

CASE STUDY

An effortless  
solution for effortless  
learning

*Michel Thomas* method<sup>®</sup>



The Michel Thomas Method is the fastest and most effective way to learn a new language

## The Michel Thomas Way

Over 5 million learners have benefited from this method of language learning, including celebrities like Mel Gibson, Woody Allen, Emma Thompson and Barbara Streisand.

What makes Michel Thomas method unique is its simplicity. The all-audio method uses no books, homework or having to memorize anything.

# The Road Block

Being an audio solution, the content was primarily sold as CDs and DVDs. But these sales dropped steeply over the years with the rise of online streaming. This meant a complete revamp of how you package, market and distribute. The need of the hour was to make the audio content available where customers are, online and on mobile.

Another problem was protecting against piracy. With brand knock offs appearing in the app store and online, the team need a solution - fast.

# The Solution

**Michel Thomas** chose **Papertrell's Knowledge Store** to sell worldwide, directly to learners. The platform enabled learners to access the audio content on their browser or learn on the go via an app, without the need for CDs or DVDs.

The staff used the dashboard to maintain and manage titles without any IT support, responding quickly to customer issues. The marketing modules helped promote sales using coupons and campaigns, integrated with WordPress and other marketing

## The Result

Within a few weeks of launch, we saw over 15% conversions from free lesson downloads to paid users. In an industry where freemium to paid conversion rates of 4% are considered great, **a 15% conversion is nothing short of spectacular.**

