



THE LINK BETWEEN HUMOR AND HIGHER SCORES

GETTING REAL RESULTS
WITH TEST PREP
THAT ENGAGES STUDENTS

TEST PREP IS BORING



WHAT IS THE SAT?

Presumably, if you're reading this, you know what the SAT is and why it's important. But in case you've found this on the subway and are trying not to stare awkwardly at your neighbor, here are the facts. The SAT (previously known as the Scholastic Aptitude Test and Scholastic Assessment Test, but now an acronym for nothing a la KFC) is a standardized test that's offered to high school students looking to go to college. More than 1.66 million students from the class of 2013 took the exam. Who knew tests were so popular?

WHY IS THE SAT IMPORTANT?

The SAT is what those in the know call a *predictive valid measure*.^{*} For those who aren't in-the-know, the concept means that the SAT can be used to accurately predict how well a student will perform academically in college. Colleges obviously want students who will succeed (how else would they turn them into amazingly successful alumni who will give them millions of dollars?), so these scores are highly influential when it comes to college admissions.

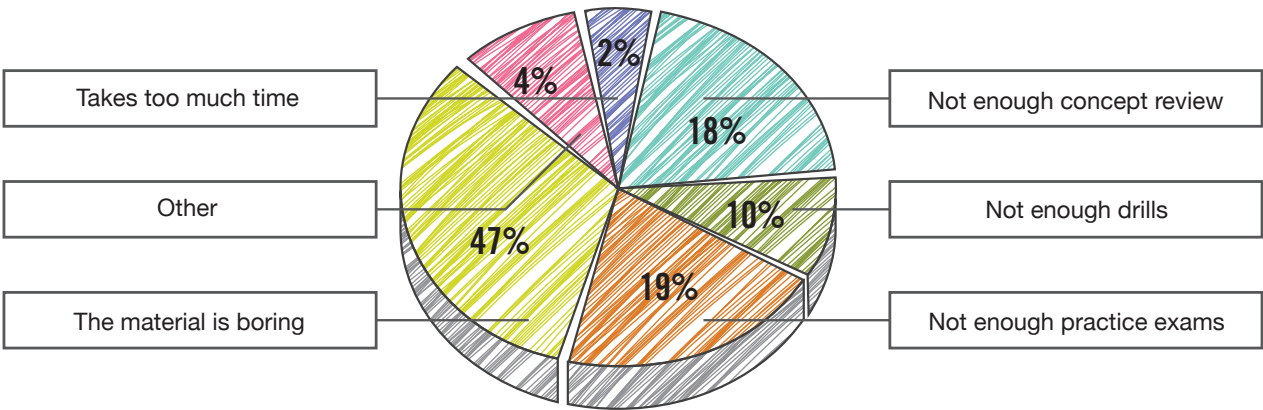
^{*}\$5 word alert!

HOW DO YOU PREPARE FOR THE SAT?

Given how important the SAT is, preparing for the SAT is a high priority for high school students and their parents, teachers, and administrators. Test Prep companies have been trotting out the same tired methods for years: drills, practice exams, blah, blah, blah. While all of those things are important, every Test Prep resource will include them. So the real question is, *what is the key difference that makes one Test Prep truly work better than the rest?*

OUR SAT SURVEY

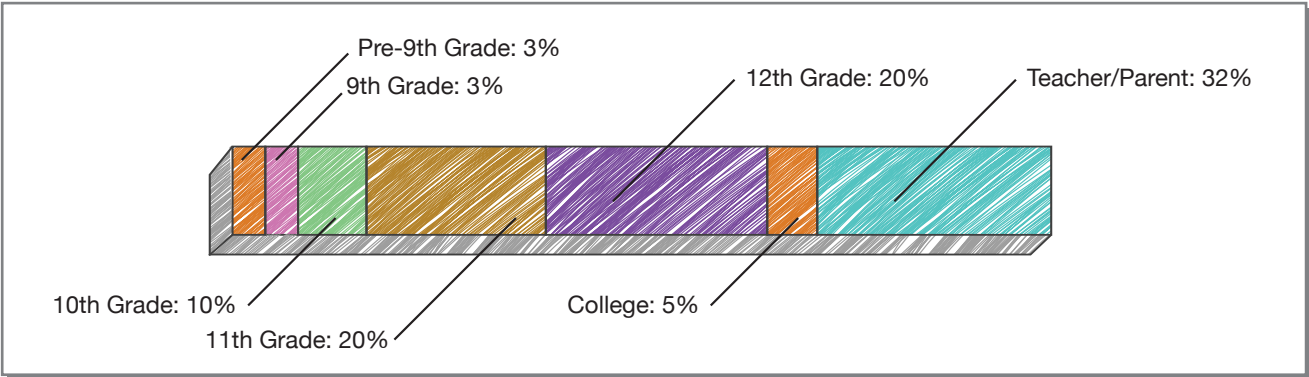
We wanted to find out what students and teachers really want from their SAT Prep. We asked educators and students, and we found one important result across all respondents: *the number one complaint about generic Test Prep was that it's boring.*



