



# 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!

-  **Campaigns Launched in January**
-  **Continued Campaign Optimization**
-  **First Performance Webinar**
-  **Implement New February Creative with Feb 1 Launch**
-  **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:

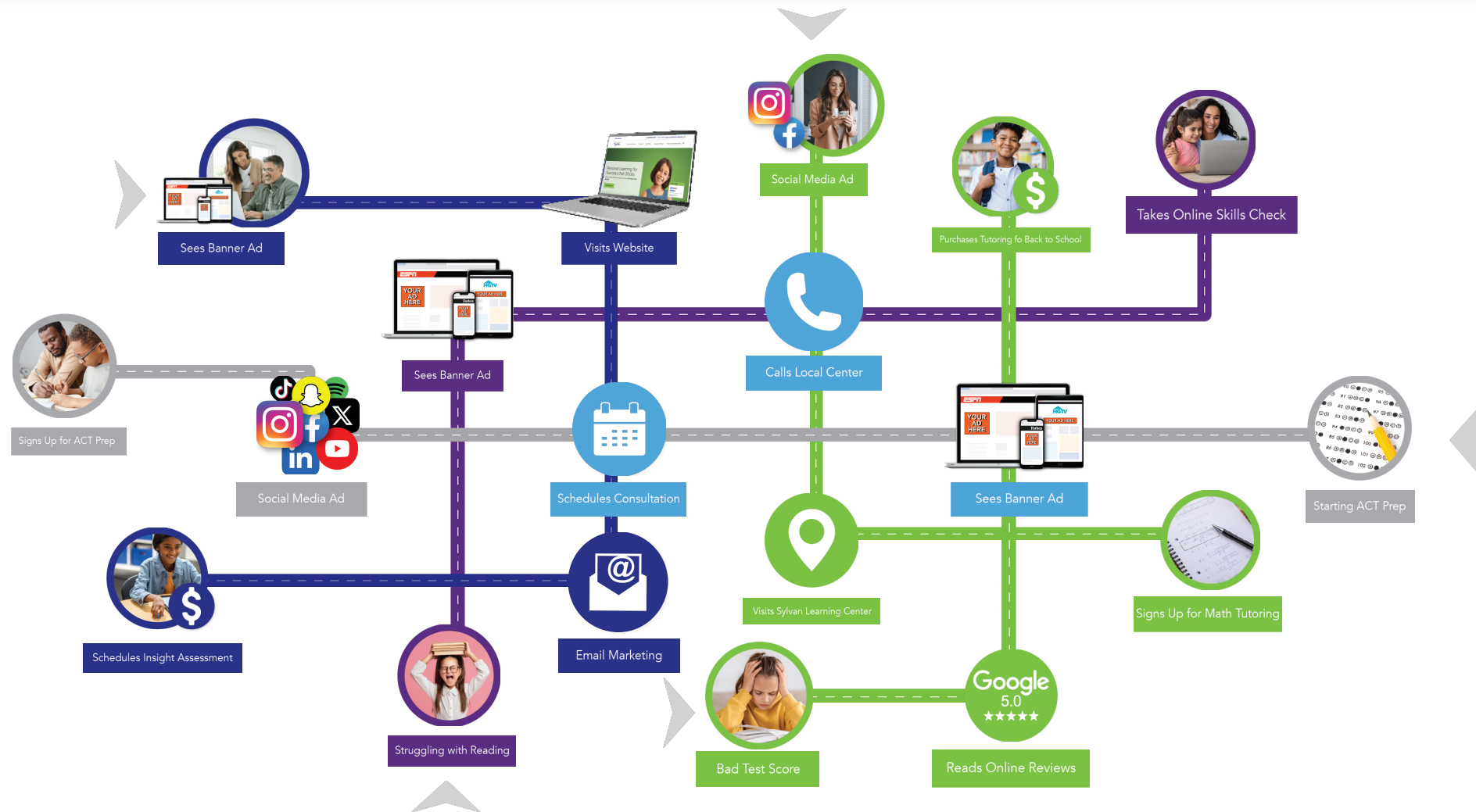
Paid Search, Meta Advertising, Targeted Banner Ads, Amazon Prime, and Connected TV

