



Information Deck 2025

[www.edtechimpact.com](http://www.edtechimpact.com)

# Welcome to EdTech Impact

The world's largest marketplace of education technology products and experiences.

## Site traffic



Unique registered users **500K**



● Senior leaders (Decision Makers)	<b>73%</b>
● Teachers	<b>17%</b>
● Other	<b>10%</b>

## Impact reviews



Reviews and ratings	<b>30K</b>
Products listed	<b>6K</b>
Categories represented	<b>100+</b>

### UCL impact metrics

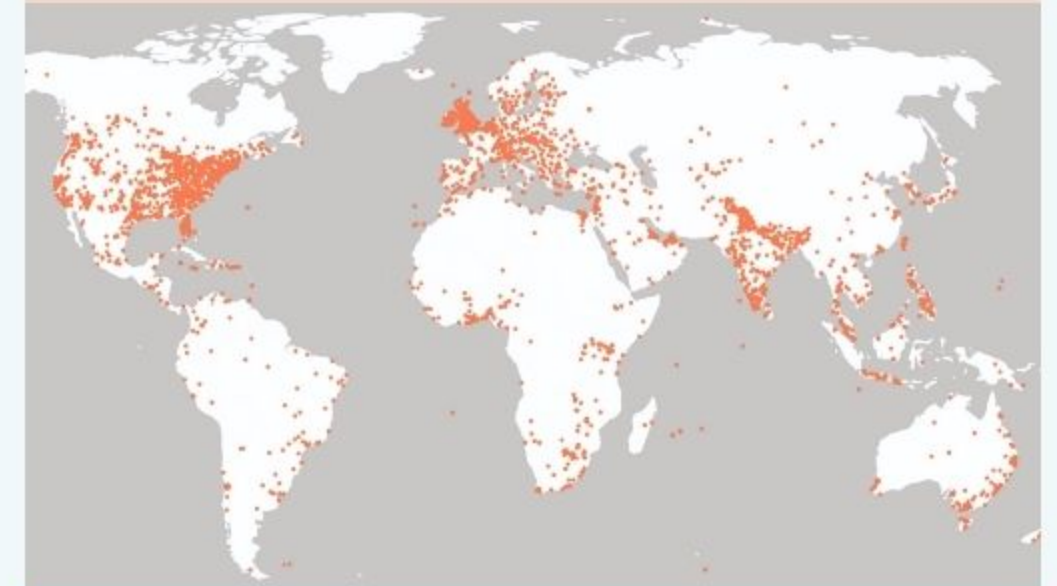
- ★ **Students**, e.g. Improve behaviour and wellbeing
- ★ **Teachers**, e.g. Reduce workload
- ★ **Schools**, e.g. Improve parent engagement

## Global buyers



Countries represented **181**

#1	United Kingdom	<b>46%</b>
#2	United States	<b>18%</b>
#3	India	<b>8%</b>
#4	Australia	<b>3%</b>
#5	Canada	<b>2%</b>
#6	United Arab Emirates	<b>1%</b>



## Product certifications

- ◆ Pedagogical Quality
- ◆ AI Audit and Assessment
- ◆ EdTech Impact Recommended

# One profile; two platforms

By listing on EdTech Impact, your product will gain greater exposure to targeted education buyers, while driving product improvements, and building trust through independent reviews, ratings, reports and awards.



1

★ edtech  
**impact**

The **global marketplace** where in-market buyers go to find, compare and select promising EdTech solutions

2

★ edtech  
**impact**  
manager

Where digital leaders go to **audit and evaluate** the value for money from their existing EdTech contracts

# Plans

For every stage of business, we have a plan to boost visibility and build a trusted brand with schools.

## Impact

- Collect ongoing **impact reviews** from your customers
- **Web and email widgets** to showcase reviews across marketing channels
- Measure **NPS score** and User **satisfaction**
- Impact **analytics** and insights
- EdTech Impact **awards entry**



£2,500

## Marketing

- **Optimised profile** with video
- **Email campaign** to your ideal customer profiles + success report
- Advanced **buyer analytics**
- **365 day remarketing** automation
- **Lead magnets**: use case studies and reports to generate leads
- Editable **special offer advert**