METHODOLOGY

We surveyed hundreds of current Shmoop users about their Test Prep usage and experiences. The majority of participants (68%) were students. The survey was implemented online, and responses were collected over a two-week period. Participation was voluntary, and users were not monetarily compensated for their responses. Case study results were provided by Indio High School in Indio, California.

PARTICIPANT DEMOGRAPHICS



STOP

If you're finished with boring test prep, your cries have been heard.
DO turn to the next section to see how to make Test Prep funny and effective.

HUMOR MAKES A DIFFERENCE



Mr. Butterfield, who dreamed of living for years on a pirate ship, insists on sleeping in his new backyard hammock.

- (A) who dreamed of living for years on a pirate ship
- (B) who dreamed of for years living on a pirate ship
- (C) who dreamed of living on a pirate ship for years
- (D) who dreamed for years of living on a pirate ship
- (E) for years dreaming of living on a pirate ship

(A) (B) (C) **(D)** (E)

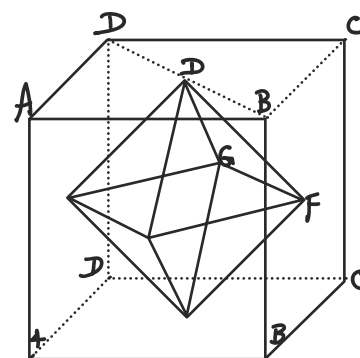
EXPLANATION:

The correct answer is (D).

The key to unlocking Mr. Butterfield's dream is the phrase "for years." As with any modifier, we need to try to place it as close to the thing it's modifying as possible, which in this case means "for years" goes right next to "dreamed." We can eliminate (A) and (C) for vagueness and (E) for grammatical shenanigans (technical term right there). (B) is incorrect because the preposition "of" throws a big ol' monkey wrench between our subject and its description, just like being born in the 20th century threw a big ol' monkey wrench into Mr. Butterfield's piratical aspirations.

“[SHMOOP’S SAT
PREP IS A] GREAT
RESOURCE—HUMOR AND
LEARNING ARE A DANDY
COMBINATION!”

-11TH GRADE SHMOOP USER



Mark's current monthly allowance is \$20. On December 31st, he proposes the following scheme to his parents in order to increase his allowance in the coming year. Every three months starting in January, he wants his allowance to be doubled from the previous month's value. If his proposal is approved, and he starts with \$20 per month in January, how much money will he have after a year, assuming that he does not spend his allowance?

(A) \$240 (B) \$420 (C) \$480 (D) \$640 (E) \$900

(A) (B) (C) (D) (E)

EXPLANATION:

The correct answer is (E).

Mark gets \$20 for the first three months. Then, his allowance doubles to \$40 for the next three months (April through June). From July to September, his allowance is $2 \times \$40 = \80 each month, and finally, for the last three months in the year, he gets $2 \times \$80 = \160 each month. Therefore, the total money Mark has by the end of the year is $3 \times 20 + 3 \times 40 + 3 \times 80 + 3 \times 160 = 3 \times 300 = \900 . We're not entirely sure why Mark's parents would go for this in the first place, but if they do, he'd better not complain about having to mow the lawn ever again.

“IT MOTIVATED ME MORE THAN OTHER TEST PREP WOULD. NOT ONLY IS THE MATERIAL HUMOROUS, BUT SHMOOP TEACHES IN A WAY THAT IS EASY TO UNDERSTAND AND RELATE TO.”

-12TH GRADE SHMOOP USER

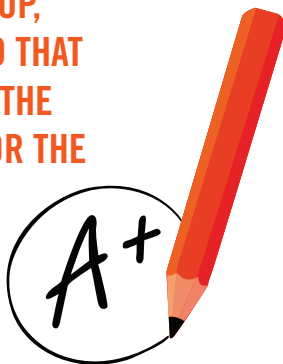
TEST TAKERS WANT HUMOR

This is one case where a spoonful of sugar definitely helps the medicine go down. When it comes to choosing a Test Prep solution, users have a lot of options, so why pick Shmoop? What makes Shmoop preferred over other Test Prep are its patented humor and everyday language that help make concepts easy to understand and studying easy to enjoy.