Our technology-focused approach minimizes management or service fees

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



# 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

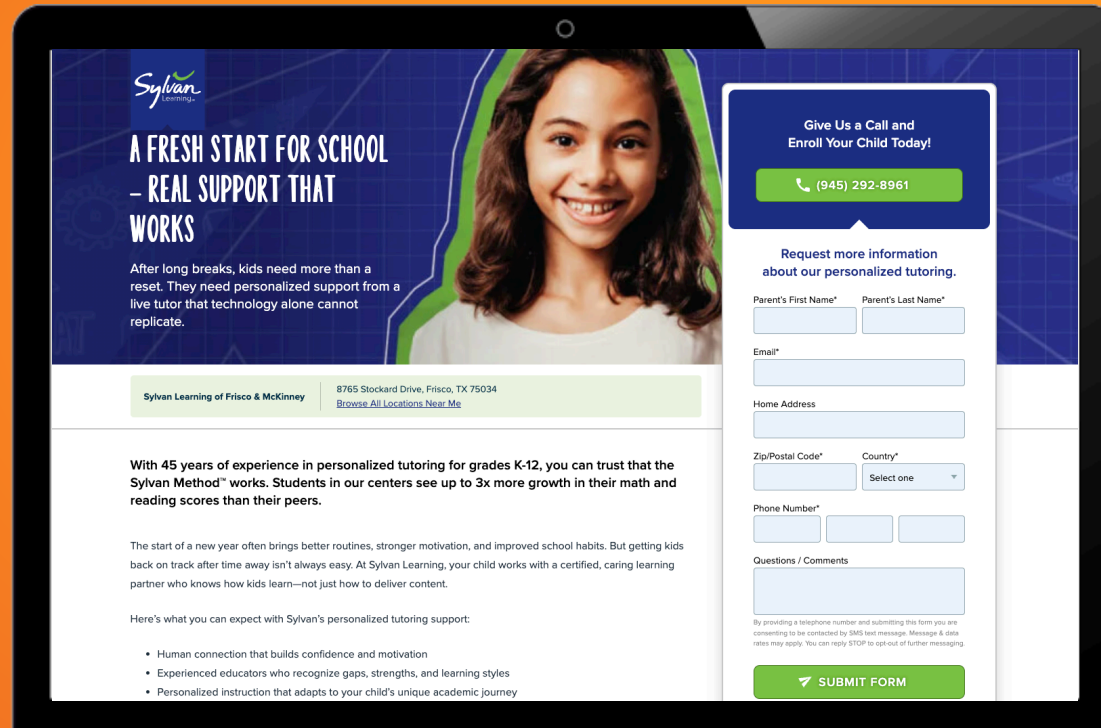


### LEAD GEN

They are ready to move forward and making their final choice



# TERRITORIES WITH AWARITY SAW SIGNIFICANT IMPROVEMENT IN WEBSITE TRAFFIC



# 22.6%

## IMPROVEMENT IN NEW USERS TO YOUR WEBSITE

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

# 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

# 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

# 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

# SYLVAN IS BEATING OUT COMPETITORS & WE'RE PUSHING TO IMPROVE

Competitor	Impression Share	Absolute Top of Page Rate
<b>Sylvan</b>	<b>25%</b>	<b>40%</b>
Varsity Tutors	18%	24%
Mathnasium	12%	32%
Kumon	10%	33%

# 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

Branded Search Avg.

**\$35.05**

Non-Branded Search Avg.

