

# CODE-A-THON

LEARNING.COM HUBSPOT IMPLEMENTATION RESULTS



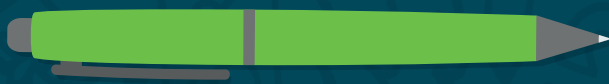
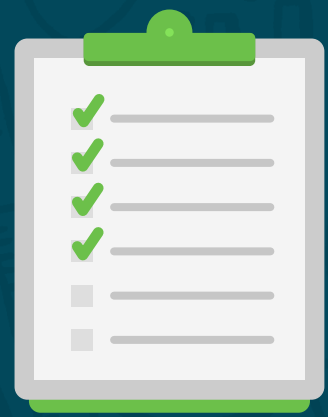
# 10,464

**LANDING PAGE VIEWS**

OVER THE DURATION OF THE CAMPAIGN

## NINE HUNDRED

NEW CONTACTS AND  
**18 NEW CUSTOMERS**



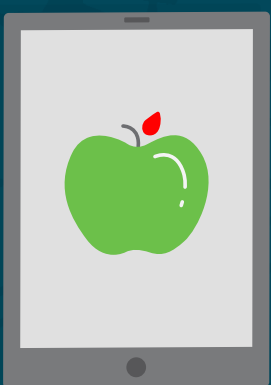
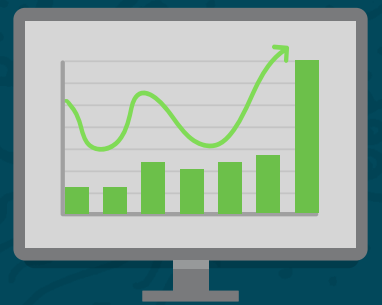
**16** PRESS PICKUPS  
**3 MILLION** CIRCULATION

# 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

