

Homeschool Programmatic Display™

BUILT BY
HOMESCHOOLERS.
TRUSTED BY
FAMILIES.

Real-time audience visibility throughout
the homeschool decision journey.

1 Homeschool Families Don't Stay in One Place

Traditional advertising waits for customers to search. Programmatic advertising places your brand in front of homeschool families wherever they spend time online—long before they're ready to purchase.

Rather than waiting for demand, your business stays visible throughout the family's entire decision journey.

Google Search

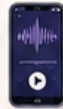
Customer already looking



Programmatic

Reach families everywhere

VS.



PANDORA®



Weather App



Solitaire Game



News Websites



YouTube

2 Powered by a Proprietary Homeschool Audience

Instead of buying broad education audiences, we reach families through a continuously refreshed homeschool audience built from multiple first-party and behavioral signals.



Active
Homeschool
Website Visitors



Proprietary
Homeschool
Email Database



Campaign
Engagement



Interest
Signals



Behavioral
Activity



Website
Interactions

Built specifically for homeschool marketing—not generic education targeting.

3 Every Screen. Every Device.



Desktop



Laptop



Tablet



Phone



Connected TV



Streaming TV



Audio



Mobile Apps



Gaming Apps

Your brand appears across:



...and thousands more websites, apps & platforms.

Display Ads • Native Ads • Video Ads • Connected TV (CTV) • Streaming Audio • Mobile Apps • Digital Out-of-Home

4 The Power of Retargeting

Stay Visible Until They're Ready

Most homeschool families don't purchase on their first visit. Retargeting keeps your brand visible after someone visits your website, downloads a guide, watches a video, or engages with your campaign—building familiarity and trust until they're ready to take the next step.



Visits Your
Website



Leaves Your
Site



Display
Ads



Video
Ads



CTV
Ads



Audio
Ads



Returns



Converts

Retarget Across:



Landing
Pages



Website
Visitors



Lead
Magnets



Video
Viewers



Retargeting



Website
Retargeting



Campaign
Attribution

5 Best Uses



Product
Launches



Curriculum
Awareness



New ESA
Programs



Seasonal
Enrollment



Lead
Generation



Event
Promotion



Marketplace
Visibility



Always-On
Awareness

6 Supports



Display
Advertising



Video
Advertising



Connected
TV (CTV)



Streaming
Audio



Cross-Device
Targeting



Behavioral
Targeting



Real-Time
Audience Updates



Website
Retargeting



Campaign
Attribution

Awareness today. Recognition tomorrow. Action when families are ready.