



## Maryland Science Center

Baltimore, MD • partner since 2012

This science center wanted to **bring in more kids and their families**. With just one LivingSocial promotion, **it sold nearly 7000 family memberships**.

“We’d do this again, and based on the outcome, I can’t imagine why we’d change anything that we did.”

– Chris Cropper, Senior Director of Marketing at the Maryland Science Center

### the business

Located right on Baltimore’s scenic Inner Harbor, this science center has been delighting kids and their families with a planetarium and various scientific “encounters” for nearly 40 years. Besides families, more than 100,000 schoolchildren visit each year coming from the greater Washington, D.C. metro area and parts of Pennsylvania. The Maryland Science Center has been partnering with LivingSocial since 2012 and decided to work with them again in early 2014 to see if they could increase the purchase rate for their annual family memberships.

### the results

**\$499,786**  
gross sales

**9,857**  
promotions sold

**6,802,685**  
deal impressions

**2,135**  
social media shares

During just one deal, the Maryland Science Center grossed nearly half a million dollars and nearly 7,000 of the total promotions sold came from new family memberships, said Cropper. The LivingSocial promotion also augmented the science center’s online presence with 6.8 million deal impressions and nearly 2,000 people shared the deal to friends on social media. The biggest benefit Cropper said, was having a LivingSocial representative in the area, who could expedite the process and handle any issues as they arose – “We prefer the in-person approach,” Cropper said. With 91% of LivingSocial customers who were surveyed about their experience saying they’d return\*, the Maryland Science Center is looking forward to continue its great partnership with LivingSocial for many years to come.

\*Based on 1506 survey respondents

### partner with us

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