£3,000

## Pedagogy

- **In-depth evaluation** of your solution's pedagogical approach
- Assessment using the **Education Alliance Finland** methodology
- **60-page report** with strengths and development areas
- Digital **assets and promotion**
- **Free re-evaluation** within 6 months, if not successful first time



£3,000

Request a quote for bundled pricing

# Achieving **SchooliP's** objectives

Our proposed package is designed to meet your objectives, as outlined below:

## Agreed priorities

- Ramp up review collection (through csv upload) and achieve **Recommended badge** to demonstrate your ongoing impact with users
- Improve market understanding of product fit and value using **annual review analysis report**
- Elevate customer voice by sharing reviews on **social media** (using instant share buttons)
- Reach the broadest audience possible (38k) with an **article** promoted in the EdTech Impact newsletter
- Amplify your value and special offers with **campaigns, profile banners** and **365-day Remarketing**
- Develop stronger relationships with key **decision-makers in MATs** and international schools



# Quote



Option \*

Impact

Add on x 3

Demonstrate impact through ongoing customer review collection. Add on: 3 x articles (one per term)

£750 discount applied (one article)

Total

£4,000

Option \*

Marketing

Impact

Demonstrate impact through ongoing customer review collection, alongside targeted outreach to your ideal customer profiles.

£550 discount applied (10%)

Total

£4,950

Option \*

Marketing

Impact

Add on x 3

Demonstrate impact through evidence collection and use targeted outreach to boost your visibility with ideal customer profiles. Add on: 3 x articles

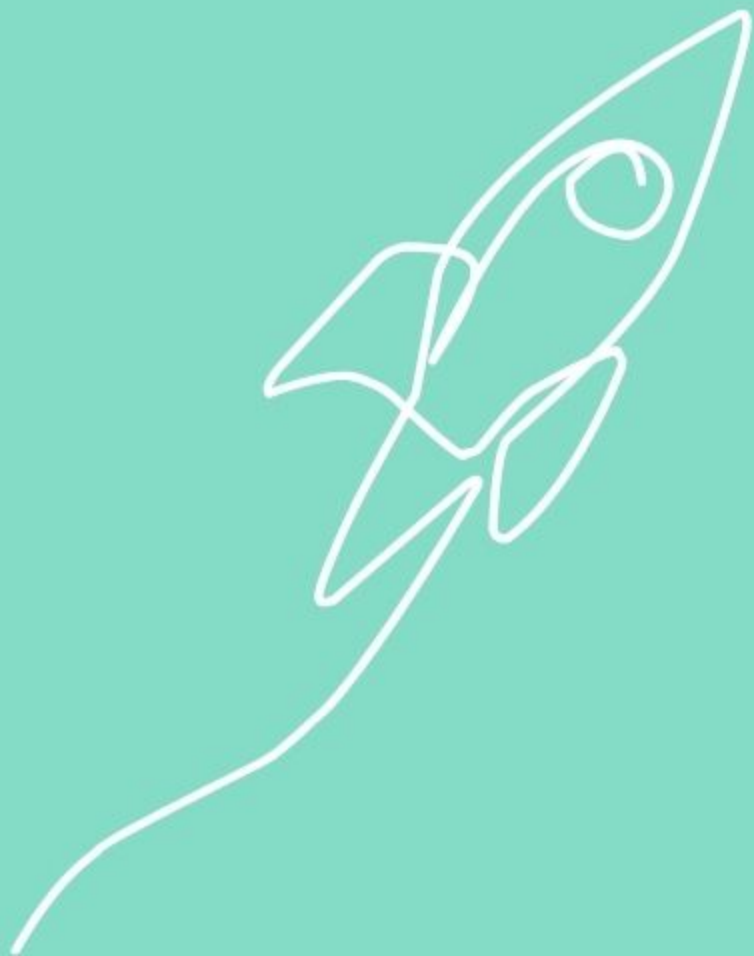
£1550 discount applied (20%)

Total

£6,200

# Impact plan

What's included?



# Reviews

## Collect impact reviews

Select your preferred impact metrics and use our automated tools to collect reviews from your customers.

- Build a **global rating score** and gain Google stars at the same time.
- Use **qualitative and quantitative** insights to drive product development.
- Let your customers do the selling for you with a stream of **user generated content**.
- **Share reviews instantly** across your channels



Impact

**10x**

Profiles that regularly collect reviews benefit from **ten times the traffic**, on average.

