



More Reach. Less Spend.

Hyper-Targeted Media With
Industry-Leading Performance.



Inc.
5000

MEET YOUR TEAM!



Samantha

*Partnership
Development Manager*



Javon

Partnership Development



Meredith

Design Manager



Shyam





*Senior Director,
Analytics & A.I.*



Thara

*Chief Relationship
Officer*

OFF TO A GREAT START!

-  **January 2026 Performance Exceeded January 2025!**
-  **Initial Optimizations Completed**
-  **March Strategy Email Sent for Your Review**
-  **The Sylvan Command Center Coming Soon**

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



WHAT'S DIFFERENT: OUR 2026 PAID SEARCH STRATEGY

2025

Non-branded search shown to provide more incremental growth

Branded search was proven to not drive incremental growth

Part of NAF

Shared campaigns for the entire system



2026

Increased average non-branded keyword budget per territory

Added additional channels to reach new customers

Part of LAF

Each campaign has a unique budget and targeting specific to each territory

PAID SEARCH: WHAT WE'RE MONITORING FOR EACH TERRITORY

KPI	Definition	Goal
Impression Share	% of total possible impressions ads received	Optimize bid strategy to increase impression share
Top of Page Rate	% of impressions that appeared in top search results	Improve Absolute Top of Page Rate for Non-Branded Search
Outranking Share	% of times our ad ranked higher in an auction than competitor's	Optimize bid strategy to increase saturation and win larger amount of Non-Branded bids

PAID SEARCH: DRIVING NEW CUSTOMERS WITH NON-BRANDED SEARCH

Branded Keywords

Search terms that contain the Sylvan brand name

EXAMPLES

Sylvan Learning Center

Sylvan Learning

Sylvan Near Me

Sylvan Tutor

Non-Branded Keywords

Search terms aligned with core Sylvan services

EXAMPLES

Tutoring Services

High School Tutor

SAT Prep

ACT Prep

Homework Help

SYLVAN CONTINUES TO BEAT OUT COMPETITORS & WE'RE PUSHING TO IMPROVE

Competitor	Impression Share	Absolute Top of Page Rate
Sylvan	25%	42%
Varsity Tutors	21%	36%
Mathnasium	11%	34%
Kumon	<10%	34%

SYLVAN IS BEING SEEN MORE OFTEN AND IN TOP SPOTS COMPARED TO JAN 2025

+17%

Increase in Impression Share

**17% More Impressions
to Parents Searching**

+35%


More Impressions as the
First Result When
Searching

+14%

More Impressions in the
Top 3 Results When
Searching

PAID SEARCH: INITIAL COST PER LEAD

Sponsored


 **Sylvan Learning Center**

<https://find.sylvanlearning.com/laf/?location=03318> ;

K-12 Tutoring Programs

Specialized Tutoring To Help Impact Your Child's Academic Performance & Boost Confidence!

Sponsored

 **Sylvan Learning Center**

<https://find.sylvanlearning.com/laf/?location=03318> ;

Sylvan Learning Tutoring

Specialized Tutoring To Help Impact Your Child's Academic Performance & Boost Confidence!

INITIAL COST PER LEAD

Total Search Avg.

\$105.77

-21%

Decrease in CPL


compared to January 2025

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


WHY DEMAND GEN MATTERS

Adding Demand Gen improves
Lead Generation ROI by

70%+



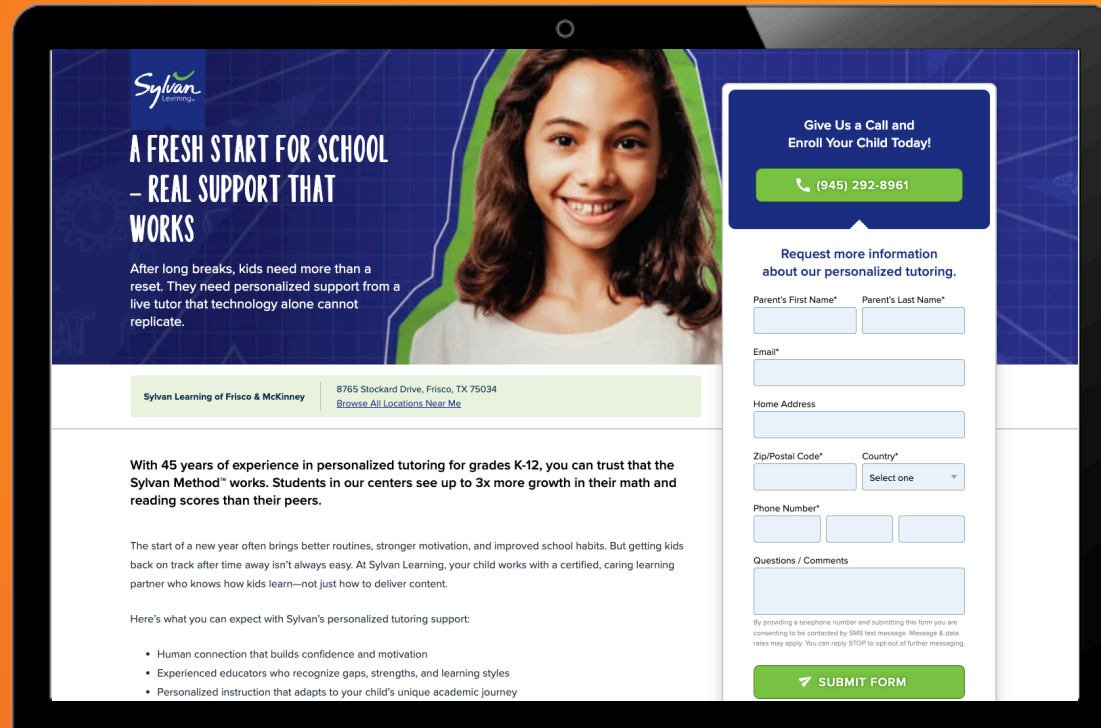
DEMAND GEN
They know your brand and what makes it unique



