



Mathnasium of Mill Valley

I highly recommend Signpost for texting and more. Every time someone calls or emails me, Signpost records that information and follows up with a text or email. They initially scanned my gmail account to record everyone who I emailed or emailed me. I now have a thorough list of contacts to send offers to. Signpost does a good job of periodically emailing people, but not too often. They also have responsive and friendly customer service. Even though I am super organized, their automated system beats me any day!

- SCOTT RUBIN, OWNER

The Challenge

Mathnasium Learning Centers offer customized math tutoring services helping kids in grades K-12 develop math skills. Scott Rubin, the owner of Mathnasium of Mill Valley, had tried many other marketing technologies to help stay in touch with customers and grow his online presence. Dissatisfied with the outcomes he received, he turned to Signpost.

Signpost Solution

Signpost was able to deliver on Mathnasium’s objectives due to its robust AI-driven CRM. Unlike other customer relationship management (CRM) platforms, Signpost automatically collects incoming phone and email information on-site to create detailed contact records. Signpost then uses these records and machine learning to generate reviews, NPS, feedback, and loyalty offers to the right prospects at the right time. This all-in-one solution ensures that brands are always in front of the right consumers and have their finger on the pulse of customer sentiment.

The Results

Reviews: Signpost has generated [11 positive reviews](#) for Mathnasium, which not only improves their digital presence, but drives new customers into the business.

Feedback: Email automation has driven [214 feedback responses](#), providing the business with valuable and actionable insights on their customers.

Offers: With over [55 offers claims](#), Signpost's intelligent, automated email communications have generated significant returns for Mathnasium of Mill Valley.

Email Marketing: Targeted messages prompt a [31% open rate](#) which allows Mathnasium to regularly reach hundreds of potential customers.

SMS Marketing: With text message marketing, Mathnasium engages with their customers [8x more](#) effectively than email messages.

Find out how Signpost can help grow your business. Visit signpost.com or call (855) 606-4900.

Get started