## Review metrics devised with UCL

### Student outcomes

- Build student knowledge
- Improve attainment
- Improve wellbeing or behaviour
- Increase student collaboration
- Reduce attainment gap

### Teacher outcomes

- Reduce teacher workload
- Improve teacher productivity
- Improve quality of assessment
- Improve teacher knowledge
- Improve teacher wellbeing

### School outcomes

- Improve parental engagement
- Improve school processes
- Provide school data
- Save the school money
- Save the school time

### Custom metrics

Establish your own metrics to measure your impact and use our platform to capture the data.

# Insights

Impact

## See what's working

On an annual basis, analysis of your customer surveys is compiled into a **summary with clear action points**, enabling you to review and inform:

- **Customer satisfaction**
- **Sentiment analysis**
- **Product suggestions**
- **Impact observations**
- **Digital champion identification**

*Available on the Impact plan.*

## AI Analysis

Data is pulled from customer surveys requested by you, as well as **internal school surveys**, conducted through EdTech Impact Manager.



# Social proof

Impact

## Showcase your reviews

Embed our **dynamic, customisable carousel** into your homepage and you'll have the freshest batch of happy reviews always on show.

Email widgets are also available in the marketing tab on your customer dashboard.

*Available on the Impact plan.*

**79% of customers**

are **more likely to trust** businesses with user reviews on their product pages.

*(BigCommerce, 2020)*

## Case study.

How Britannica's baked-in approach to review collection and sharing is driving sales.

### CodeMonkey's review widget



# Recognition

Impact

## Earn EdTech Impact awards

Earn badges and become 'Recommended', simply by collecting great reviews. Each year, your product will be considered for our **annual impact awards**, the results of which are determined by your user rating and the number and frequency of your reviews.

Best in category winners (and runners-up) can then **promote awards success using our suite of digital assets**. We'll also promote the winners across our social media channels and newsletter.

*Available on the Impact plan.*



# Marketing plan

What's included?



# Advanced visitor analytics

Marketing

## Track buyer intent

Use advanced visitor analytics to review your impact, track potential **hidden buyers**, and inform a robust marketing strategy.

LAST SEEN ↓	JOB TITLE	ORGANISATION	COUNTRY	INTE
An Hour Ago	Teacher	Aldryngton Primary School	England	Hig
An Hour Ago	Head Of Science	Haberdashers' Crayford Academy	England	Hig
A Day Ago	Teacher	St Catherine's School	England	Low
4 Days Ago	Principal Director	Merlion School	Indonesia	High
4 Days Ago	Teacher	Anglia Ruskin University	England	High
4 Days Ago	Teacher	Bishop Challoner Catholic College	England	Low

Head Of Science

48 buyer intent signals High

First seen on 5 November 2024 at 3:57pm

Last seen on 11 January 2025 at 6:13am

**Haberdashers' Crayford Academy**  
11-18 mixed secondary school in Dartford.  
<http://www.habscrayford.org.uk/>  
+44 1322 402180  
Haberdashers' Crayford Academy, Dartford  
Part of HABERDASHERS' ASKE'S FEDERATION TRUST  
Secondary Academy sponsor led

## Accessible data

- Visitor's job role
- School details (DfE data, where available)
- Activity timeline
- Competitors viewed and contacted
- Buyer intent score: high, moderate or low

**23% reduction in sales cycles**

when outreach focuses on buyers most likely to make a purchasing decision.

(Gartner, 2020)

# Email campaigns

Marketing

## Target ideal customers

We offer promotional and lead generation campaigns to high-quality customer profiles. Our **typical open rate is 30%**.

Our marketing team provides **experience in tried-and-tested campaigns** and will work with you to create unique, engaging content.

