



# HATCH EARLY LEARNING

## Challenges

About the company: Since 1984, Hatch® has transformed the lives of young children with technology and classroom materials that prepare them with essential skills to succeed in school and beyond. Hatch is the leading provider of turnkey early learning solutions that include everything from interactive hardware to STEM learning materials for young children; and from adaptive, appropriate software to a full selection of classroom supplies.

Engaging relevant site visitors with high-value content that helps move more prospects through the sales cycle at a faster rate and generating more qualified leads are top priorities for the marketing team.

## Objectives

- Deliver personalized content to targeted site visitors to increase website engagement and content consumption
- Improve both the quality and quantity of leads generated from the online channel

### 1,300+

monthly personalized engagements

### +10%

increase in lead generation

### 18%

lead conversion rate from predictive content

### \$400k

opportunities generated

## Solution

### Web Personalization

Leverage Marketo web personalization to identify and serve relevant content and offers to diverse audiences based on such characteristics as location, behavior, and known visitor data.

Test and optimize campaigns using Marketo's A/B testing tools to deliver optimal messaging and improve performance.



The ROI from Marketo Web Personalization and Predictive Content has been amazing. The personalized messaging and predictive capabilities have greatly increased the effectiveness of our content. After only a year, Marketo has become one of our department's largest generators of opportunities and revenue."

## Predictive Content

Take advantage of Marketo's predictive content recommendations engine to automatically increase content consumption, nurture prospects and educate them on Hatch product offerings to accelerate the sales cycles and generate more relevant, qualified leads. The predictive content engine uses machine learning and predictive analytics to auto-deliver the right content to each visitor.

Within the first few month of deploying Marketo, the Hatch marketing team created 30 personalized campaigns and the content discovery module discovered and tracked 300 content assets, 25 of which were enabled for predictive recommendations.

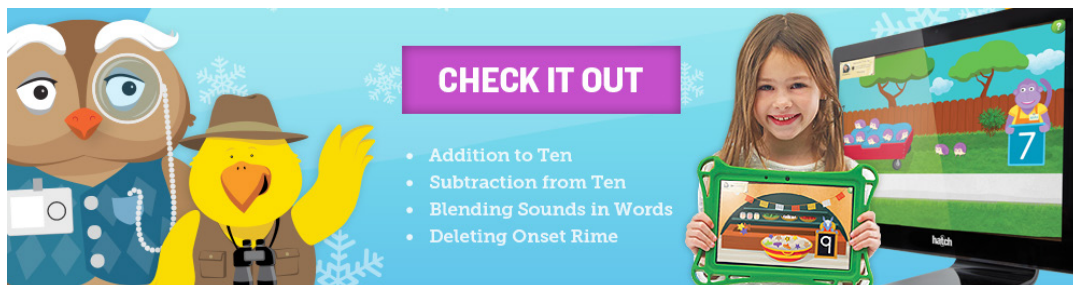
## Benefits

Higher web engagement and lead generation

- Personalized web campaigns brought in 10% of new leads created by marketing
- 18% direct leads conversion rate from clicks on recommended content

Increased revenue from personalized web engagement


- Marketing's top-performing Take a Test Flight campaign created \$400K in open opportunities, 1/3 of which led to sales
- Predictive content generated \$100K in opportunities



## Personalized Early Learning **New!** Dual Language Learning

Autism in ECE - Watch the Webinar Recording for Free!

### MORE FREE WEBINARS BY HATCH



**Language and Literacy for English Learners**

In this helpful and informative webinar, Dr. Cárdenas-Hagan will present best practices, techniques, and activities for dual language learners to further their language and literacy development!

[Watch Now](#)



**Multicultural Education: Beyond the Classroom**

Clarify common misconceptions and provide strategies for early childhood educators to nurture the next generation of culturally aware leaders.

[Watch Now](#)



**Supporting Social-Emotional Learning**

Learn about the latest research on the development of social-emotional competence in young children, the role teachers play in these skills and how they relate to school readiness and early school success.

[Watch Now](#)


Example of predictive content recommendations on the Hatch Early Learning website

The pre-k classroom of the future is here today.

TABLETS COMPUTERS BOARDS TABLES

## Take a Test Flight!

**8 FREE Activities Included!**



Take a tour of our latest TeachSmart software for interactive displays and whiteboards with powerful tools for lesson planning, digital child portfolios and a year's worth of learning activities.

[CHECK OUT TEACHSMART ▶](#)

Personalized Early Learning **New!** Dual Language Learning

This highly targeted Take a Test Flight campaign generated \$400K in open opportunities, 1/3 of which led to sales.



Website: [www.hatchearlylearning.com](http://www.hatchearlylearning.com)

Contact: Lucho Soto: [LSoto@HatchEarlyLearning.com](mailto:LSoto@HatchEarlyLearning.com)