

Family Entertainment

Movies that Inspire. Families that Engage.

A family film used coordinated advertising to reach homeschool audiences with a consistent, values-aligned message. Targeted outreach, creative, and printable resources helped extend engagement beyond the screen.

6.3 million

Reported impressions across three channels

Combined channel impressions; not a count of unique families.

Campaign performance by channel

Channel	Impressions	Open rate	Click rate
Family Discovery Engine	1,800,000	40.3%	12.7%
Programmatic Display	3,400,000	N/A	2.5%
Sponsored Email Broadcast	1,100,000	23.6%	4.1%

Meta Audience Targeting

Shared audience license; campaigns managed by the client. Actual Meta performance was not provided to WPA and is excluded from the impression total above.

What this campaign measured

Awareness and engagement. Ticket purchases, streaming conversions, and other downstream outcomes were not tracked or presented as measured results.

Inspiring Stories. Engaged Families.

The challenge

A values-based film needed to stand out in a crowded media landscape and reach faith-focused homeschool families beyond mainstream advertising. The goal was to build awareness, excitement, and engagement.

The WPA approach

01 Targeted audience reach

Used a specialized homeschool audience across email, programmatic, and digital channels.

02 Compelling creative

Highlighted the film's story, values, and discussion guides with family-friendly creative.

03 Multi-channel strategy

Combined outreach, display ads, and sponsored broadcasts for repeated exposure.

04 Support beyond the ad

Shared printable activities, discussion resources, and links to ticket and streaming options.

80%+ estimated Meta targeting cost savings

WPA supplied its specialized homeschool audience through a shared licensing arrangement. The client managed Meta campaigns, creative, and reporting.

The estimated savings relate to audience targeting costs to reach real homeschoolers. Actual Meta campaign performance was not provided to WPA.

More than a movie. A lasting conversation.

The campaign connected families with the film and resources for continued learning and discussion. Reported engagement does not establish ticket sales or streaming conversions.

[Read the full case study →](#)

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