



# More Reach. Less Spend.

Hyper-Targeted Media With  
Industry-Leading Performance.



**Inc.  
5000**

# MEET YOUR TEAM!



**Aditya**  
*Founder & CEO*



**Samantha**  
*Partnership  
Development Manager*



**Meredith**  
*Design Manager*



**Shyam**  
*Senior Director,  
Analytics & A.I.*



**Thara**  
*Chief Relationship  
Officer*

# OFF TO A GREAT START!



**Completed Initial Budget Customization Form**



**Awarity to Create Your Custom Campaign**



**Awarity to QA Your Custom Campaign**



**Campaigns Launch in January**



**First Performance Webinar**



**Additional Customization Features Available**

# REACH NEW FAMILIES AFFORDABLY AT SCALE FOR YOUR CENTER

## AWARITY'S APPROACH TO LOCAL ADVERTISING

### Utilize the biggest platforms:

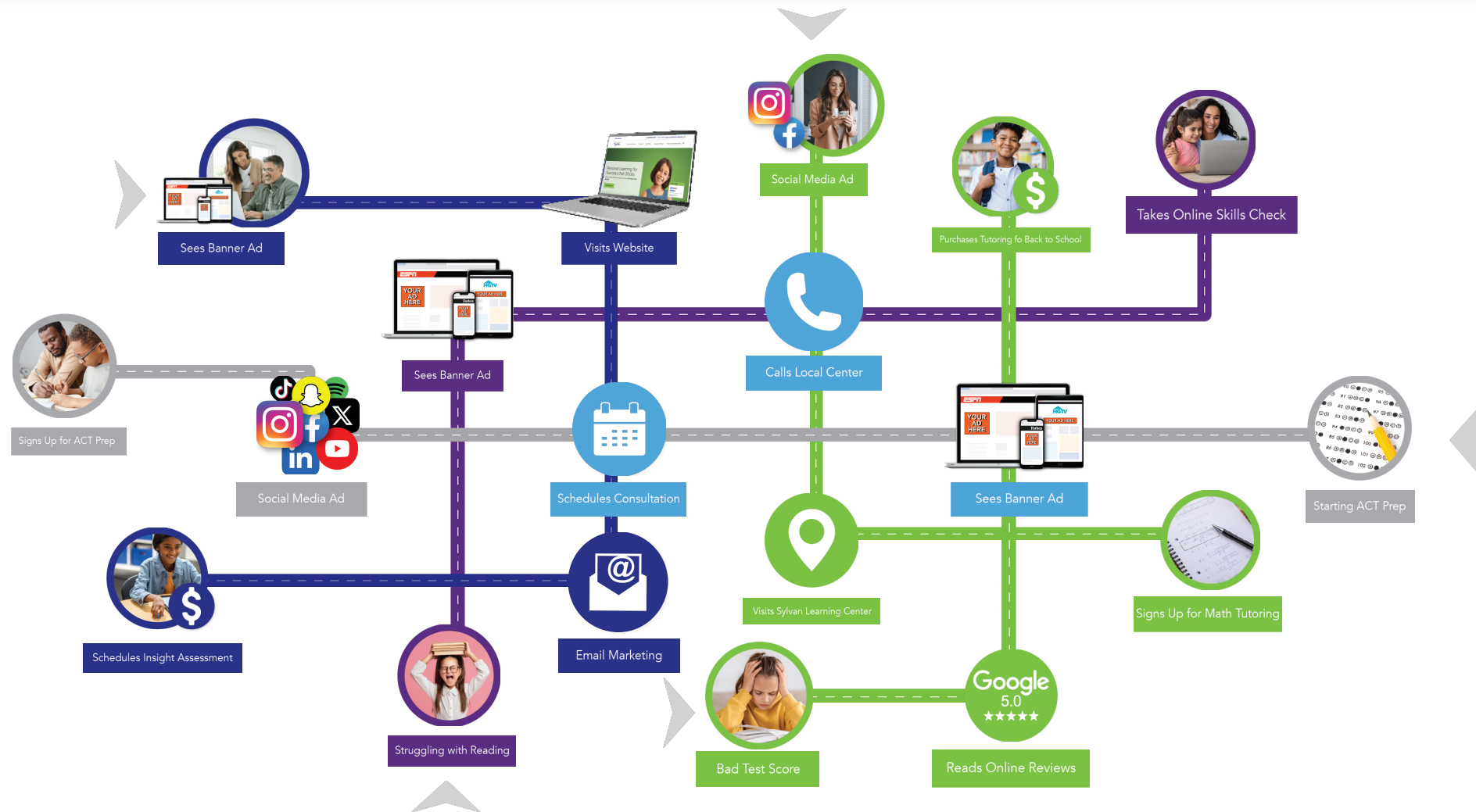
Paid Search, Meta Advertising, Targeted Banner Ads, Amazon Prime, and Connected TV

