with Digital Flyers

### The Opportunity

Kranse Institute offers a SAT prep course that is optimized for millennials to retain information through a series of dynamic video lectures. Since its launch in 2011, the company has achieved the world's highest score improvement of 210 points and has served over 62,000 students.

Despite their success, the team at Kranse Institute continues to seek new marketing channels that allow them to easily and more effectively reach their target audience, while driving measurable results that stretch their marketing budget and increase their bottom line.

### The Solution

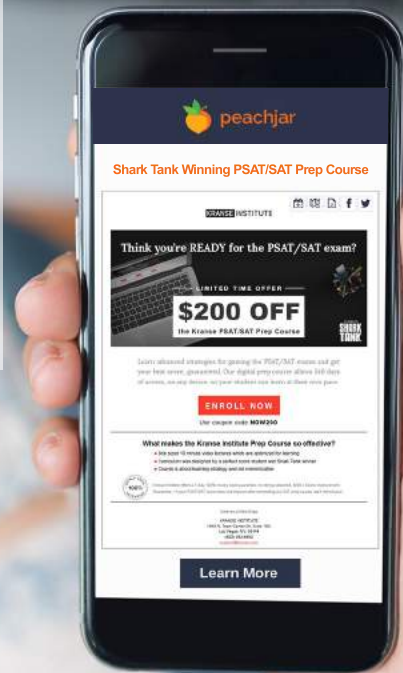
In April 2017, Kranse Institute began using Peachjar to reach millions of households with high school students, to inform more families about their SAT prep course.

Peachjar is a digital flyer platform that over 10,000 schools use to deliver digital flyers to parents about educational opportunities for their child.

Continue reading to learn how Kranse Institute's utilization of Peachjar drove 11% more revenue for their business and enabled them to reach a core audience that was inaccessible prior to Peachjar.

## Target Demographics:

- 15 - 17 year old high school students
- 38 - 52 year old moms with high school students
- 40 - 55 year old fathers with high school students



## Campaign Details:

- Goal:** Increase student enrollment for Kranse Institute's SAT prep course
- Duration:** 2 months
- Reach:** 1.4 million parents (in over 1,600 schools)

## The Peachjar platform enabled Kranse Institute to:

- Reach an untapped target audience which was not accessible through traditional advertising
- Expand their reach by leveraging a new advertising medium
- Acquire new enrollments at a 2.85x return on investment (ROI)



**2.85x**

Return on Ad Spend



**+18%**

Enrollments



**+26%**

Website Traffic



**+9%**

Social Media Followers



“ Partnering with Peachjar to execute performance driven new enrollment campaigns enabled Kranse Institute to achieve an 11% increase in company revenue. The Peachjar platform exceeded our performance expectations and is now a vital ongoing channel within our marketing infrastructure at Kranse Institute. ”

- Ryan Fiore, VP, Marketing at Kranse Institute