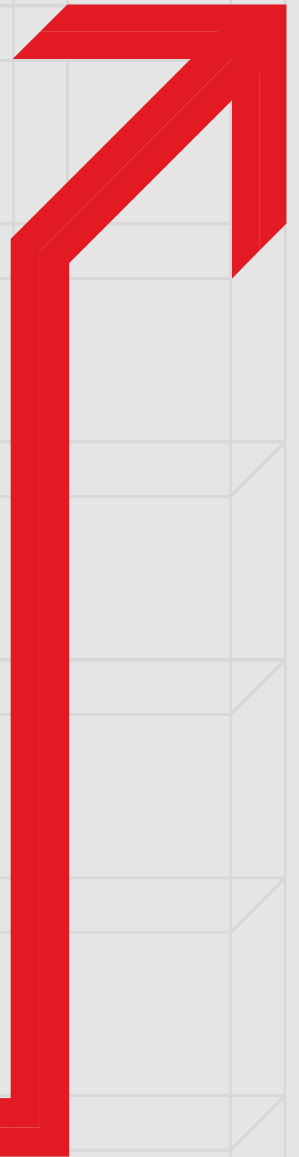




Achieve3000®

**Achieve3000  
& ABOX  
Case Study**



# Achieve3000 & ABOX Case Study

It was lightbulb moment for Lunar Wei when her daughter first showed her Achieve3000 on her laptop.

As the owner of ABOX , a large B2C firm specialising in children’s apparel, toys and skincare in China, Lunar was keen to continue to expand her business and she had received feedback from customers already highlighting that they were keen for her company to begin offering education and learning products. Lunar’s company, ITTMOM, is a large one with almost 5 million customers across the country.

When Lunar’s daughter showed her the Achieve3000 platform, she decided it was too exciting a platform to ignore.

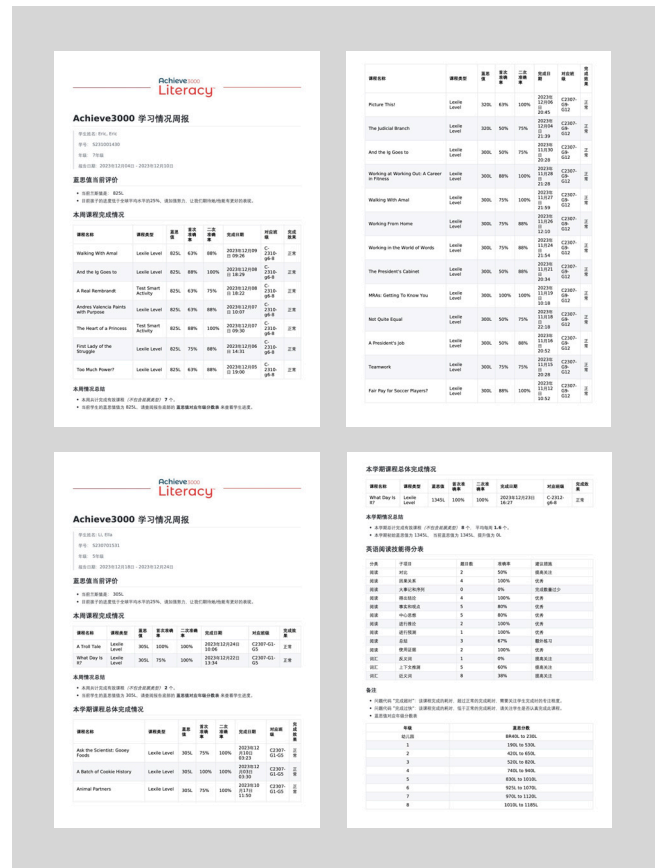
**“It’s a really good product, really useful for students as it’s so easy to use and so helpful at improving their English language skills,” she said, sharing also that she knew it wasn’t “just good; it was great!”**

**“It shows us content we haven’t seen before and it feels like a magazine! There are stories in there the families just won’t have seen, stories about famous people—there’s so much in there and for people learning language I knew they were going to get so much from it; so much knowledge.”**

**“We wanted to figure out how to use it more so that we could help the kids and help families too.”**

The next steps for Lunar centred on exploring the partnership between her company and Achieve3000, as well as how to take the new offering to market. Lunar was well aware that the traditional route was to sell Achieve3000 into schools, but noting how engaging and intuitive it was, she believed there could also be a different way. “It was obvious that the product could be used outside a school and in a self-learning capacity. Students can easily use it by themselves,” she said.

