USE CASE: CONTENT & CREATIVE

Matching the Right Message to Every Parent

CHALLENGE

A global education company marketed children's e-learning to parents as one broad demographic. However, individual parents chose e-learning for very different reasons, and a single message left most of them unmoved.

HOW AI WAS APPLIED

Parent segmentation: Attitudinal segments of parents considering e-learning for their children.

Creative testing: In-environment, cross-platform tests of messages and ads.

Message matrix: Segments crossed with motives: safety, catching up, standing out.

Look-alike audiences: Each segment × message pair modelled into its own audience.

OUTCOMES

7x
Return on ad spend

3
Distinct parent motives, each with its own message

Cross-platform
In-environment creative testing

Source: client-reported outcomes from the engagement. Figures are rounded.

Material is a global growth intelligence company.

For 50 years, Material has built behavioral science into the insights, strategies, brands, experiences and platforms that move markets. Its culture-shaping design studio, Aruliden, gives that work form, from identity and product to packaging and environments. Material is building the intelligence layer ambitious companies use to understand demand and act on it faster.

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