Our technology-focused approach minimizes management or service fees

Run creative with your territory name in your most important zip codes



# DEMAND GEN AND LEAD GEN WORK TOGETHER IN THE CUSTOMER JOURNEY




# AWARITY COVERS YOUR FULL FUNNEL, FROM DEMAND GEN TO LEAD GEN

## WHY DEMAND GEN MATTERS

Adding Demand Gen improves  
Lead Generation ROI by

**70%+**



**DEMAND GEN**  
They know your brand and what makes it unique



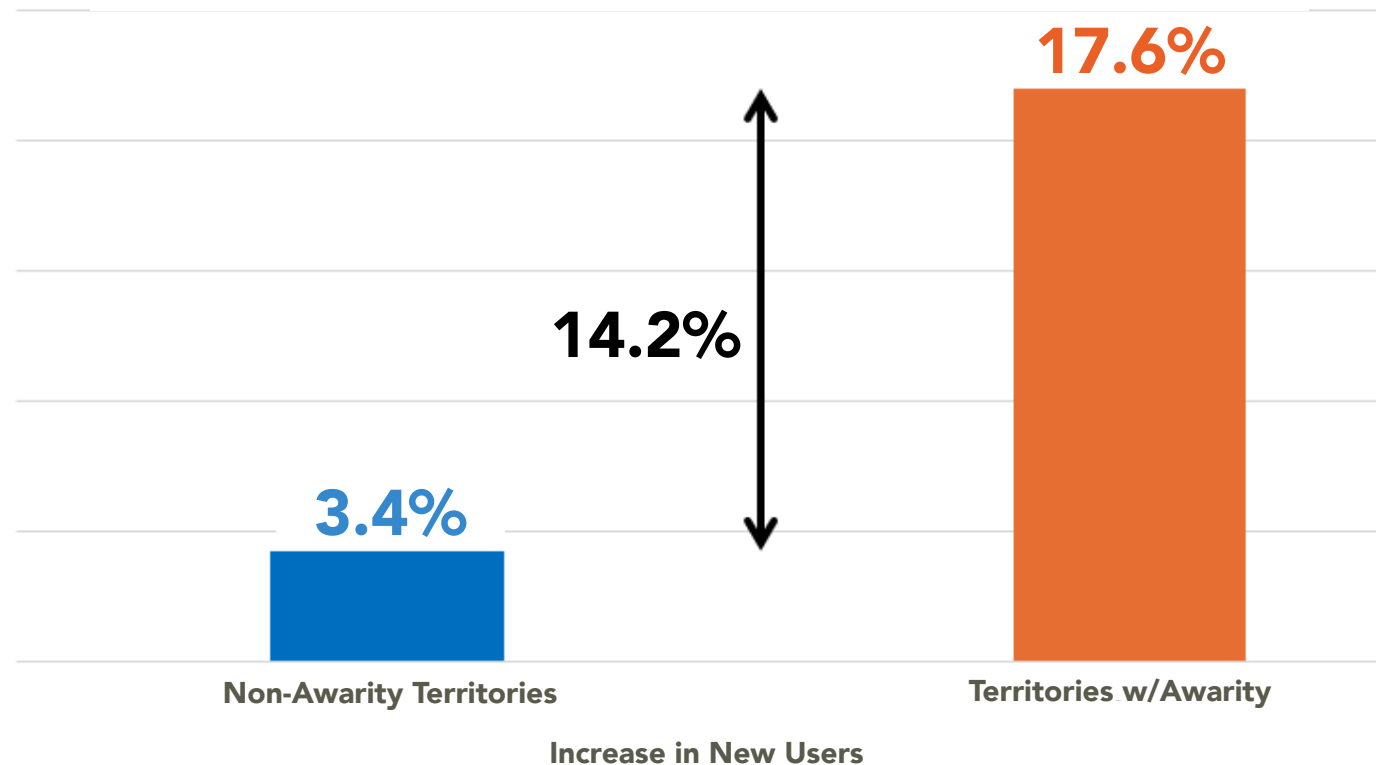
**LEAD GEN**  
They are ready to move forward and making their final choice



# TERRITORIES WITH AWARITY SAW SIGNIFICANTLY MORE WEBSITE TRAFFIC

## New Website Visitor Growth YoY

August 12, 2025 to October 8, 2025



# ACCESS DEMAND & LEAD GEN IN ONE PLATFORM WITH EASE



## PAID SEARCH

- ✓ Ensure your center is shown when people are searching for tutoring and education
- ✓ Capture high-intent parents actively searching through related keywords
- ✓ Increase the efficiency of your demand gen tactics



