

Florida Step Up FundDrop

From Invisible to Easy to Find.

A math curriculum publisher used coordinated advertising and a dedicated landing page to build awareness among Florida scholarship families and make approved products easier to find.

1.616 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	462,000	42.6%	13.45%
Programmatic Display	522,000	N/A	2.3%
Sponsored Email Broadcast	632,000	21.4%	3.6%

Meta Audience Targeting

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

What this campaign measured

Awareness and engagement. Marketplace purchases and downstream conversions were not tracked and are not presented as measured outcomes.

Great Products. A Clearer Path to Discovery.

The challenge

Families had not encountered the brand, approved products were difficult to locate in the Florida scholarship marketplace, and the listings did not organically appear in search results.

The WPA approach

01 Introduce the product

Targeted advertising introduced the brand and curriculum to Florida scholarship families.

02 Educate and build interest

A dedicated landing page explained product benefits and educational applications.

03 Simplify the path to purchase

Streamlined pathways helped families locate approved products within the marketplace.

04 Measure and optimize

Channel performance informed refinements to campaign delivery.

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.

Awareness delivered. Discovery simplified.

The campaign connected product awareness, a dedicated information page, and easier marketplace discovery. Sales and conversion results remain unmeasured.

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