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Adestra

Case Study

Kano engages a new generation of coders with Adestra

KANO

INDUSTRY

Technology

COMPANY

Kano Computing
London, England
kano.tech

Kano Computing gives young people a simple, fun way to make and play with technology. They connect with users via Kano World, a free online community where kids can learn how to code and create.

KANO

Seeing a need for more young people to get into coding, **Kano** created a Street Art Competition to encourage them to try it. They created a cross-channel campaign to promote the event, including using Adestra to create a teaser campaign among subscribers. The campaign drove awareness and resulted in greater site engagement, generating a 93.6% year-over-year uplift in site registrations.
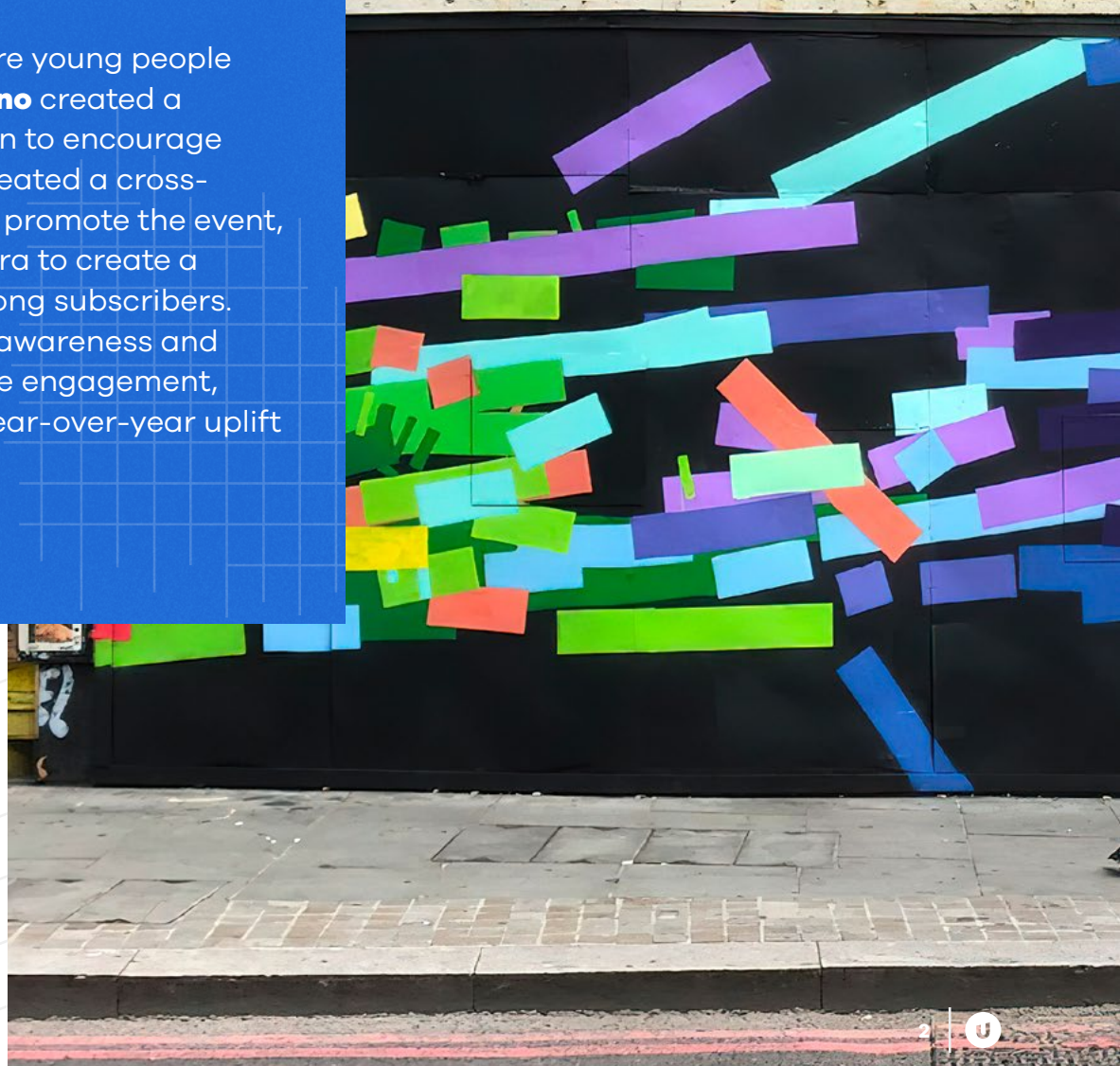
How do you get young people excited about a learning opportunity?

Kano wants to create a future where anyone can learn coding

Only 40% of schools in the US teach Computer Science — and only 1% of people can understand devices and modify them. Kano's mission is to increase technological literacy by empowering more young people to learn coding. But to do that, they needed to raise awareness of their mission, their products, and the Kano World community. If they could get kids more engaged, they could encourage them to give coding a try.

Awareness, engagement, and a huge spike in registrations

Kano created a Street Art Competition to recruit new users to register on Kano World, and promoted the competition using the Adestra email platform. Kano ran an email teaser campaign to let people know about the upcoming competition, and subscribers were encouraged to sign up to be the first to know when the competition was going live. The campaign was a huge success, with account registrations going up by 93.6% year-over-year.

Adestra helped Kano create targeted and segmented emails

Kano needed a way to segment its emails by region and target non-users

Kano wanted to raise awareness about coding, the Kano World community, their products, and their mission. Since children are the main users of Kano products, the team wanted to get them excited about coding, so they created a free-to-enter competition open to any age in any country. Users had to follow step-by-step Street Artist challenges on Kano World and save their spray paint art creations. The winner would see their art painted on a real wall for the world to see.

Kano promoted the competition via email to their newsletter subscribers, via social

(Facebook, Twitter and YouTube) and using paid social and sponsorship. They identified influencers for their target audience such as Crafty Girls on YouTube. And they sent emails to everyone who had opted in.

Using the Adestra email platform, the Kano team segmented the audience by region and again by existing Kano World users and non-users. For non-users, an introduction to Kano World was included. Further campaigns were sent to the same audience a few days before the competition was due to finish, giving people a final chance to enter.

Year-over-year registrations went up by 93.6%

Kano was thrilled with the engagement generated by the competition. Thousands entered the competition. More than 300,000 views were generated by Kano's targeted influencers, with a conversion rate of 13.3%. And Kano World account registrations went up by 93.6% year-over-year.

They plan to reassess the awareness impact and to review how many of the new users converted over the Christmas/gifting period in order to better understand how well the contest kept Kano at the forefront of customer's minds during the holidays.

Results for Kano

93.6% increase
in accounts created year-over-year

5,807 entries
to their street art competition

338K views
generated by Kano's influencers

Upland Adestra Email automation, built to suit your needs. Upland Adestra's powerful, easy-to-use software can be customized and uniquely configured to the structure of your business. In-depth email reporting gives actionable insights to drive your marketing success.

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