## META ADS

- ✓ Drive quality leads for your center on Facebook and Instagram
- ✓ Targeted to reach the ideal families in your community
- ✓ Localized and seasonal creative built to fit your academic calendar



## BANNER ADS

- ✓ Reach parents affordably on premium websites
- ✓ Higher quality traffic vs. Google Display Network
- ✓ Animated HTML5 creative included with center name
- ✓ Be seen by parents, not bots with fraud avoidance



## STREAMING TV ADVERTISING

- ✓ Localized 30s Non-skippable, HD commercial
- ✓ Reach thousands of new parents on top apps & channels
- ✓ Reach 100MM+ Households
- ✓ Commercials served to qualified parents

# ACCESS TO MORE CHANNELS WITH A LOW MANAGEMENT FEE

**\$200/mo**  
Management Fee

**\$150/mo+**  
Minimum Media

## CHANNELS ADDED AS MONTHLY BUDGET ALLOWS



+



+



+



PAID SEARCH

PAID META

BANNER ADS

STREAMING TV

Unlocked at  
**\$350**  
per month

Unlocked at  
**\$500**  
per month

Unlocked at  
**\$640**  
per month

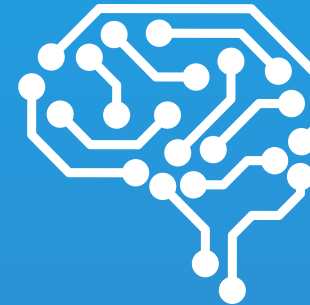
Unlocked at  
**\$780**  
per month

# OPTIMIZATIONS DRIVEN BY THE BEST OF BOTH A.I. & DATA SCIENCE



## World-Class Data Science Team

- ✓ Advanced analysis of true campaign impact & statistical significance
- ✓ Continuous development of new testing plans
- ✓ Ongoing testing for creative, audiences, & targeting

