

CASE STUDY: How Helmet Tracker Earned AD Mindshare Faster with K12 Sports Tech's Trusted Approach

Industry: Sports Equipment Management | Market: K12 School Athletics



K12 has brought us more qualified leads than any traditional outreach we've done—these are real conversations, not cold calls.

— Rich Hardt, Co-Founder, Helmet Tracker

THE RESULTS: RAPID MARKET ALIGNMENT & REAL-TIME INSIGHT

✓ **56 AD MEETINGS**
Completed over 3 months.

✓ **97 ADS**
Elected to engage with Helmet Tracker to provide real feedback.

✓ **78% ADS**
of ADs continued the conversation after their first call.

THE CHALLENGE: STANDING OUT IN A CROWDED, TIME-STRAPPED MARKET

Helmet Tracker's inventory management system for all sports is a strong product with growing adoption and a solid reputation in the field. But despite that value, breaking through to athletic directors at the right time remained a challenge. Even warm leads from conferences often went cold without trusted follow-up.

- **Attention was limited** – ADs are busy, and outreach without context often got lost.
- **Timing mattered** – Many ADs only act when a need is immediate, making traction unpredictable.
- **Implementation, not pricing** – Schools rarely pushed back on cost; most hesitated due to onboarding concerns.

The challenge wasn't product—it was attention. K12's credibility helped ADs take the meeting—and stay engaged.

THE SOLUTION: DIRECT AD ENGAGEMENT & DATA-BACKED REPOSITIONING

By partnering with **K12 Sports Tech's AD Engagement Program**, Helmet Tracker used real-time feedback from ADs to refine how they engage and support schools:



Clearer Implementation—
Instructional videos and onsite support in development to make setup easier for busy coaches.



Pricing Transparency—
ADs appreciated upfront affordability—HT doubled down on simple, no-surprise pricing.



Responsive Collaboration—
New features and a pilot program are in motion—directly shaped by Think Tank feedback.

K12 
SPORTS TECH



312-420-4277



<https://k12sportstech.com>



Chicagoland, Illinois