

# Case Study: Transforming Campaign Management



## BACKGROUND

Sylvan Learning is the leading provider of tutoring and supplemental education services to students of all ages and skill levels  
Over 1,100 company owned and franchised learning centers across the U.S. and Canada

## CHALLENGES

Sylvan Learning is evolving to a “state based” marketing model that focuses on customer conversion through specific stages of the “sales funnel”. To support this strategy, Sylvan wanted to implement automated marketing campaigns that target particular customer “states”.

## APPROACH

Implemented Aprimo Marketing Campaign Management 8.0.5  
Integrated with custom IMPACT Customer Relationship Management Solution  
Integrated with ECHO marketing fulfillment partner  
Developed 4 “State Based” Marketing Campaigns  
Integrated Portal for Franchisees  
Created ~12 Corporate facing reports to track campaign activity, conversion and other key performance metrics

## RESULT

Consistent and timely marketing messaging through automated campaigns increased customer conversion and improved reactivation of old customers

A centralized marketing platform to standardize Sylvan’s marketing processes globally increased marketing efficiency and marketing visibility, while reinforcing brand consistency

One centralized marketing database directly integrated with IMPACT that will eventually contain ~6 million audience members and reduce the manual effort to pull lists from multiple sources