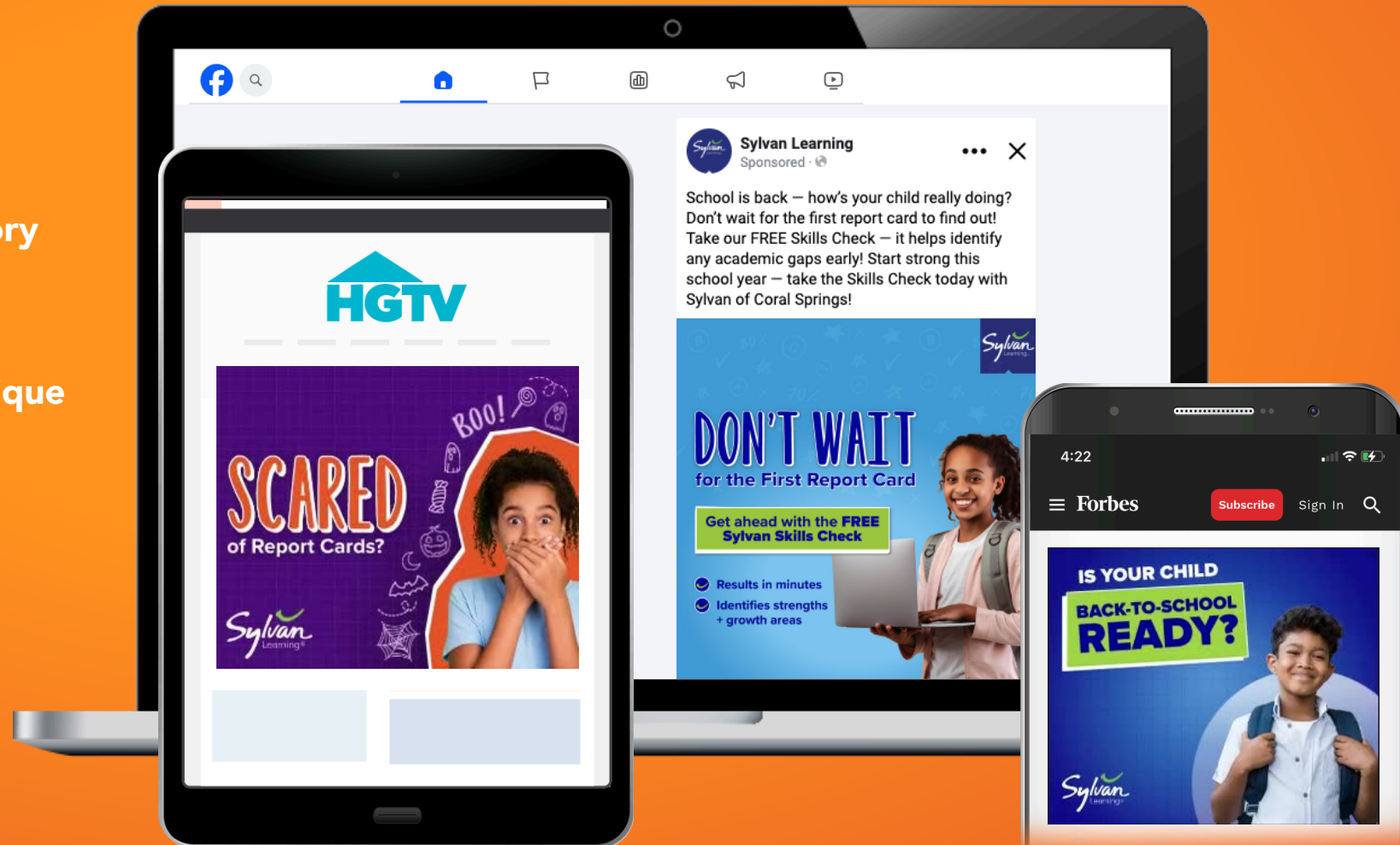


## A.I.-Powered Optimizations

- ✓ Delivers the greatest results and most impactful impressions
- ✓ Rapid optimizations based on in-depth campaign data & completed faster than would be possible manually
- ✓ Ensures precision, accuracy, & effectiveness of every campaign

# EVERY AD IS BUILT TO MAXIMIZE CREATIVE IMPACT

- ✓ Localized to Showcase Your Territory
- ✓ Clear and Concise Messaging
- ✓ Emphasizes What Make Sylvan Unique
- ✓ Fully-animated Banner ads
- ✓ Speaks to Parents Key Needs



# FULL CREATIVE LIBRARY TIED TO KEY SEASONS

## January Messaging

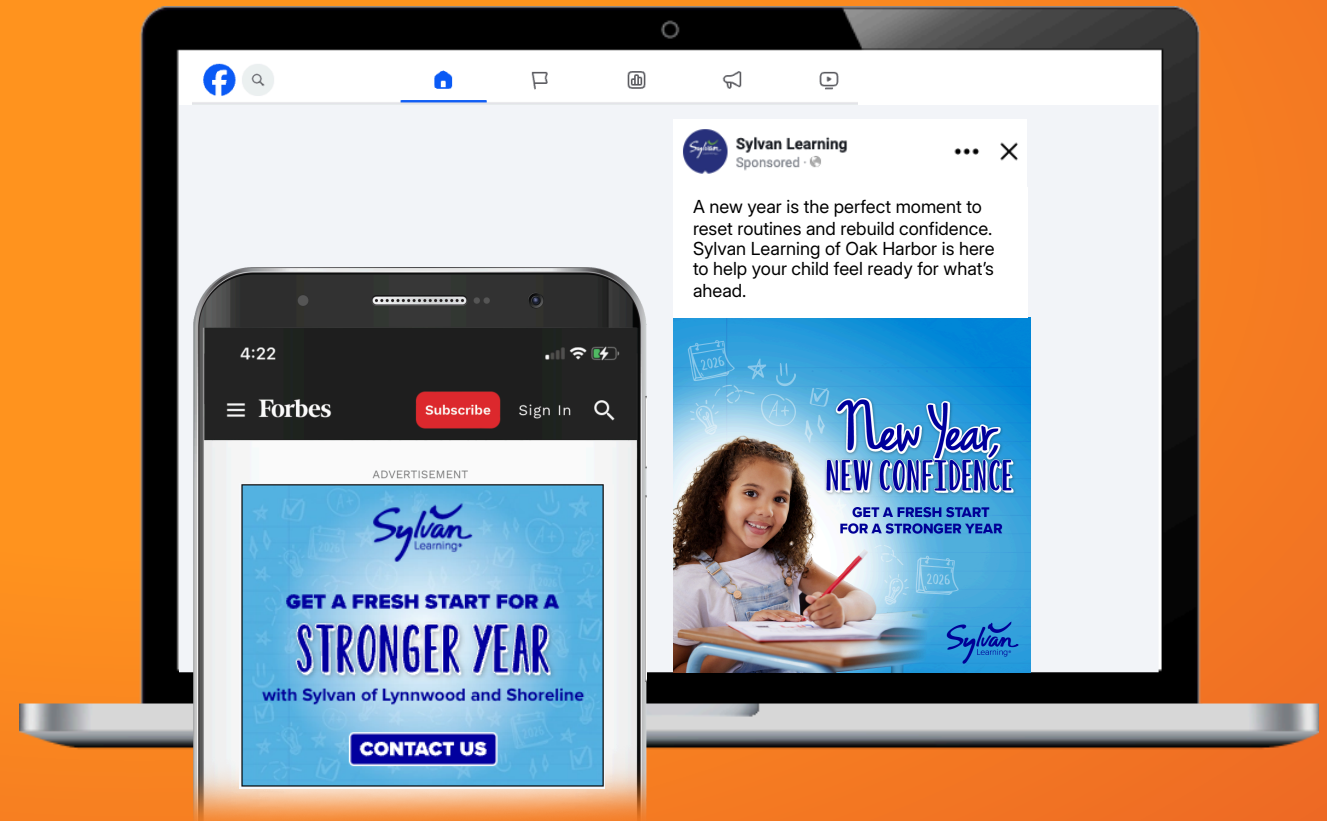
- ✓ A Fresh Start to the New Year
  - Sylvan Pass Messaging for Participating Centers