“OF THOSE RESPONDENTS WHO SAID THEY PREFERRED SHMOOP OVER OTHER TEST PREP SERVICES, 62% CITED THE HUMOR AS THE DECIDING FACTOR.”

“OF THOSE RESPONDENTS WHO USED SHMOOP, 58% ANSWERED THAT THEY SCORED IN THE TOP QUARTILE FOR THE SAT.”



TEST TAKERS WANT RESULTS

Humor might make Shmoop irresistible, but Shmoop has the academic goods to back it up. Shmoop's SAT Test Prep has diagnostics, concept reviews, flashcards, practice exams, and unlimited drills to help prepare even the most intimidated student for SAT success.

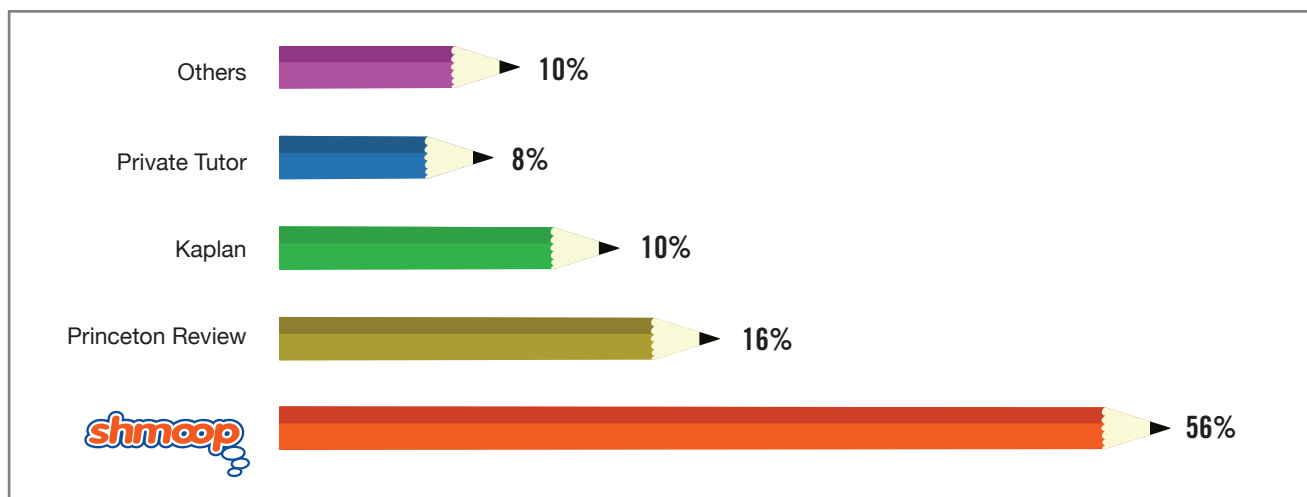


TEST TAKERS WANT SHMOOP

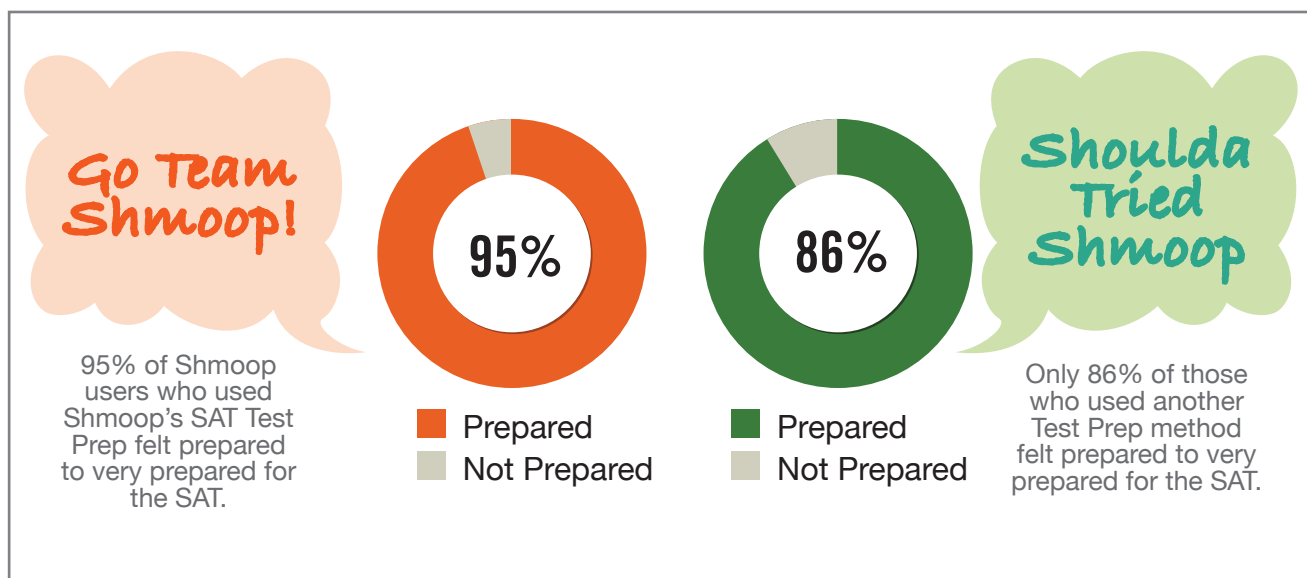
Survey respondents made their wishes clear. Shmoop was the top choice of all Test Preps, and with good reason. 95% of Shmoop users felt prepared for the SAT (compared to 86% of those who relied on another Test Prep), and 100% of Shmoop SAT Test Prep users would use it again in a heartbeat.