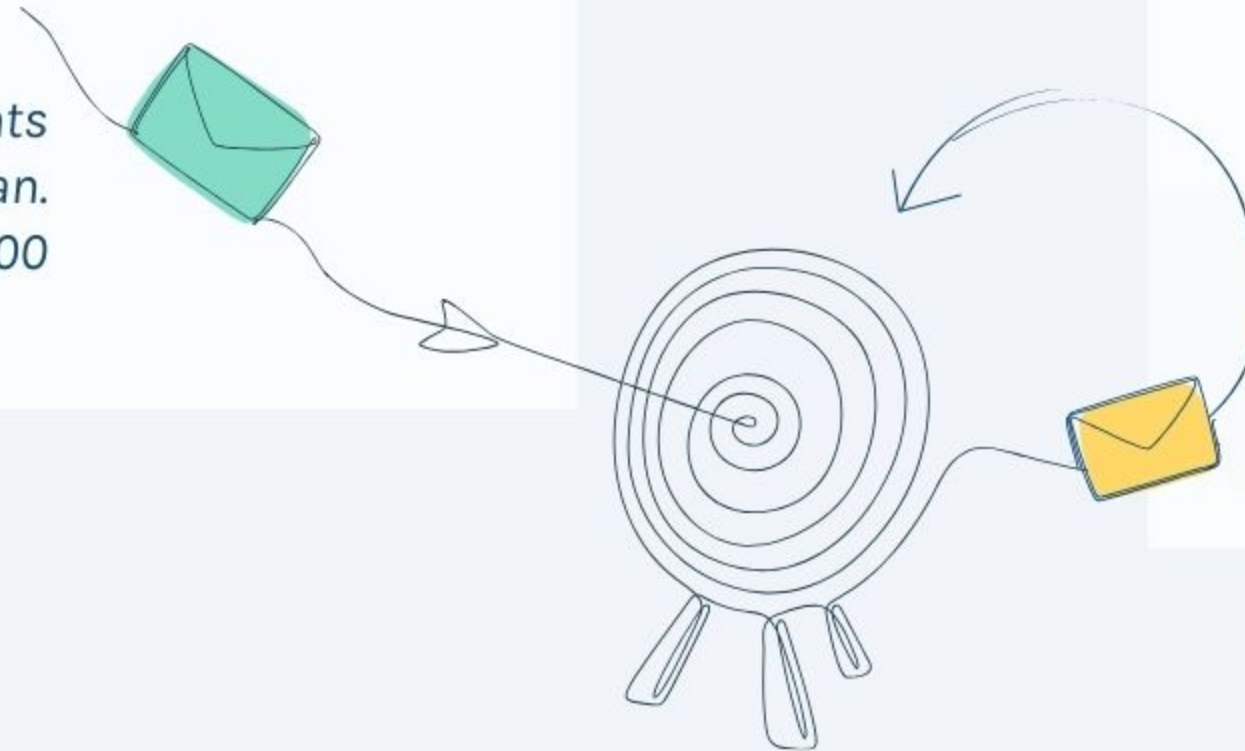
*Check quote for number of recipients included in your Marketing plan. Additional campaigns: £1000 per 1000 recipients.*

## Reinforce your message

We have full visibility of which profiles our registered users are visiting.

When a visitor is interrupted (or distracted by life!) a **handy little email reminder** will drop into their inbox, bringing your profile back to their attention (and any special offers with it).

*365-day remarketing is only available on the Marketing plan.*



# Lead magnets

## Marketing

### Evidence downloads

Support your claims with downloadable resources on your profile, including:



- **Case studies**
- **Impact reports**
- **Independent evaluations**
- **Testimonials**
- **Research papers**

Whenever an educator downloads one of your reports, their contact details will be shared with you.

***Unlimited evidence** upload available on the Marketing plan.*



A new feature in our packages is the **special offer advert**. This simple tool is accessible from your dashboard, so you can log in and update your promotions whenever you wish.

Bundles, limited-time offers or upcoming sales will be **displayed prominently** on your profile so that buyers can make the most of your discounts. The perfect incentive for repeat visits.

