

# RADIO case study

## Mathnasium Quiz Bundle

### Background

KPWJ-FM in College Station, TX had already been working with Mathnasium: The Math Learning Center. The sponsor had currently been investing in on-air spots, but wasn't seeing results the results they had hoped for.

Mathnasium was considering pulling their buy with the station, but KPWJ decided to pitch a digital campaign they knew could drive measurable results for the advertiser.

### Objectives

- Identify parents of students who would be interested in math tutoring services
- Grow the tutor's email database for future marketing campaigns

### Solution

- KPWJ put together a quiz bundle based on real math questions from 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> grade math tests
- To incentivize participation, they included a prize for a free semester of tutoring (valued at over \$1,000)
- The station added a survey question asking if users would like someone from Mathnasium to contact them about enrolling their child
- There was also an email opt-in to grow Mathnasium's database
- KPWJ shared the quiz on-air and also sent a dedicated email announcing the quiz to their database



Mathnasium and Peace 107 want to know if you can pass this 3rd Grade Math Quiz. This IS the material that kids are expected to master before intermediate school. How will you do?

If you want your child to be a math MASTER, Mathnasium is the place to send them. Talk to them today! They CAN and do make math FUN for your child. [Click here to find out how!](#)

Question 1 of 11

#1 Jillian writes the number: 860,002. Which of the following represents this number, in words?

Eight hundred sixty thousand, twenty      Eight hundred sixty thousand, two

Rules

Terms of Service Privacy Policy Feedback

I'd like someone from Mathnasium to contact me about enrollment for my child!

I'd like to receive discounts and other offers from Mathnasium!

### Results

- 25 people asked to be contacted by Mathnasium about enrolling their students
- 160+ new emails added to Mathnasium's database
- \$3,000 in revenue for KPWJ, plus Mathnasium increased their spot buy and added a digital package