## February Messaging

- ✓ Friends and Family Referral Program

## March Messaging

- ✓ Math Madness Promotion



# YOUR CUSTOM REPORTING DASHBOARD AVAILABLE 24/7

**AWARITY CAMPAIGN CENTRAL**

Onboarding | Command Center | Creative Manager | Pixels | Campaign Performance | Invoices

**YOUR CAMPAIGN PERFORMANCE**  
Review up-to-date performance for your campaign, past and present.

Executive Summary | Banner Ads | Connected TV | amazon ads | Meta Ads

**EXECUTIVE SUMMARY**

CAMPAIGN NAME: Sylvan Learning Center | FLIGHT: April 1 - April 30, 2025

**EXECUTIVE SUMMARY LEADS**

14 Attributed Phone Calls	15 Attributed Skills Checks	15 Attributed Web Forms
20 Total Phone Calls	18 Total Skills Check	18 Total Web Forms

**TARGETED GEOGRAPHY**

Map showing targeted areas in Dallas, TX.

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
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75206	Dallas, TX

CHANNELS: Connected TV | Amazon Ads

**TOP DELIVERED BANNER AD**

**VIEW AD**

6053 Sylvan Learning of Abbotsford October 300x250

**100,380**  
IMPRESSIONS

**Meta Ads**

**META ADS KEY METRICS:**

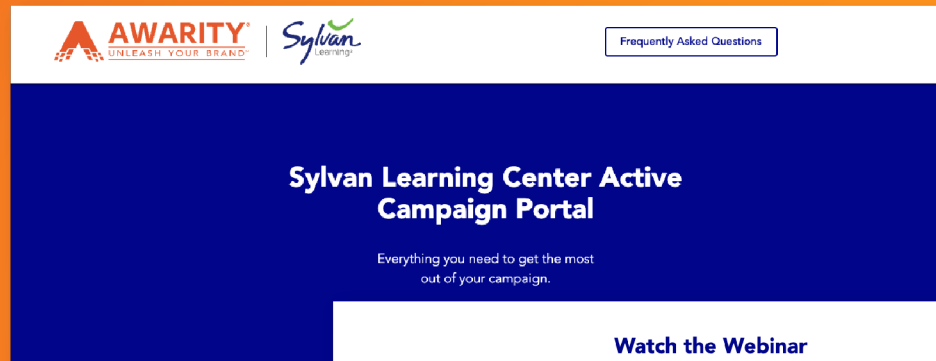
Meta Ads	<b>22,510</b> IMPRESSIONS
Instagram, Facebook, WhatsApp, Messenger	<b>72</b> TRACKED WEBSITE VISITORS
	<b>2</b> LEADS

**VIEW FULL REPORT**

[dashboard.awarity.com](https://dashboard.awarity.com)

\*Example Reporting

# THE SYLVAN SUPPORT PORTAL MAKES GETTING EVERYTHING YOU NEED SIMPLE

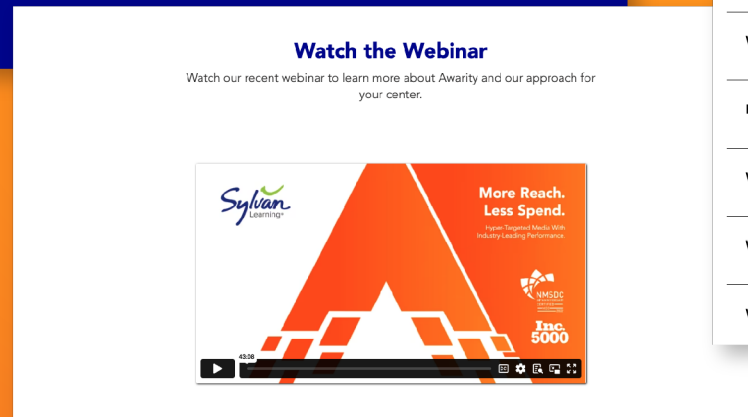


AWARITY UNLEASH YOUR BRAND | Sylvan Learning

Frequently Asked Questions


## Sylvan Learning Center Active Campaign Portal

Everything you need to get the most out of your campaign.