*Only available on the Marketing plan.*

# Sponsored article

Add on

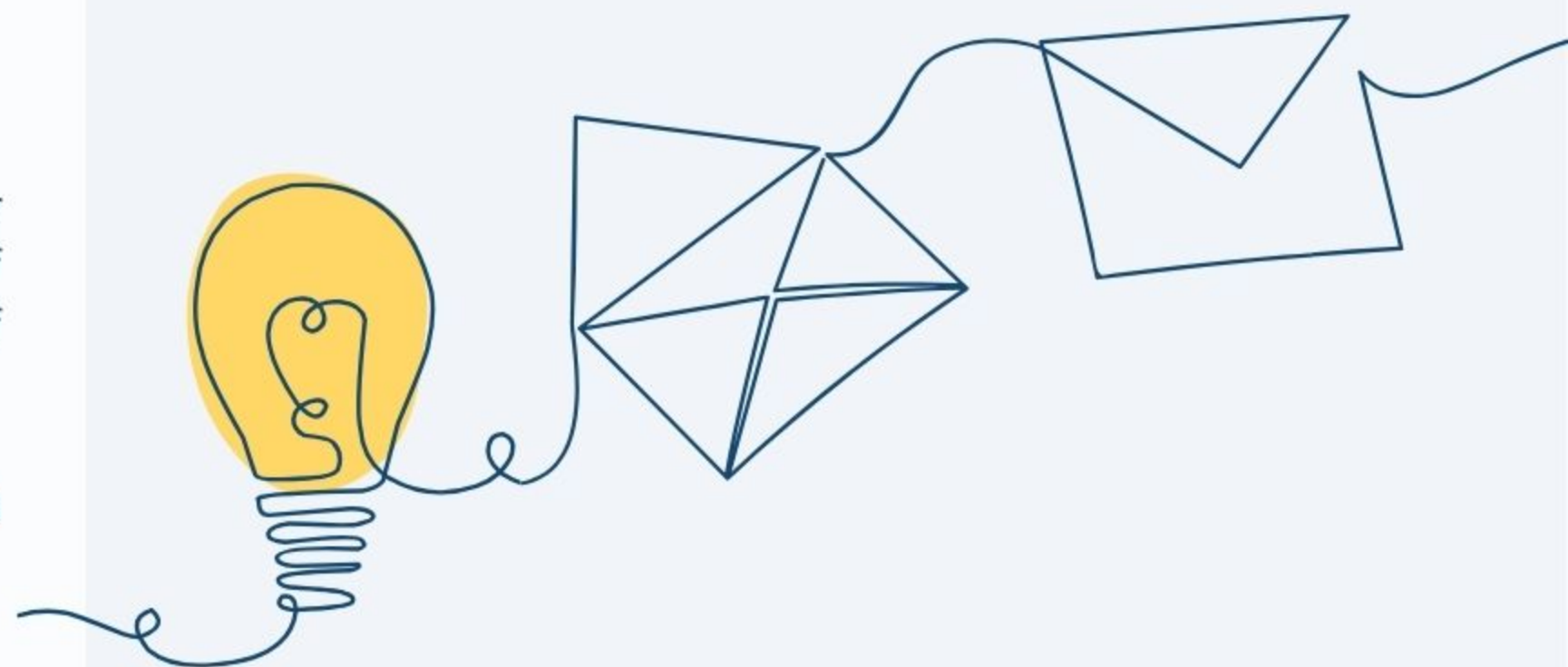
## Articles and promotion

Online articles allow for more **in-depth educational pieces** or explorations of how a solution can be best used in a variety of settings. A series of articles can keep a product fresh in the minds of potential buyers, as well as highlighting time-limited offers.

Companies featured in our online articles benefit from **promotion in our newsletters**, which goes out to 38,00 active, engaged buyers.

We also promote articles across all our social media platforms.

*From £750*



**30% open rate**

for every school newsletter - equivalent to  
**12,000** readers

# Events

Add on

## Online showcase event

Present to pre-qualified leads with four other solutions at our next showcase.

- **Before event:** Dedicated event promotion on social media and via email; landing page to capture registrants.
- **During event:** Respond to educator questions in real time via the chat.
- **After event:** Our team will collate all leads (including any missed questions) and send you a detailed breakdown of interest and contact information.

Optional extra. £1000



## Upcoming events

- **AI for Teaching and Learning** - 12<sup>th</sup> June
- **AI for School Improvement** - 19<sup>th</sup> June

