



SINGLE GRAIN



Learning A-Z

E-COMM

CASE STUDY

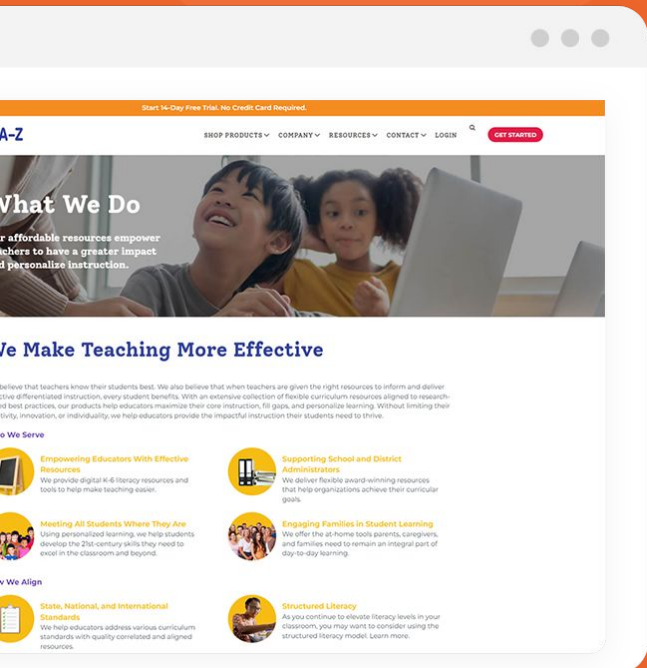
How We Increased ROAS by 10% and Revenue by 8% YoY for our Education Partner

Started
Here

Cross-channel strategies
to educate the consumer
on the value of the product

Increase in ROAS
and Revenue

+8% Growth in Annual Revenue YoY →



The Challenge

Single Grain was tasked with **growing purchase volume** for Learning A-Z's PreK-6 education solution leading up to the back-to-school season.

But in order to effectively do so, we **needed to educate consumers first** through activation of top- and mid-funnel tactics.



Our Goal

**Grow Purchase Volume
For Learning A-Z's PreK-6
Education Solution**

The Tactics

Targeted PreK–6 teachers and administrators through a **cross-channel strategy**, leveraging paid media channels including:

✓ Paid search

✓ Paid social

✓ Online video

✓ Programmatic display

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The Tactics

Increased investment in bottom-of-funnel tactics to capture the additional demand being created through the upper-funnel campaigns, including:

- ✓ Paid social retargeting
- ✓ Cross-selling products
- ✓ Branded search campaigns

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YoY Results

By using a **variety of messaging strategies** to educate the consumer on the value of the product, Single Grain was able to **generate demand for the products** and drive consumers to seek out Learning A-Z products.

Leveraging multiple channels to reach the target audience throughout the customer journey was pivotal. Investing in a full-funnel strategy with **top-of-funnel educational components** created demand which was captured with the **bottom-of-funnel campaigns**.

+10%

increase in ROAS

+85%

increase in branded searches

+8%

increase in Revenue

Thank You

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**Driving Innovative Marketing
for Great Companies**

If you want to achieve the same results, get in touch with SingleGrain.



CASE STUDY

How We Increased ROAS by 10% and Revenue by 8% YoY for our Education Partner

Single Grain was tasked with growing purchase volume for Learning A-Z's PreK-6 education solution leading up to the back-to-school season.

We targeted PreK-6 teachers and administrators through a cross-channel strategy, leveraging paid media channels including paid search, online video, paid social, and programmatic display. We increased investment in bottom-of-funnel tactics to capture the additional demand being created through the upper-funnel campaigns, including paid social targeting, cross-selling products, and branded search campaigns.

By using a variety of messaging strategies to educate the consumer on the value of the product, Single Grain was able to generate demand for the products and drive consumers to seek out Learning A-Z products.

10%

increase in
ROAS

8%

increase in
Revenue

85%

increase in
branded searches

