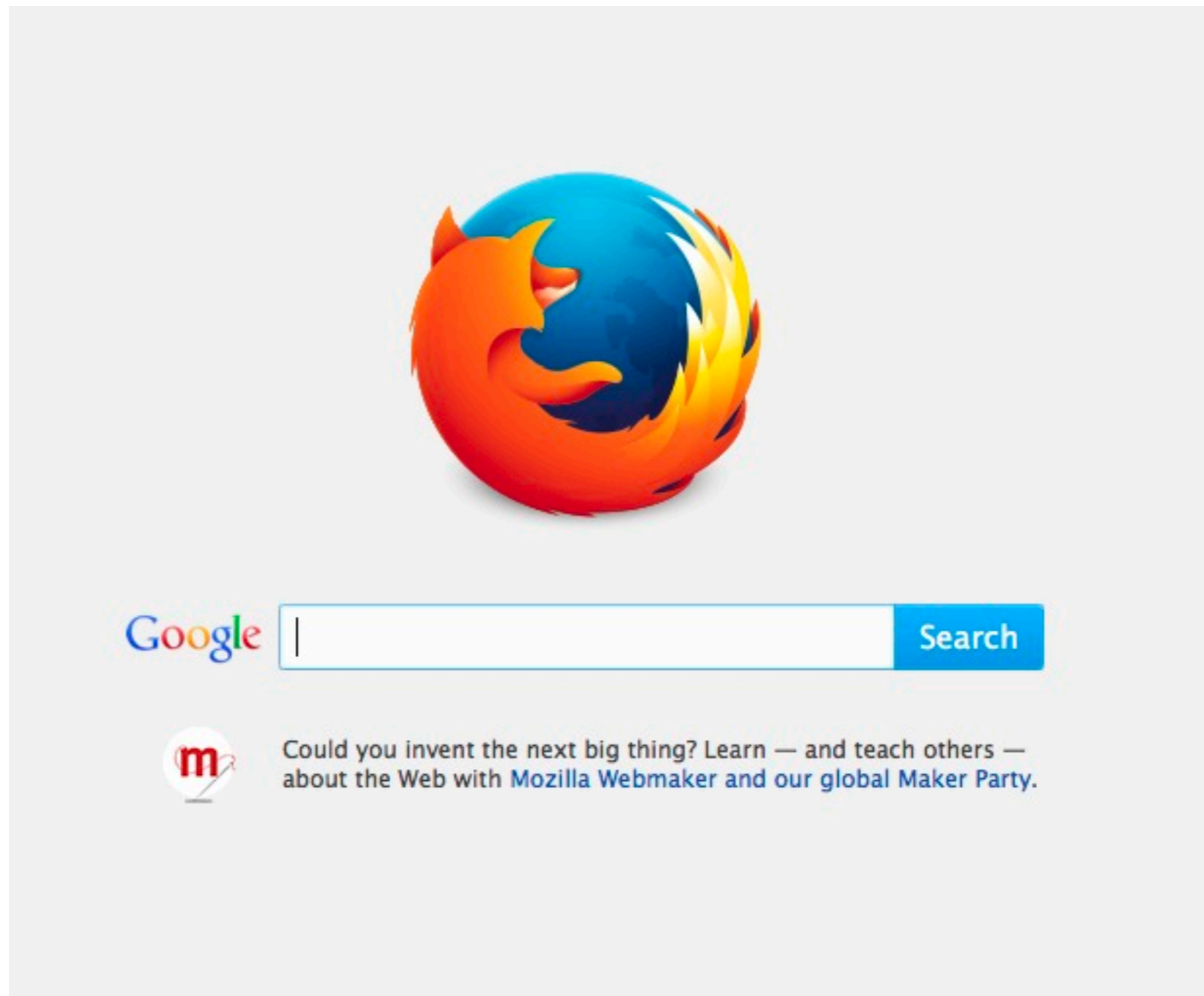


Snippet Clickers to Contributors

goal: 5,000(?) new contributors



1,000,000,000 impressions



Snippet:
0.18% click

1,800,000 page views

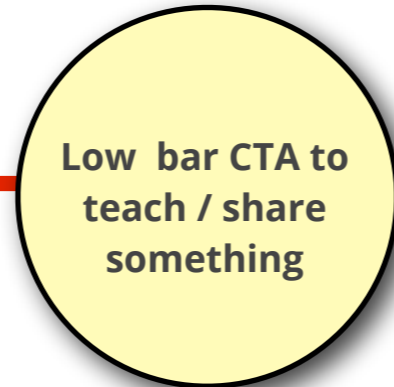
What describes you::