Working with her project team, Lunar and colleagues built a platform and an offering that suited the B2C market. Their product included access to the Achieve3000 products and also offered personalised reporting that was sent to the parents each week with granular details of the work their children had completed.



Example of the newsletters sent to parents each week.

The report shows how many activities have been completed in the last week and looks at Lexile level improvement. “We built these into our offering knowing that more and more families want the details and the insight into what their kids are doing,” Lunar said.

In addition to the bespoke reports sent to parents, another pillar of the offering Lunar and her team put together centres on support. Lunar understood that ease of use was going to be crucial to the success of the product. As a result, she put in place a portal where parents could go, log-in, and raise issues. She also built a robust customer service team who would work around the clock for customers who had challenges or who needed a helping hand with the platform. Next for Lunar and her team were considerations around launching the product.

Using her database of customers and utilizing her company's popular social media channels, Lunar and her team begun promotions for the Achieve3000 offering using emails and videos. With a well-established group of customers hungry for an offering like this, marketing the new product wasn't a hard feat. The digital campaigns attracted the attention of many parents keen to offer their children access to a platform that has proven success in elevating English skills. Over the last four years, they've served 15,000 families who have all used Achieve3000.

### Success of the product

The volumes of customers using the product is indicative of both the product itself and the excellent support Lunar has put in place for her customers.

The key indicator for Lunar, though, is not the volume of users per se but the number of customers who continue to use the product year after year.

**“About two thirds of our users keep subscribing and I’m certain that that’s because of both the quality of the product and the service we provide the parents along the way.”**

**“They’re grateful for the insights into the progress of their learners and a large majority use it very seriously; they use it every day.”**

Lunar believes a lot of the parents are grateful for the transparency they're given into what their children are doing.

**“They ask a lot of questions when the reports come through; they ask a lot of questions about the data.”**

**“The reports provide suggestions based on the data to ensure learners improve. For example, the reports highlight the number of activities needed to have been completed each week and highlight that the scores ideally should be >75%.”**

Lunar shared that the reports are sent out weekly on a Sunday. “Monday is a busy day!” she shared.

Another piece of added value was new functionality Lunar and her team built within the platform to alert parents to activity that isn't conducive to progress. “We developed a system to alert parents if the children are just writing “1122” in the text boxes. We use digital capabilities in a deep fashion to offer the best for the customers.”

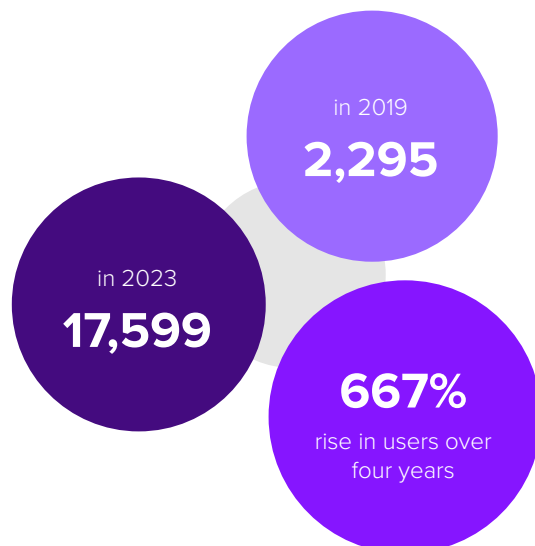
Finally, keen to ensure learner engagement and motivation, ABOX offers prizes for learners each week, awarding specific students a prize.

### Data and Insights

The comprehensive set of user data available on account of Achieve3000 being used so widely through the partnership offers insights into the benefits of the product.

