



“Microsoft Advertising helped us carve a perfect advertising strategy while continually improving campaign performance. We have not only onboarded new students but also engaged with them through fun learning courses.”

- Atishay Jain, Senior Manager - Performance Marketing, SplashLearn



[VIEW THE CUSTOMER STORY](#)

Increase in percentage of leads achieved

+267%



A phenomenal growth in the **overall conversion rates in one month**

+24%



Background

Over the last few years, Edutech players such as [SplashLearn](#) have disrupted the education space by enabling online learning, with an extensive focus on each child's different learning needs. With the vision of building an immersive learning experience that transforms children into lifelong, fearless learners, SplashLearn is loved by over 40 million learners across 150 countries. It is trusted by over 750,000 teachers and 77,000 schools and claims to be the fastest growing elementary math program in the US.

The Journey

In the wake of the pandemic in the mid-March 2020 when schools were shut down across the US, many parents were concerned about the effects on their children's education. It was then when SplashLearn proactively rose to the challenge to ensure that children were offered courses which not only educate but also engage. This early adoption was made possible by the Microsoft Advertising platform where the brand delivered the right message while reaching parents across the US. Additionally, the brand leveraged advanced features such as the [Microsoft Audience Network](#) and other extensions to create awareness for their rebranding from SplashMath to SplashLearn, and drive reach and new customer acquisitions.

Impact

The campaign resulted in a 182% increase in the reach, the percentage of leads increased by 267% and the overall conversion rate saw a phenomenal 24% growth, in just one month.

Source: SplashLearn Internal Data, 2020.

Microsoft Advertising. Intelligent Connections.