- I am not a professional teacher, but i like helping others learn.
- I am a professional teacher.
- I just like learning new things.
- None of the above, just looking.

your email

submit

Redirect landing page



?? optins



“Teach the Web” 2 email series (??% conversion)



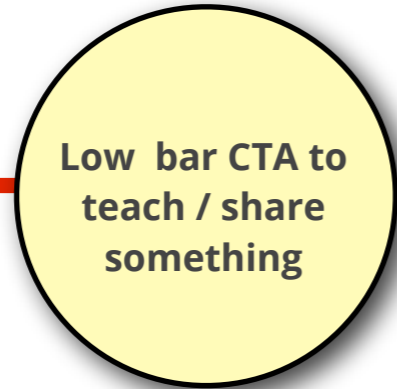
?? contributors

1,000,000,000 impressions



Snippet:
0.18% click

Landing page



"Take our survey" 2 email series (??% conversion)



?? contributors

1,000,000,000 impressions



Snippet: 0.18% click

1,800,000 page views



Email Submit: 7% opt-in

126,000 optins



"Create a Webmaker Account" 3 email series (est. 5% conversion)

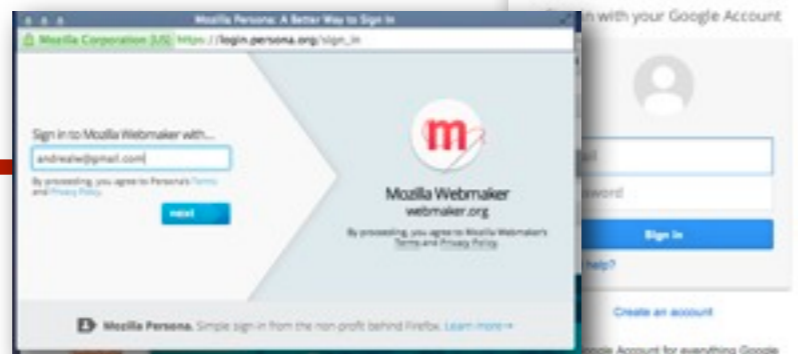
est. 6,300 accounts

1,000,000,000 impressions



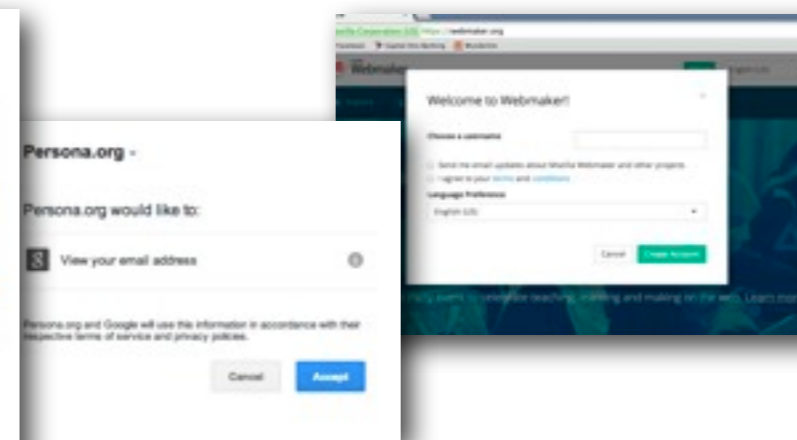
Snippet: 0.18% click

1,800,000 page views



Webmaker Account Creation

?? conversion %



?? accounts