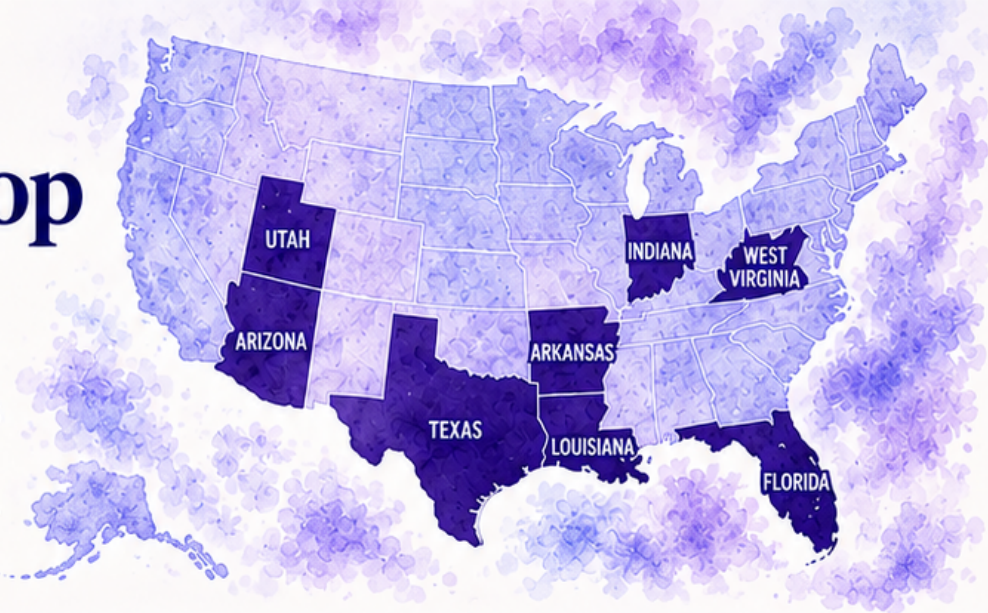


# ESA Fund Drop Campaign

Be discovered before families  
decide what to buy.

A coordinated 60-day campaign that combines email, AI-powered discovery, programmatic display, and Meta audience matching to keep your brand visible throughout the ESA purchasing journey.



**582,000+**

ESA FAMILIES REACHED

Across participating ESA marketplaces



**1.5 MILLION+**

BRAND IMPRESSIONS

During each coordinated fund drop



**60 DAYS**

CAMPAIGN DURATION

Coordinated statewide campaign

## PARTICIPATING ESA STATES

FLORIDA



TEXAS



ARIZONA



ARKANSAS



LOUISIANA



UTAH



INDIANA



WEST VIRGINIA



### 1 Sponsored Email Broadcast™

How dedicated HTML email campaigns introduce your brand through Well Planned Gal's trusted daily publication.

✉ 2 DEDICATED BROADCASTS  
One each month

- ✓ HTML creative included
- ✓ Sent through Well Planned Gal
- ✓ Initial send
- ✓ Resend to non-opens
- ✓ Final reminder to all opens

**150,000**  
SUBSCRIBERS PER BROADCAST

### 2 Family Discovery Engine™

How AI-powered discovery emails connect products with homeschool families most likely to engage.

- ✓ AI audience matching
- ✓ Personalized email generation
- ✓ Subject line optimization
- ✓ Deliverability optimization

**432,000**  
PERSONALIZED EMAILS

### 3 Homeschool Programmatic Display™

How real-time audience targeting keeps your brand visible throughout the homeschool buying journey.

- ✓ Awareness
- ✓ Display
- ✓ Video
- ✓ Retargeting
- ✓ 60-day visibility

**420,000+**  
AWARENESS IMPRESSIONS

### 4 Meta Audience Targeting™

How verified homeschool audiences improve Meta campaign accuracy and reduce wasted ad spend.

- ✓ 800,000 verified families
- ✓ Facebook & Instagram
- ✓ Live audience updates
- ✓ Precision targeting

**800,000+**  
VERIFIED FAMILIES

## →→→ EVERY CAMPAIGN INCLUDES ←←←



**Campaign Strategy**  
Data-driven strategy built for ESA cycles



**Creative Development**  
Custom creative designed by experts



**Audience Planning**  
Proprietary homeschool audience targeting



**Campaign Management**  
Full management of all campaign components



**Performance Reporting**  
Detailed reporting across all four channels

### CAMPAIGN INVESTMENT

One proven campaign. One clear price.



### Fair Pricing. Real Partnerships.

We believe powerful marketing should be accessible to every homeschool business. That's why our pricing is vendor-friendly and mom-and-pop friendly—designed to help businesses of every size grow and compete. No corporate markups. Just real value.



*Reserve Your Strategy Session Today!*



Limited campaign availability  
before ESA funding cycle.