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



TERRITORIES WITH AWARITY SAW SIGNIFICANT IMPROVEMENT IN WEBSITE TRAFFIC



22.6%

IMPROVEMENT IN NEW USERS TO YOUR WEBSITE

**November 17 - December 1 2024 & 2025 YoY*

CTV IS DRIVING AN INCREASE IN ORGANIC WEBSITE TRAFFIC IN AREAS RUNNING CTV



Sylvan
Learning®

of West Spring and Klein

Together, We've Got This.

800-EDUCATE



11%

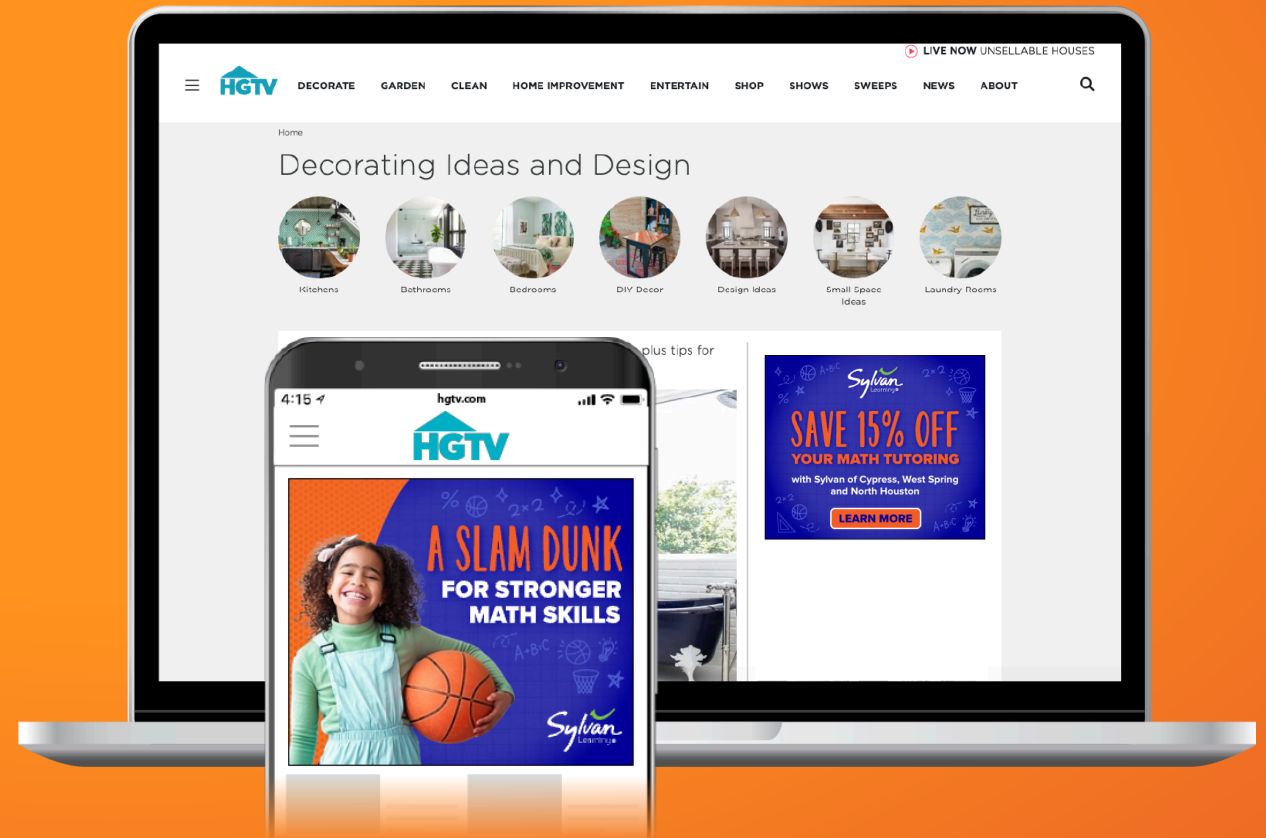
**IMPROVEMENT IN
ORGANIC NEW USERS TO
YOUR WEBSITE**

