

## SUCCESS STORY

# From Data to Impact: Prodigy Unlocks +33% Registrations

Prodigy Education is a global EdTech leader that combines game-based learning with a standards-aligned curriculum.

## Key challenges



Fragmented reporting across channels limited holistic performance visibility



Manual, time-consuming optimization drained resources



Data lacked clear structure, limiting actionable decisions



Managing high-budget campaigns across five platforms was complex

## Results

### 88-96%

Prediction accuracy

- ✓ Smooth onboarding and seamless AI integration
- ✓ 5 Channels: Meta, Google Ads, Microsoft Ads, Pinterest, Reddit
- ✓ 6 Funnel steps optimized

### 18.7%

More Parent Conversion

- ✓ Greater agility in a rapidly growing digital ecosystem
- ✓ Early detection of campaign saturation to avoid wasted spend
- ✓ Cross-channel visibility: all data in one place

### 33.3%

More Teacher Registrations

- ✓ Faster, data-driven budget decisions
- ✓ Streamlined workflows reducing manual effort
- ✓ Holistic campaign orchestration driving stronger impact



**Sarah Welch**

CMO at Prodigy

*“The uplift of +18.7% in Parent conversions and +33.3% in Teacher registrations proves that automation with Nexoya doesn’t just save time - it drives real growth.”*

## Eager to find out more?

Schedule a call with one of our experts.