## Success stats\*

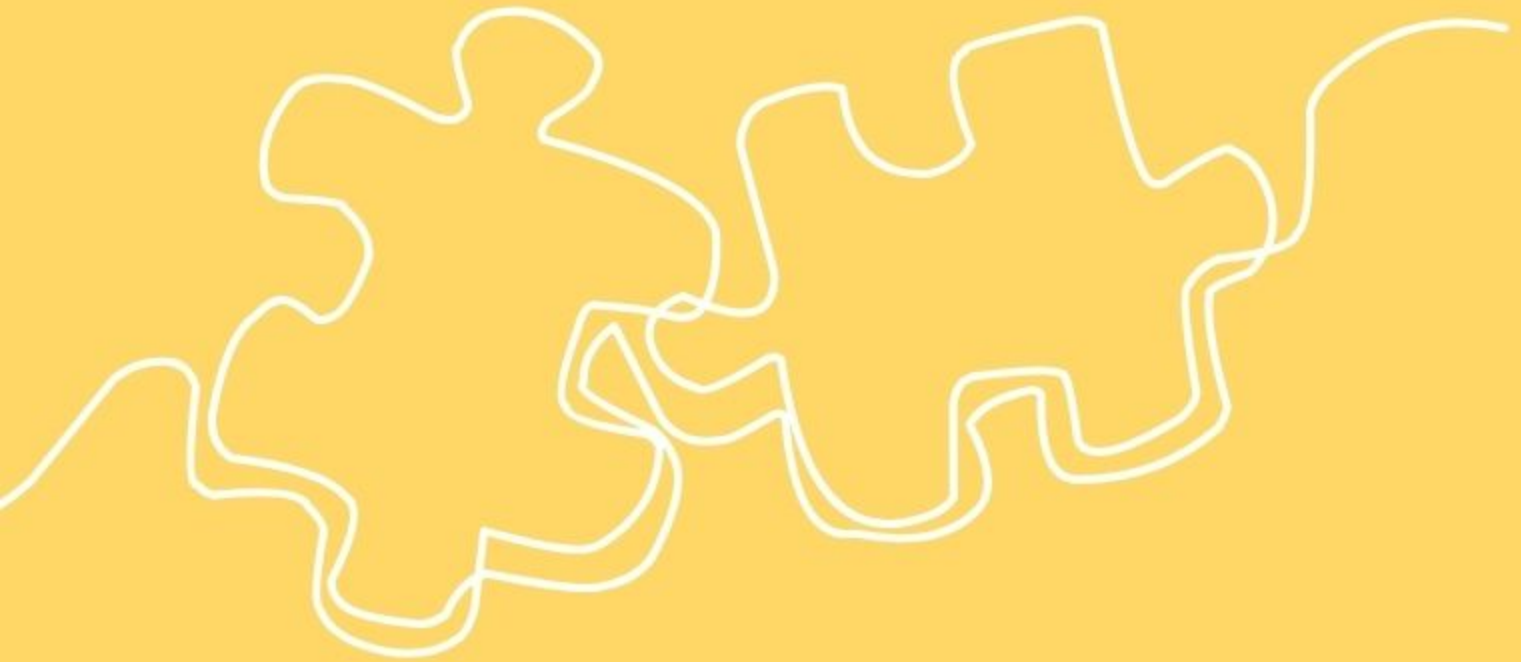
**Registrants:** ~350

**Leads** (per company): 30 - 40

\* Based on previous event

# **Pedagogy plan**

What's included?



# Quality Pedagogy certification

Pedagogy

## Education Alliance Finland methodology

The Quality Pedagogy Certification is a **product evaluation service** that helps to improve standards for learning solutions, based on the principles of educational psychology.

The Certificate is a **powerful tool to demonstrate quality and academic impact**, facilitating evidence-based purchasing decisions.

Read our [Quick Guide to Certification](#) and a [sample report](#).

**400** evaluations

conducted to date, for learning solutions from over **58 countries**.

### Case study

How MathsWatch's quality stamp is **accelerating school purchasing decisions**.



**CERTIFIED**  
PEDAGOGICAL QUALITY

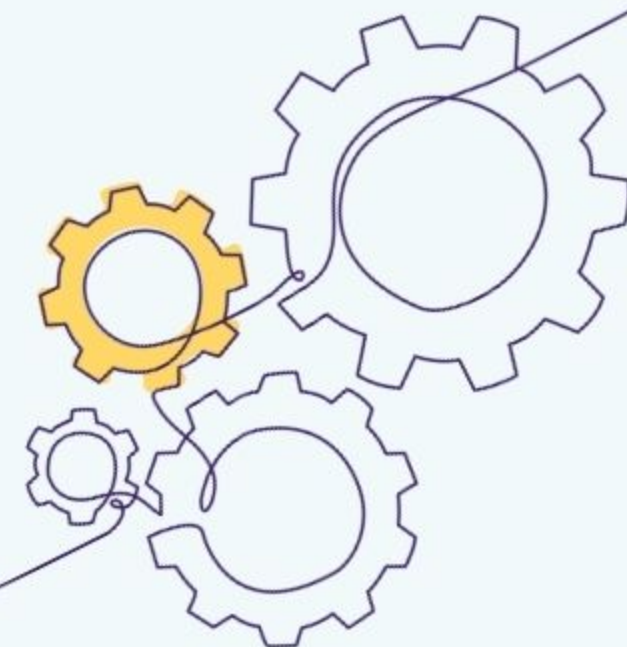
# Why partner with EdTech Impact?

