

# Magoosh Expands Reach with AddThis Publisher Tools



Founded in 2009 by University of California, Berkeley students dissatisfied with their test-prep options, the team at Magoosh believes all students should have access to affordable, high-quality prep materials.

Today, Magoosh prepares enrolled students from 185 countries for nine of the largest international exams (GRE, SAT, TOEFL, etc.) and are expanding into additional domestic and international markets.

Magoosh leverages **AddThis publisher** tools in two ways:

## Optimizing

their marketing funnel by cross-promoting their online properties—**website, landing pages, and 17 blogs**

## Testing

the **efficacy of their messaging** within **specific audiences** culled from those properties

“With one of our newer blogs—we have been able to boost blog-to-site conversion from under 4% to nearly 10% in 30 days. This is, in part, thanks to AddThis lightbox, which currently converts at 6%, and the banner, which converts at 1.2%. The easy A/B testing interface allows us to perform copy iterations that quickly improve this metric.”

—Kristin Fracchia, Senior Manager of Content Marketing, Magoosh

Initially, the Magoosh marketing team focused on promoting their properties to the ideal prospective students. Their blogs were extremely important to draw in students who searched the internet for test-prep solutions. Magoosh then combined their effort to attract prospective students with AddThis link promotion and list-building tools to cross promote their content between their web properties.

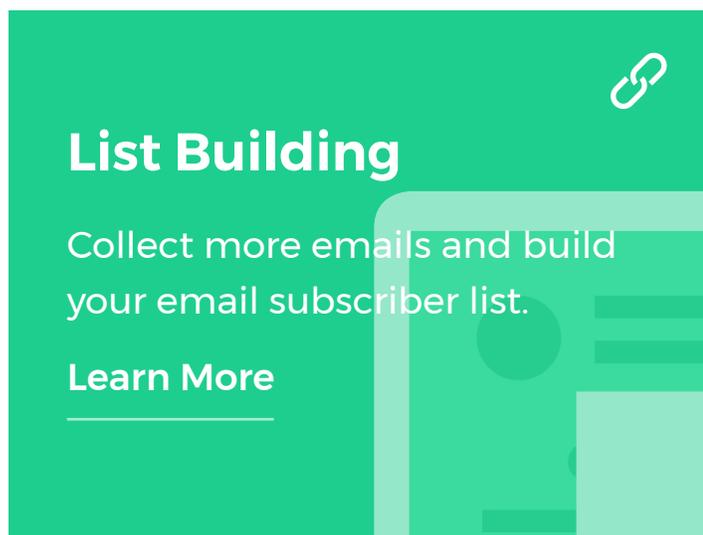
“Blogs are somewhat disconnected from the actual product itself,” explains Kristin Fracchia, Senior Manager of Content Marketing at Magoosh. But with promoted links, they can direct the right students to the right products from their testimonial pages and sales announcements.

Using pop-ups and promotional links, Magoosh gauges interest and tracks engagement throughout their marketing funnel. This data helps them tailor messaging (and local language) based on funnel positioning and region, which boosts the click-through rate.

Magoosh then uses A/B testing to optimize content delivery within and between each audience using link-promotion tools to identify the messages resonating the most. That could be by country or exam, and what new features each group is interested in. For example, Magoosh doesn't offer a GED program yet, but they have launched an email sign-up for early access to gauge demand for that product.

Magoosh increased audience engagement and boosted click-through rate with AddThis link promotion and list-building tools. And you can too.

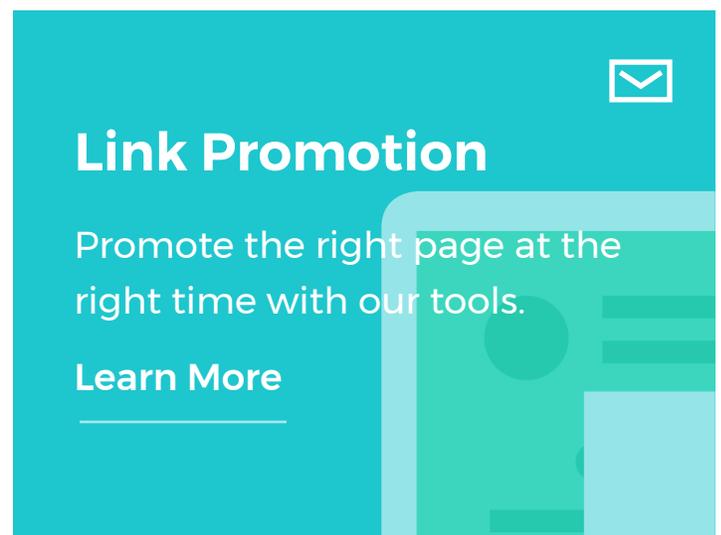
Learn More at [AddThis.com](https://addthis.com)

A green graphic with a white link icon in the top right corner. The text is white and reads: "List Building", "Collect more emails and build your email subscriber list.", and "Learn More" with a horizontal line underneath.

**List Building**

Collect more emails and build your email subscriber list.

[Learn More](#)

A teal graphic with a white envelope icon in the top right corner. The text is white and reads: "Link Promotion", "Promote the right page at the right time with our tools.", and "Learn More" with a horizontal line underneath.

**Link Promotion**

Promote the right page at the right time with our tools.

[Learn More](#)