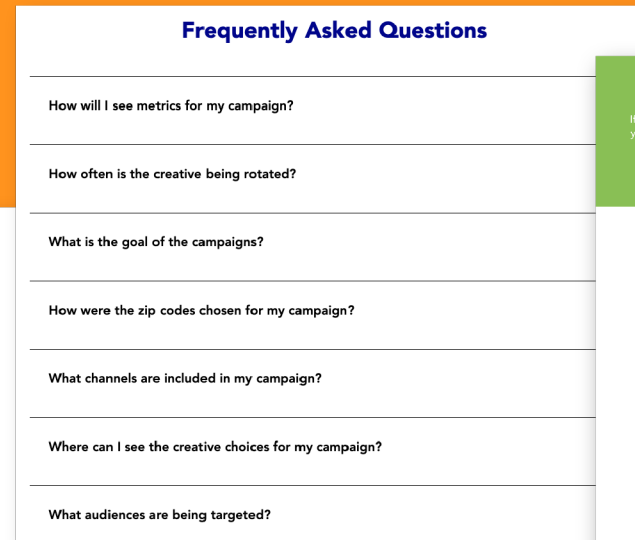
### Watch the Webinar

Watch our recent webinar to learn more about Awarity and our approach for your center.



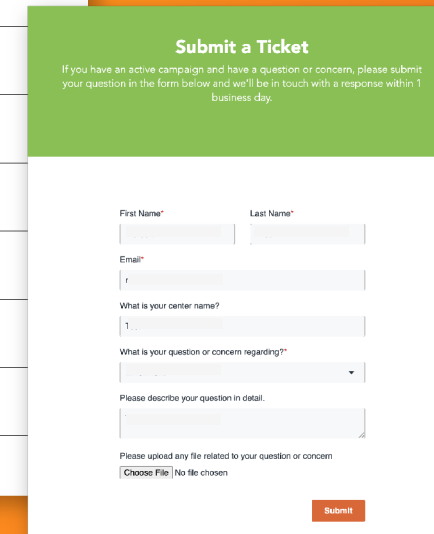
ALL WEBINARS WILL BE AVAILABLE ON THE PORTAL

ALL COMMON QUESTIONS FROM SYLVAN OWNERS WILL BE ADDED TO THE FAQ



### Frequently Asked Questions

- How will I see metrics for my campaign?
- How often is the creative being rotated?
- What is the goal of the campaigns?
- How were the zip codes chosen for my campaign?
- What channels are included in my campaign?
- Where can I see the creative choices for my campaign?
- What audiences are being targeted?



### Submit a Ticket

If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name\*  Last Name\*

Email\*

What is your center name?

What is your question or concern regarding?\*

Please describe your question in detail.

Please upload any file related to your question or concern  
 No file chosen

ALL TICKETS WILL BE RESPONDED TO WITHIN 1 BUSINESS DAY (MOST SAME DAY)

[www.awarity.com/sylvan-learning](http://www.awarity.com/sylvan-learning)

# EFFICIENT SUPPORT SYSTEM WITH QUICK RESPONSES



**ALL EMAILS**

RESPONDED TO IN 1  
BUSINESS DAY



**100%**

INQUIRIES RESPONDED TO  
WITHIN 1 BUSINESS DAY

**REGULARLY SCHEDULED  
WEBINARS**

WITH RECORDINGS AVAILABLE IN LIBRARY

**OFFICE HOURS**

SESSIONS HELD WEEKLY

**FAQ**

UPDATED IN REAL TIME WITH  
QUESTIONS FROM OWNERS

# YOUR CAMPAIGN-SPECIFIC SUPPORT SYSTEM

**Frequently Asked Questions**

- How will I see metrics for my campaign? ▾
- How often is the creative being rotated? ▾
- What is the goal of the campaigns? ▾
- How were the zip codes chosen for my campaign? ▾
- What channels are included in my campaign? ▾
- Where can I see the creative choices for my campaign? ▾
- What audiences are being targeted? ▾

**1. Review FAQ & Video Library**



**Submit a Ticket**

If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name\*  Last Name\*

Email\*

What is your center name?

What is your question or concern regarding?\*

Please describe your question in detail.

