

CODE-A-THON

LEARNING.COM HUBSPOT IMPLEMENTATION RESULTS



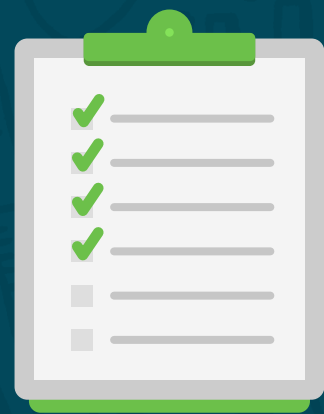
10,464

LANDING PAGE VIEWS

OVER THE DURATION OF THE CAMPAIGN

NINE HUNDRED

NEW CONTACTS AND
18 NEW CUSTOMERS



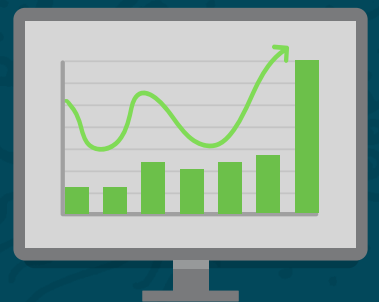
16 PRESS PICKUPS
3 MILLION CIRCULATION

2,000

FORM SUBMISSIONS

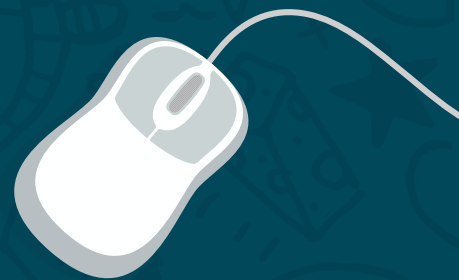
194%

INCREASE IN
PIPELINE OVER
PRIOR YEAR



1,690

RETURNING AND NEW
TEACHER PARTICIPANTS



238% OVER INITIAL GOAL

256,000

STUDENT PARTICIPANTS FROM A VARIETY OF
SOCIO-ECONOMIC BACKGROUNDS

412% OVER GOAL

