

Homeschool Family Reach

Connecting with Families Who Choose Differently.

A family-focused organization used coordinated advertising to introduce its services to homeschool parents, build brand awareness, and create more opportunities for meaningful engagement.

2.973 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	781,000	38.9%	11.2%
Programmatic Display	1,240,000	N/A	2.1%
Sponsored Email Broadcast	952,000	24.8%	4.2%

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. Member sign-ups and downstream conversions were not tracked and are not presented as measured outcomes.

Real Families. Stronger Connections.

The challenge

The organization had limited awareness among homeschool families and needed to reach a diverse audience beyond traditional advertising channels. Its goal was to build trust and meaningful engagement.

The WPA approach

01 Reach the right families

Used a specialized homeschool audience across multiple advertising channels.

02 Tell a compelling story

Developed messaging around the organization's value for homeschool families.

03 Drive engagement

Combined digital and email strategies so families could learn, explore, and connect.

04 Measure and optimize

Monitored performance and refined delivery for reach, engagement, and efficiency.

70%+ 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. Engagement. A stronger connection.

The campaign created multiple opportunities to connect with homeschool parents and a foundation for continued engagement. Member acquisition and conversion outcomes remain unmeasured.

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