Please upload any file related to your question or concern  
 No file chosen

**2. Ask an Expert**



**3. You'll Receive a Response in One Business Day**



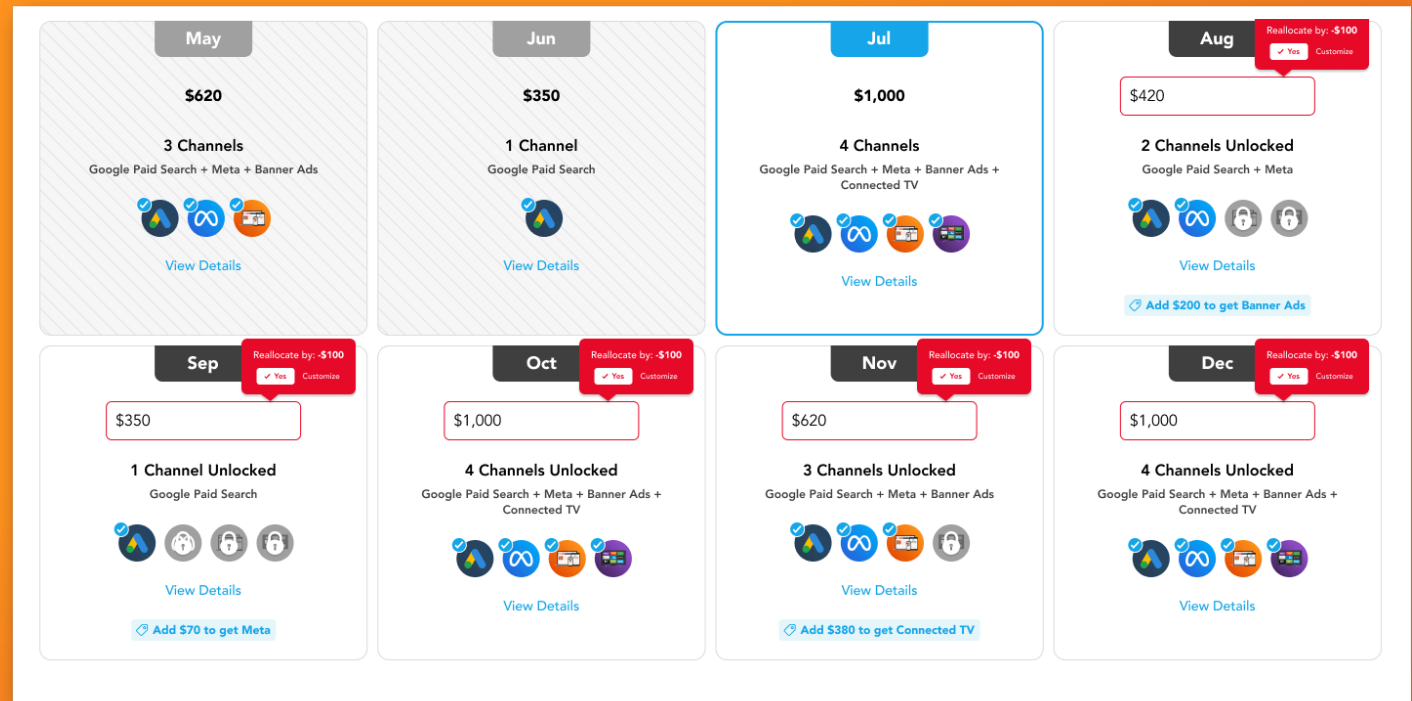
**4. Weekly Office Hours Available as Needed**

[www.awarity.com/sylvan-learning/support](http://www.awarity.com/sylvan-learning/support)

# COMING IN 2026: SYLVAN FRANCHISE COMMAND CENTER

## Allocate Budgets With Ease

- ✓ All key channels can be managed from one, easy-to-use campaign manager
- ✓ Add incremental spend to get on all key ad channels
- ✓ Add additional media beyond your local ad budget
- ✓ Will auto-reconcile your budget based on your revenue



# CREATIVE & PROMOTIONAL SCHEDULING

## Creative Scheduling

- ✓ Tailor your creative scheduling to your local school calendar

### Franchise Command Center

Allocate your budget, schedule & upload creative, & edit zip codes monthly throughout the year

Territory: TX123 | Year: 2026

Total Budget for the Year <b>\$11,500</b>	Spend to Date <b>\$5,510</b>	Budget Allocated <b>\$11,500</b>	Budget Remaining <b>\$0</b>
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[Budget Reconciliation](#)  
[Annual Budget Reforecasts](#)

