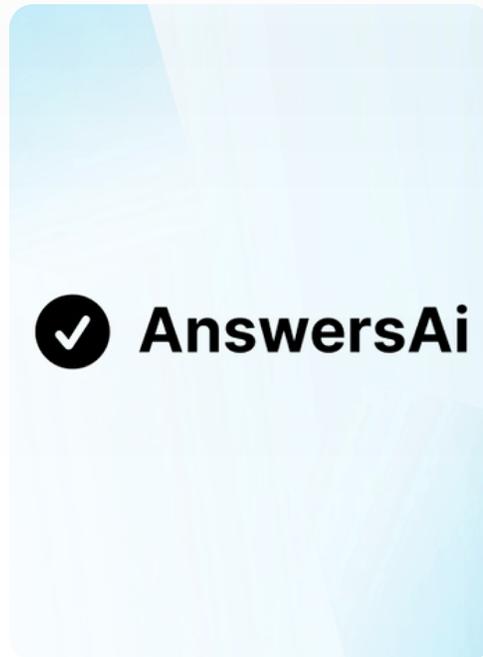< Back to customers

How Answers.ai Reached Gen Z Students and Drove Rapid Growth with Koah

Partnered since 2025

🔗 answearai.com

AnswersAi

4x

Higher CTR vs. Display Ads

3%

Average CTR

Answers.ai is an AI-powered educational platform that provides instant homework assistance and personalizes learning for students.

Challenges

Facing rising costs and declining returns on traditional ad platforms like TikTok, Answers.ai needed a fresh approach. With over half of Gen Z and Millennials now preferring AI-powered solutions to traditional search, the company strategically pivoted toward AI and LLM-based platforms where students naturally gathered.

Koah's GenAI ad network features ContextMatch — a tool that helps advertisers reach users based on real-time conversational context. For Answers.ai, this meant connecting with students precisely when they were actively seeking AI-powered homework help. Through native ad placement in these high-intent interactions, Answers.ai were able to engage with a Gen Z audience already comfortable with AI tools, resulting in stronger engagement and more efficient growth.

Results

- Increased User Acquisition: Answers.ai saw a notable uptick in traffic, driven by Koah's ability to specifically target students who rely on AI

- Improved Marketing Efficiency: By leveraging Koah's high-intent ad placements, Answers.ai reduced customer acquisition costs and maximized return on ad spend—outperforming traditional social media channels.

K Koah

Native monetization for GenAI.

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