

EDT & PARTNERS |  MetaMetrics®

*Unlocking Global Growth Through
Strategic Expansion*

Introduction

MetaMetrics is a U.S.-based educational measurement company best known for the Lexile Framework for Reading and the Quantile Framework for Mathematics. Founded in the mid-1980s, the organization began as a research initiative focused on reading outcomes and has since evolved into a globally recognized leader in K–12 assessment. Today, MetaMetrics partners with publishers, assessment providers, departments, and ministries of education worldwide, including the U.K., China, South Korea, Japan, and Latin America. Most recently, MetaMetrics began developing a localized Arabic framework in collaboration with a partner in the UAE.

To support their global expansion, MetaMetrics partnered with EDT&Partners to define a clear international go-to-market strategy, prioritize high-potential markets, and build relationships with key stakeholders. From early strategy development to hands-on business development support, EDT&Partners helped MetaMetrics transition from exploration to execution, accelerating its entry into new regions and securing high-value partnerships.

Jason Turner, Chief Operating Officer at MetaMetrics, shares his experience of working with EDT&Partners.

From U.S. Success to Global Ambition

Jason Turner: Metametrics had a powerful presence in the U.S.—every state was familiar with what a Lexile is and what a Quantile is, and we worked with publishers across the spectrum. But we wanted to expand our TAM and begin to focus on international markets. We wanted Metametrics to find purchase beyond our borders, and we didn't quite know the best way to proceed.

We were going to conferences and speaking with publishers, but we needed someone with global experience to help us think through what our go-to-market strategy should look like. We wanted to know how to expand globally and where to focus our efforts.

Why MetaMetrics Chose EDT&Partners as Their Global Growth Partner

Jason Turner: We had a couple of conversations with other consulting companies. Still, one thing that stood out about EDT&Partners was their deep knowledge of many global markets, which was impressive. The other thing was the EDT&Partners network. Many people claim to know someone in a country or market, but we were particularly impressed with EDT&Partners' genuine network of influencers, thought leaders, and executives. EDT&Partners excels at assembling the right team to facilitate meaningful conversations.

The third reason was their creativity. Often, consultants have a set playbook—they apply it regardless of your market or context. But EDT&Partners took a bespoke approach. Each customer is different, and each problem is different. It became clear early on that EDT&Partners would approach our situation through the lens of what MetaMetrics is trying to do, rather than just pulling a generic PowerPoint from the shelf. So those three things—market knowledge, network, and creativity—were why we chose EDT&Partners.

A Tailored Approach to Unlock Global Market Fit

Jason Turner: Our business model is fairly unique. Our product is not something you buy off the shelf. We're B2B and B2G. That presents challenges in markets unfamiliar with our business model. In the U.S., we had overcome those challenges years ago. But globally, we needed help from EDT&Partners to fully understand what MetaMetrics does and doesn't do in new markets, what our business model looks like, and which parts we could adapt.

There were numerous sessions to help them understand what we do, what we've done in the U.S., and our footprint. We then had multiple sessions with senior leadership at EDT&Partners to think through strategy—what could work globally, what needed to be modified, and what should remain the same.

EDT&Partners took us through exercises to identify attractive markets based on our IP and business model. Some markets weren't a fit, and EDT&Partners helped us see that.

The output was incredibly useful. It helped us rethink our go-to-market strategy across different regions. Each plan looked different depending on the country's needs.

Then we started executing. EDT&Partners helped us meet companies, thought leaders, executives, and ministries. That kick-started our global expansion. EDT&Partners didn't just leave us with a set of recommendations; they helped us implement them.

A High-Trust, High-Impact Collaboration

Jason Turner: The relationship was fantastic. We were impressed by the level of expertise and depth of knowledge. Each team member brought something different. Many were from the education sector, but from various segments.

What also stood out was that you weren't just assigned one or two consultants forever. EDT&Partners brought in the right person for the right issue. If we were targeting Japan, for instance, they'd bring in someone with first-hand local experience.

Measurable Results—And Momentum for the Future

Jason Turner: We used EDT&Partners primarily in two ways—one, to help us think through strategy and go-to-market planning; two, as an extension of our business development efforts. We were impressed on both fronts.

They helped us correct our misconceptions about specific markets and provided more viable strategies that took our time horizon into account. They also became a business development force multiplier. On our own, we couldn't have achieved the reach they enabled.

Some of our key results from working with EDT&Partners included securing several high-profile accounts in regions such as Latin America and Europe within less than 12 months.

The conversations started almost right away—within two or three months. Our product has a long sales cycle, so we weren't expecting immediate results. But EDT&Partners helped us move quickly towards meaningful conversations with companies, ministries, policymakers, and thought leaders.

They took a practical approach to our business development goals and understood our timeline. We were hoping to see results in 12–15 months, and we did. EDT&Partners helped secure those initial conversations.

Summary

MetaMetrics partnered with EDT&Partners to expand its global footprint and unlock new growth opportunities. With a tailored approach rooted in deep market expertise, a trusted international network, and creative strategy, EDT&Partners helped MetaMetrics identify where and how to grow—and then made that growth happen. Within a year, the collaboration led to high-value conversations and new partnerships across multiple regions, successfully laying the groundwork for long-term international impact.