“95% OF SHMOOP USERS FELT PREPARED FOR THE SAT.”

IF YOU USED SHMOOP AND ANOTHER TEST PREP, WHICH DID YOU PREFER?



DID YOU FEEL PREPARED TO TAKE THE SAT?



100% OF SHMOOP SAT USERS SAID THEY WOULD USE SHMOOP TEST PREP AGAIN.



SHMOOP RAISES TEST SCORES

Shmoop works closely with hundreds of schools and districts across the country and has been proud to watch as their students improve their scores on the SAT, ACT, APs, and State Exit Exams. We've seen Shmoop in action, and it works. But don't just take our word for it. We've got the numbers and the students to back it up.

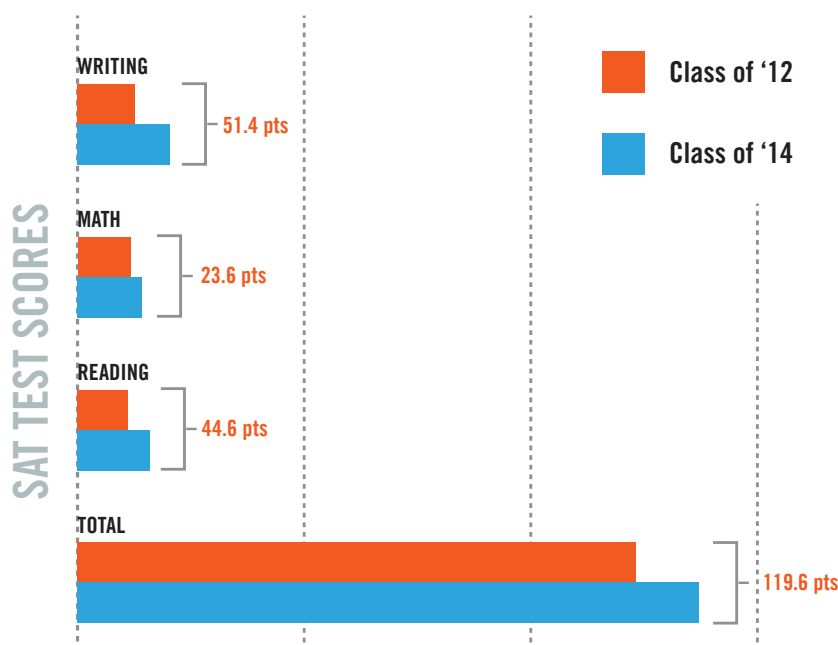
INDIO HIGH SCHOOL

THE 411

- Located in Indio, CA
- District's student population is 90% Hispanic
- 85% of students live below the poverty line

THE SAT

After the implementation of Shmoop, Indio saw its SAT scores increase dramatically. From the Class of '12 to the Class of '14, there was a whopping 119.6 average increase in SAT score by Indio students.



SHMOOP: NOT JUST TEST PREP, BUT A CHANGE IN CULTURE

Shmoop works best in the hands of students and teachers, and that's because we firmly believe that learning isn't something that's done reluctantly or in the secret of one's bedroom. Learning is an activity that's fun and engaging and helps you relate to others, and at Shmoop, we're all about creating a new studying culture to match our hilarious Test Prep.

Shmoop's goal is to make students *want* to learn. We give students the tools to succeed and, along with amazing teachers and administrators, we make students believe they can learn. Using Shmoop in the classroom is a commitment to saying that learning is exciting, achievable, and doesn't have to stop when the bell rings.*

*Sponsored by Pavlov



WHAT MAKES US DIFFERENT

“ IT REALLY WORKED FOR MY STUDENTS THIS YEAR. MY STUDENTS DID NOT MIND WORKING ON TEST PREP USING SHMOOP. THAT MADE IT SO MUCH EASIER TO GET THE NECESSARY REVIEW [DONE]. ”

-SAT TEACHER & SHMOOP USER

IT'S FUN...