**Your year-round growth engine for visibility, engagement, and impact.**

EdTech Impact offers a powerful platform and trusted ecosystem to help company's grow their reach, credibility, and impact across multiple touchpoints.

- 1 Always-On Visibility:** Build trust with school leaders through verified educator reviews and high-impact profiles on the 365 platform.
- 2 Bespoke Marketing & Events:** Access tailored campaigns, showcases, and events to connect with key decision-makers.
- 3 Ecosystem Intelligence:** Gain insights from a community of educators and real-time data to inform product development and strategy.

By partnering with EdTech Impact, you can amplify your presence, demonstrate impact, and engage the right audience **all year-round**.



# Learn more from our customers



Resources

**How MathsWatch's Pedagogical Certification Accelerates School Decisions**



Resources

**The Credibility Factor: How Britannica Uses Reviews to Drive Sales**



Resources

**How Mega Seating Plan Builds Trust with EdTech Impact**



Resources

**How Developing Experts built brand awareness with EdTech Impact's reviews**



Resources

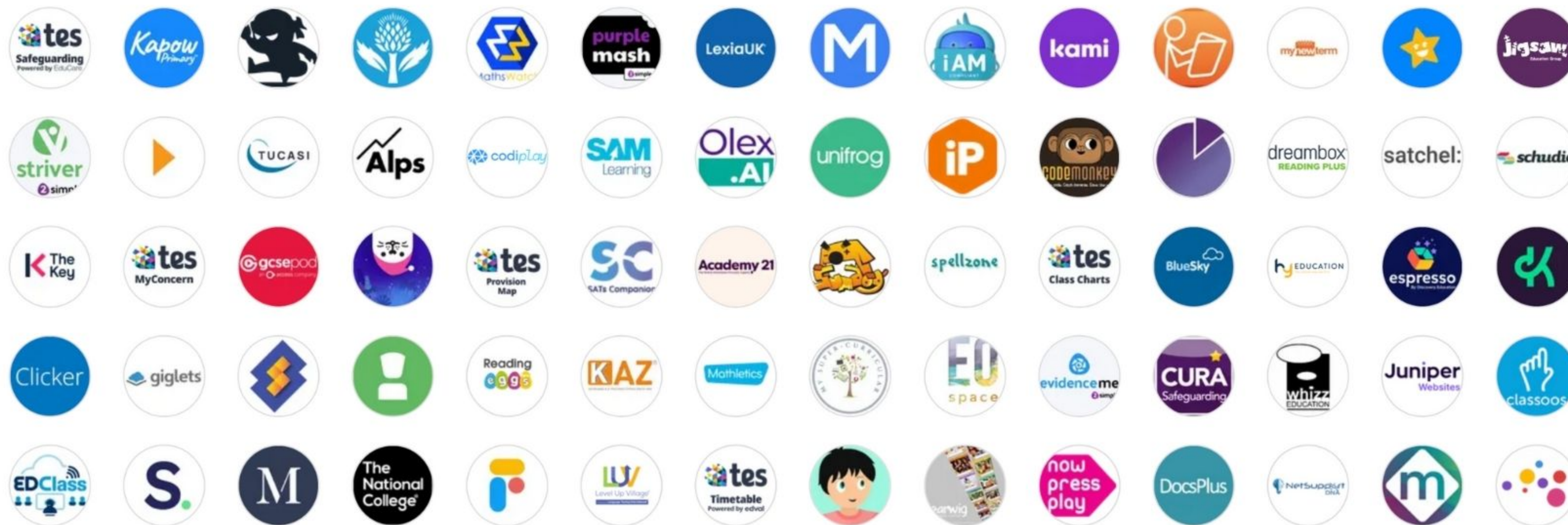
**How Alps leverages social proof**



Resources

**How Britannica increased engagement by 10%**

# Working with us...



Used to support  
research by:





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