

Family Discovery Engine™

AI-powered personalized email discovery connecting homeschool families with products *they'll actually want to explore*.

Our proprietary AI platform analyzes your product, matches it to the right homeschool families, and delivers personalized emails with the right message, voice, and sending identity — all designed to build trust and inspire action.



**BUILT BY
HOMESCHOOLERS.
TRUSTED BY
FAMILIES.**

WHY IT MATTERS

Instead of broadcasting one generic message to an entire list, the Family Discovery Engine™ builds personalized outreach designed around:

- ✓ The product
- ✓ The homeschool audience
- ✓ The family's interests
- ✓ The communication style most likely to build trust

Result: More opens, more engagement, and more qualified traffic.

HOW THE DISCOVERY ENGINE WORKS



**1. CLIENT
PRODUCT**



**2. AI PRODUCT
ANALYSIS**



**3. FAMILY
AUDIENCE
MATCHING**



**4. MESSAGE &
VOICE CREATION**



**5. AI PERSONALIZED
EMAIL GENERATION**



**6. DELIVERABILITY
OPTIMIZATION**



**7. FAMILY OPENS
EMAIL**



**8. LANDING
EXPERIENCE**



**9. MEANINGFUL
CONNECTION.
REAL RESULTS.**

WHAT AI PERSONALIZES



**PRODUCT
POSITIONING**

How should this product be introduced?



**FAMILY
INTERESTS**

Which homeschool families are most likely to care?



VOICE & TONE

Should the message feel educational, practical, encouraging, or analytical?



SUBJECT LINES

Every campaign generates unique subject lines designed to maximize opens.



EMAIL COPY

Each email variation is uniquely generated to reduce repetition while maintaining consistent messaging.



**SENDING
IDENTITY**

Appropriate sending personas are selected to create familiarity and trust.

DESIGNED FOR DELIVERABILITY



**DEDICATED
SENDING
INFRASTRUCTURE**



**DISTRIBUTED
SENDING
NETWORK**



**AI CONTENT
VARIATION**



**REPUTATION
MONITORING**



**INBOX
OPTIMIZATION**



**HIGH
DELIVERABILITY**

A sophisticated sending system that protects sender reputation, optimizes placement, and consistently reaches the inbox.

PROVEN PERFORMANCE



68%
AVERAGE
OPEN RATE



99.8%
INBOX
DELIVERABILITY



**EVERY EMAIL
VARIATION IS
UNIQUE**
AI-GENERATED CONTENT



**PERSONALIZED
DISCOVERY**
MATCHED TO HOMESCHOOL
AUDIENCE BEHAVIOR

IDEAL FOR



**NEW PRODUCT
LAUNCHES**



**ESA
CAMPAIGNS**



**MARKETPLACE
AWARENESS**



**SEASONAL
PROMOTIONS**



**CURRICULUM
RELEASES**



**FAMILY
REGISTRATION
CAMPAIGNS**



**EVENT
PROMOTION**

WHAT'S INCLUDED

- ✓ CAMPAIGN STRATEGY
- ✓ AUDIENCE ANALYSIS
- ✓ AI MESSAGE DEVELOPMENT
- ✓ PERSONALIZED SUBJECT LINES
- ✓ EMAIL COPY GENERATION
- ✓ SENDING INFRASTRUCTURE
- ✓ CAMPAIGN DEPLOYMENT
- ✓ PERFORMANCE REPORTING