Why learn about geometry without ninjas when you can learn about it *with* ninjas? Shmoop is all about providing an engaging learning environment, and that means our materials are easy to use and understand, as well as

entertaining to go through. Not to mention our Shmooints system adds competition to your classroom, as students can see who has the most Shmooints. Everyone knows that being number one on a virtual leaderboard means being number one in life.

SAT Test Prep Options

	Kaplan's On-Demand Online Course	Princeton Review's Self-Paced Study	Shmoop's Online Test Prep
Number of Practice Exams	4	4	5
Concept Explanations	Yes	Yes	Yes
Videos	Yes	Yes	Yes
Flashcards	500	500	Over 1000
Practice Questions	1000	n/a	Unlimited with new Math Shack
Parent/Teacher Reports	Yes	Yes	Yes
Administrator/School Reports	No	No	Yes
Cost	\$299/student	\$299/student	\$31.42/student*

*Discounts available for schools and districts.

...WITHOUT LOSING ANY OF THE CONTENT

We might be fun, but we're not frivolous. Our goal is to make learning shine brighter, and that means keeping learning at the forefront. Our materials are written and edited by experienced teachers and experts and are constantly evolving as the SAT changes. They're thorough, time-tested, and truly make our Test Prep second to none.

ON THE CUTTING EDGE

Shmoop loves itself a makeover and we are dedicated to making ourselves better as new technologies come forth. Here are some of the great recent additions we've made to our SAT Test Prep:

- **Math Shack.** An auto-generating math game with unlimited problems. We also have Math Shack Assignments, which allow teachers to assign an unlimited number of math quizzes to their students and review their progress.
- **Video Explanations.** We're adding step-by-step video explanations to our

problems in our ShmoopTube.

- **Diagnostic Exam and Skills Breakdown.** Our *Diagnostic Exam* shows your students their strengths and weaknesses while our *Skills Breakdown* keeps track of their improvement and mastery of all topics.

WORKS IN SCHOOLS, DISTRICTS, AND HOMESCHOOLS

Whether you're a school or district administrator or a homeschooling parent, our SAT Test Prep is the perfect solution for you and your student(s). Not only are our materials fantastic (see above), but we offer extra tools and love for our teachers and administrators. Our Classrooms tool allows teachers to observe their students' progress and see where they're improving and where they still need work. Our Analytics tool allows administrators to see how your school/district is using Shmoop, from how much time is being spent on each Test Prep to how many drills have been completed. All of these tools help Shmoop be the perfect sidekick in improving college-eligible scores.



There's so much to love about Shmoop that users just can't pick a favorite part. They're evenly split between loving the knowledgeable content (32%), the humor (31%), and the wide breadth of the resources (30%).



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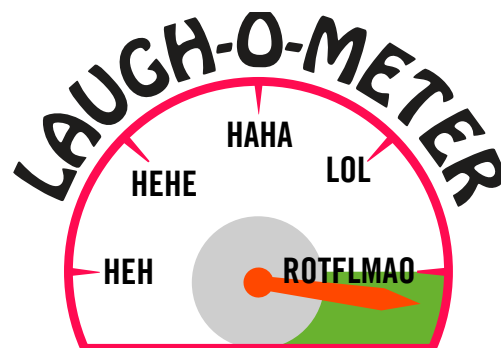


SHMOOPLOVE



5

78% OF USERS LOVE HOW OUR
TEST PREP AND LEARNING GUIDES
HAVE THEM LAUGHING WITH (OR
MAYBE AT) US.



SUNDAY	MONDAY	TUESDAY	WEDNESDAY
Soccer Practice	Play Rehearsal Visit Shmoop	Visit Shmoop	Pick up Muffin from the vet
THURSDAY	FRIDAY	SATURDAY	
Dentist Visit Shmoop	Visit Shmoop	<u>SAT</u> Laundry	

THE MAJORITY OF
SHMOOP USERS (63%)
USE SHMOOP
AT LEAST FEW TIMES
A WEEK.

WANT TO SEE YOUR
STUDENTS ENGAGED AND
SUCCEEDING? FIND OUT
MORE ABOUT OUR SAT PREP!

FOR INDIVIDUALS

shmoop.com/sat

FOR SCHOOLS, DISTRICTS, AND HOMESCHOOLS

shmoop.com/school-district

WE SPEAK STUDENT



shmooop