**January 2026 vs. January 2025*

MARCH CORPORATE CREATIVE

March Messaging

- ✓ By default, we run the creative aligned with corporate's seasonal themes and promotions
- ✓ March's seasonal theme will be the Math Madness promotion



NEW DEVELOPMENTS

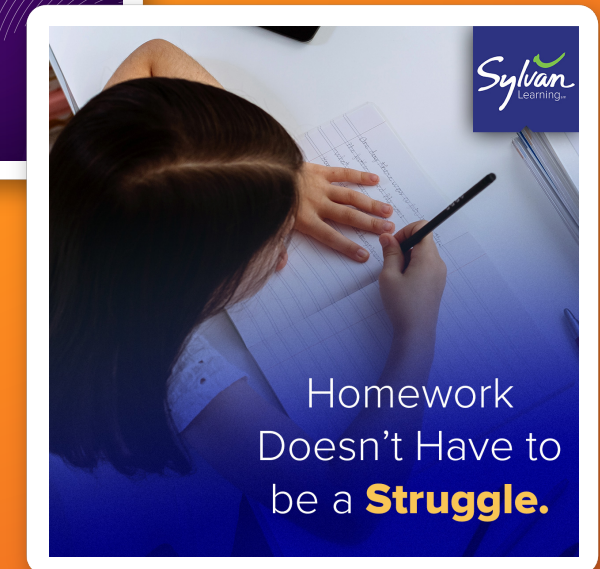
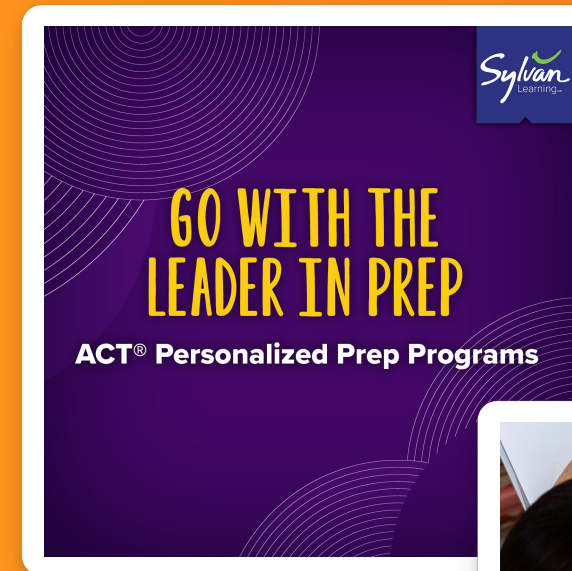
**We've Heard
Your Feedback!**

ALIGN CREATIVE TO YOUR CENTER STRATEGY

Expanded Creative Options

- ✓ Amplify your local priorities by selecting some of the popular options available in MARC
- ✓ You can choose between the following and run two creatives concurrently:
 - ✓ SAT
 - ✓ ACT
 - ✓ Homework Help
 - ✓ Math Madness Promotion
 - ✓ Evergreen
 - ✓ **Something Else (Upload Your Creative from MARC)**

*Any channels without creative available for a theme will be substituted with evergreen.



UPCOMING OPTIMIZATIONS

Paid Search Creative:

We started with the best performing creative of 2025.

Now expanding to add localization in the ad copy.

Refined Negative Keywords

Remove competitive conquering keywords that had low click and conversion performance.

Test moving from maximize clicks strategy to maximize conversions.

- Now that the learning phase is complete and has enough conversion data to optimize from.

NEW: CAMPAIGN CHANGE REQUESTS

Simply Submit Campaign Change Requests

1. Submit **zip code, creative, budget, and keyword changes** in our simple form by February 20th.
2. We'll work to implement your request or reach out if more information is needed.
3. Once your requested changes are complete, we'll reach out to confirm.

The screenshot shows the Awarity website interface for submitting a campaign change request. At the top, there are logos for Awarity (with the tagline 'UNLEASH YOUR BRAND') and Sylvan Learning. Navigation buttons for 'Frequently Asked Questions' and 'Home' are visible. The main heading is 'Sylvan Learning Center Campaign Change Request'. Below this, a message states: 'If you'd like to make adjustments to your campaign, please fill out the appropriate form below. We'll be in touch to confirm when updates are made or advise on a timeline.' A bolded note specifies: 'Requests must be submitted by the 15th to be applied to the following month.' At the bottom, there are four buttons: 'Creative', 'Zip Codes', 'Budget', and 'Keywords'.

www.awarity.com/sylvan-learning/change-requests

SNEAK PREVIEW!

**Awarity's LAF
Marketing Command
Center**

WHAT'S NEXT?



Review Campaign Reporting: dashboard.awarity.com

You can log in and review your campaign performance at any time in Awarity Campaign Central.



Sylvan Support Page: www.awarity.com/sylvan-learning/

You'll see videos, common Sylvan franchisee questions, and can submit a ticket or campaign change request if needed.



Request Campaign Changes for March by February 20th

Request any creative changes, zip codes, or budget changes to be active for March by February 20th