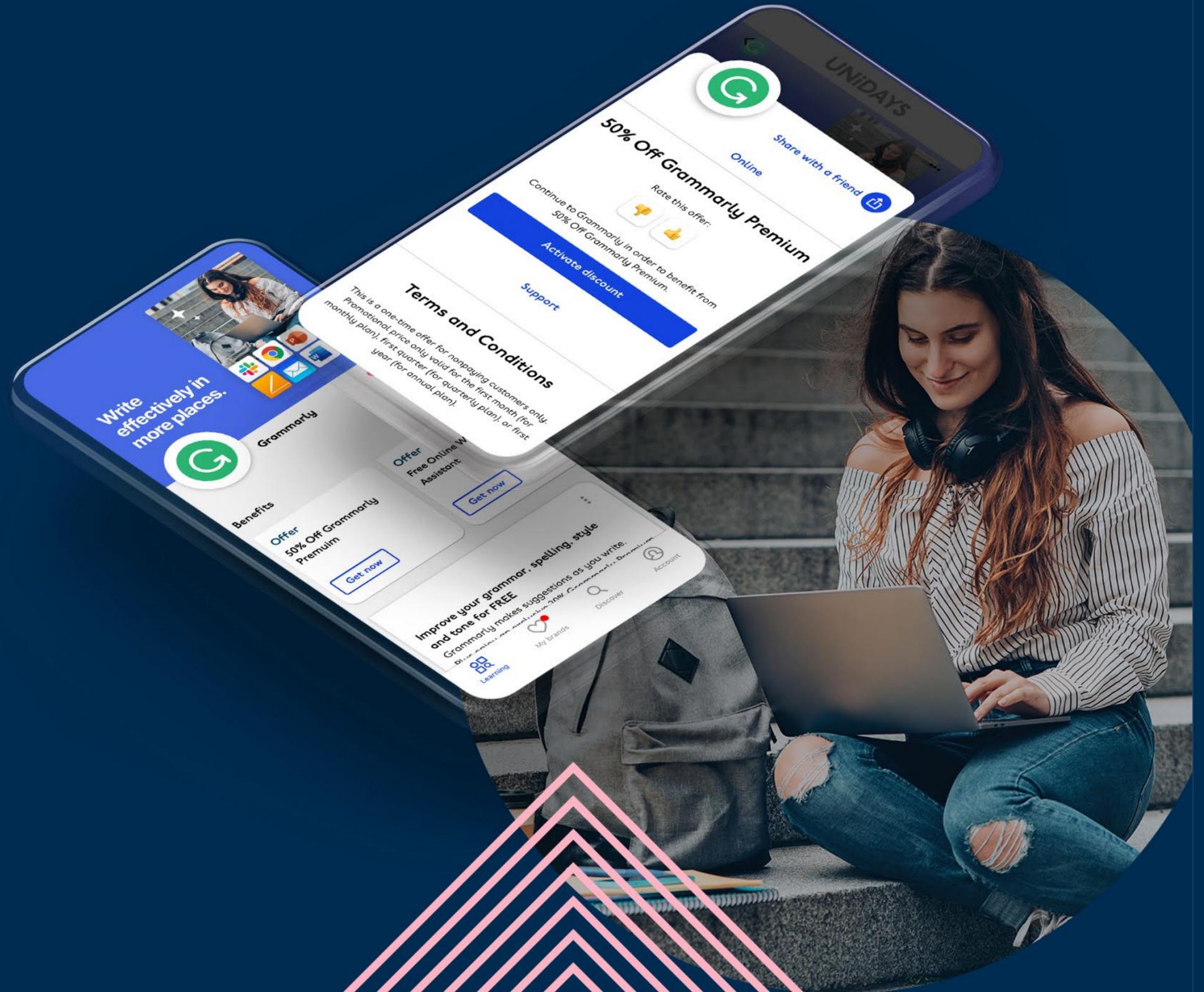


Grammarly increases average revenue per engagement by 70% thanks to a boosted student benefit on **UNiDAYS** marketplace

The Challenge

UNiDAYS and Grammarly wanted to develop a back-to-school campaign for the UK market that maximised access, awareness of features, engagement and frequency of use with students over the coming academic year.



The Solution

Grammarly boosted their usual **UNiDAYS** student offer from 20% to 50% off a Grammarly Premium subscription for the back-to-school period, with **UNiDAYS** providing extensive marketing coverage through email, push notifications, retargeting and on-site space.

The Results

The boosted student offer, paired with the strategic marketing activity, led to significant uplift for Grammarly.

+33% Increase in conversion rate

+70% Increase in average revenue per engagement