### Schedule Creative

Schedule creative for each month and upload new creative Submit Changes

### Creative Library

View and upload creative for scheduling

Upload Ads

**Fresh Start to the New Year**

View Ads | Schedule Now

**Black Friday Cyber Monday**

View Ads | Schedule Now

**Don't Be Afraid of Report Cards**

View Ads | Schedule Now

**First Report Card**

View Ads | Schedule Now

**Black Friday Cyber Monday**

View Ads | Schedule Now

**Black Friday Cyber Monday**

View Ads | Schedule Now

### Schedule

Drag and drop campaigns from your creative library to schedule. Schedule up to 2 campaigns per month.  
*2 months have no creative scheduled*

Today | < > | Sep - Dec 2026

September

Summer Learning

October

Back-to-School Skills Check

Don't Be Afraid of Report Cards

November

First Report Card

Black Friday Cyber Monday

December

Black Friday Cyber Monday

Drag & Drop Creative Here

# MAXIMIZE PERFORMANCE BY BEING IN YOUR BEST ZIP CODES

## Zip Code Planning

- ✓ Ensure you're targeting the ideal areas
- ✓ See historic performance data by zip code
- ✓ Get latest top demographic data by zip code
- ✓ See your recommended budget
- ✓ Request changes

### Zip Code Targeting

Add or subtract zip codes based on your monthly budget

Select Year  
 2026

**Selected Zip Codes**

Awarity Recommended

75038

75040

75041

75044

75051

75053

75054

75055

75058

TX123

Search Zip Codes

**Demographic Data**

Zip Code: 75043

[+ Add Zip Code](#)

Percentage of Enrollments

Percentage of 3 Year Enrollments: 30%

Population

Total Population: 33,439

Number of Households: 14,014

Employed Population: 18,379

**Saturation Level for 2026**

insfield

Good

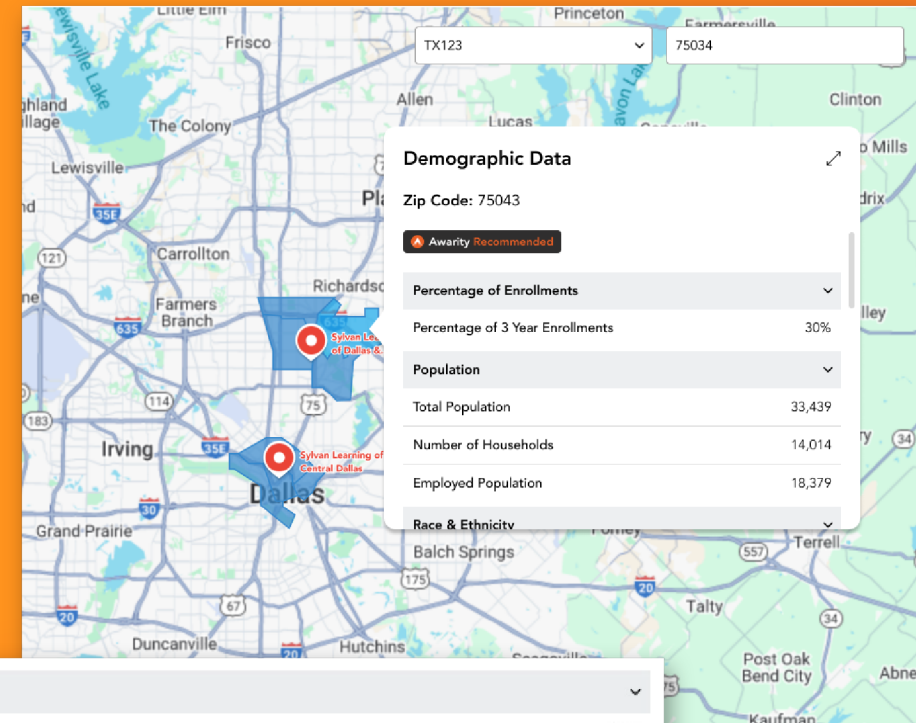
✓ You're within the saturation level

— Awarity Recommended   
 — In Your Territory   
 — Other Eligible Zip Codes

# GAIN INSIGHTS ON YOUR ZIP CODES & SERVICE AREA

## Zip Code Demographic Tools

- ✓ Gain insights on your zip codes' population and number of households
- ✓ Choose your ideal zip codes based on demographic insights and indexes



In School Estimates	
Pre-School	20%
Kindergarden	20%
Elementary	20%
High School	20%
College	20%

# WHAT'S NEXT?



## Campaign Reporting & Credentials: [dashboard.awarity.com](https://dashboard.awarity.com)

You'll be receiving your credentials the last week of December and starting January 1 you can log in and review performance at any time



## Sylvan Support Page: [www.awarity.com/sylvan-learning/](https://www.awarity.com/sylvan-learning/)

You'll see videos, common Sylvan franchisee questions, and can submit a ticket if needed



## Ongoing Webinars and Office Hours

We'll host webinars monthly to share campaign performance, updates, and address frequently asked questions