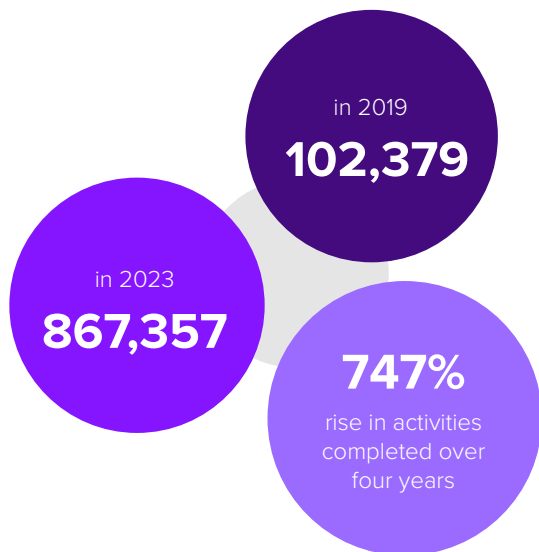
A first point of note is the large rise in users since 2019 when the product was launched, rising to just under 18,000 at the end of 2023. According to Lunar, the substantial rise in customers is on account of the blend of “a product that's well designed combined with a professional, skilled, and enthusiastic support team.”

Number of users

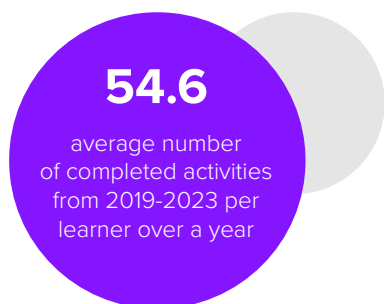


The total number of activities completed as well as the average number of completed activities have both seen a similar increase from 2019 which is testament to both the higher number of users plus their engagement with the platform.

### Activities completed per year



### Average number of completed activities



### Lexile growth

When it comes to Lexile growth, a lot depends on the age of the learner. Younger learners will typically see a higher Lexile growth over the course of a year than their older peers, with grades 3 to 4 typically seeing an average Lexile growth of 113L and those in grades 7 to 8 seeing an average of 64L per year<sup>1</sup>.

It is therefore hard to gauge the Lexile growth scores without aligning personal information about the learners but, despite this, we can see leaps in Lexile scores over the course of a year.

85.4 is the average Lexile growth across all learners and all years.

### The impact of practice

A further noteworthy point hinges on the idea of practice. Whilst it is commonly accepted that the more one practices, the better their results will be, it is also positive to see the impact practice within the Achieve3000 platform has.

Year	First Try	Second Try
2,019	72.06%	86.72%
2,020	74.31%	87.91%
2,021	74.45%	87.85%
2,022	73.61%	87.19%
2,023	74.50%	88.03%

### Conclusion

Taking a product to market is usually met with numerous challenges. Lunar’s understanding of her market and what her customers would be looking for when she set up the partnership between her company and Achieve3000 afforded her the capacity to build an offering that ticked the right boxes. The growth in users and activities completed in the platform is testament to her entrepreneurial vision as much as it is the platform. At the heart of it all, though, was Lunar’s awareness that this product would help families in China. The repeat business and the excellent results do nothing to dispel that idea.

<sup>1</sup> Williamson, G. L. (2006) What is Expected Growth? Available: [hubsupport.lexile.com/Images/WhitepaperWhatIsExpectedGrowth\\_09.pdf](https://support.lexile.com/Images/WhitepaperWhatIsExpectedGrowth_09.pdf)

### About Achieve3000

Achieve3000, a McGraw Hill company, delivers a comprehensive learning platform that significantly accelerates and deepens learning in literacy, math, science, social studies, and ELA. Using personalized and differentiated solutions, Achieve3000 enables educators to help all students achieve accelerated growth. For more than five million users, Achieve3000 improves high-stakes test performance and drives college and career readiness.

Learn more about Achieve3000’s learning solutions at [www.achieve3000.com](http://www.achieve3000.com)