**\$183.69**

# FULL CREATIVE LIBRARY TIED TO KEY SEASONS

## February Messaging

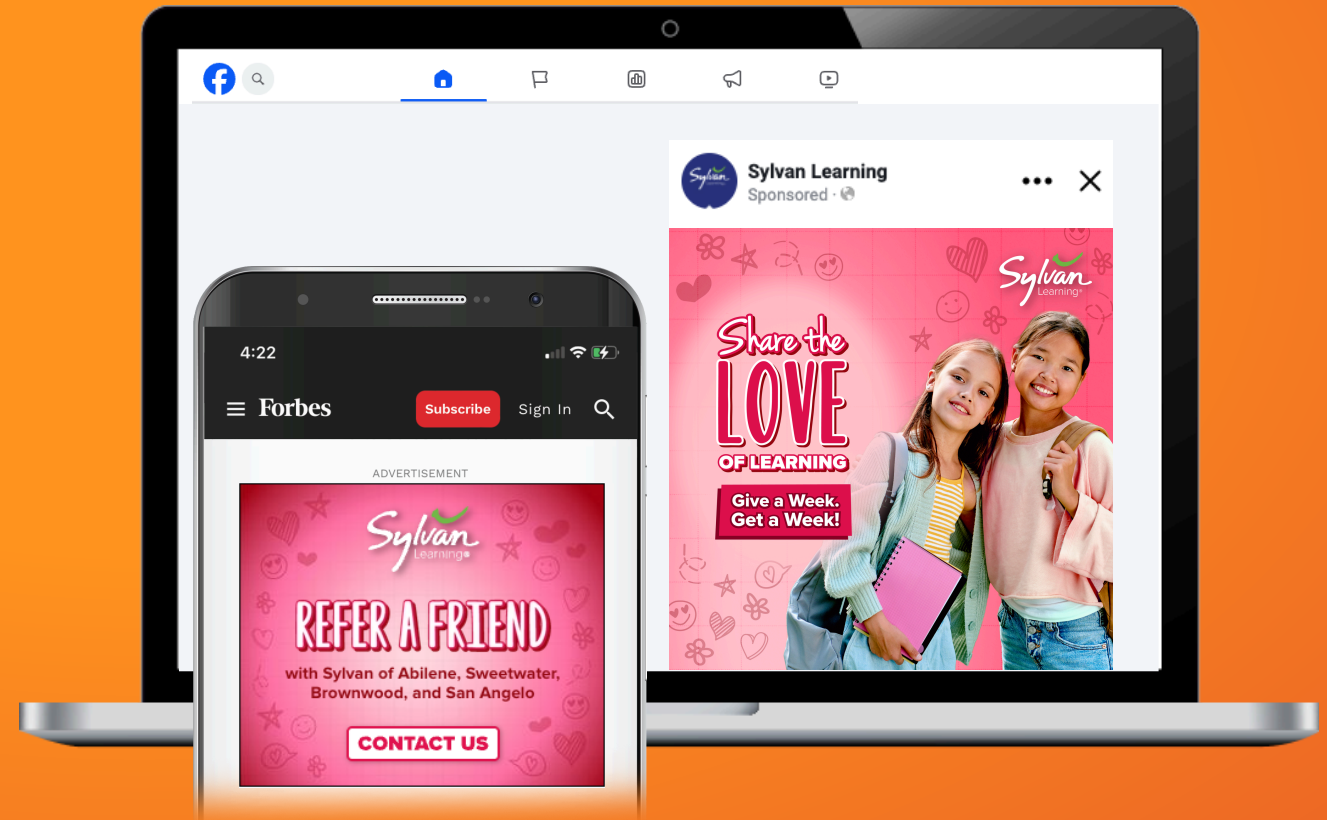
- ✓ Friends and Family Referral Program

## March Messaging

- ✓ Math Madness Promotion

## April Messaging

- ✓ 50% Off Assessment Special



# COMING SOON: SYLVAN COMMAND CENTER

CAMPAIGN CENTRAL
🗨️ 👤

Franchise Command Center    Campaign Performance

\$

## Franchise Command Center

Allocate your budget, schedule and upload creative, and edit zip codes.

TX123

2026

🔔 Your Total Annual Budget Has Updated  
On Mar 1, 2026

New Budget

**\$11,500**

*\*Some monthly budgets and channels may have changed* ✕

Total Annual Budget

**\$11,500**

+ Add Budget

🔒 Set Minimum Budget

Spent to Date

**\$1,965**

Spent Remaining

**\$9,535**

View Reforecast History
>

### 2026 Monthly Budgets

Allocate your budget for each month, and see the channels you unlock for your budget.

[Edit Budgets](#)

January

**\$850**

🔍
🌐
📄
📦

February

**\$635**

🔍
🌐

March

**\$480**

Active

View Schedule
>

🔍

April

**\$2030**

**Channel Pricing Tiers** ⌆

See the minimum you have to spend a month to be on specific channels.

# COMING SOON: SYLVAN COMMAND CENTER

CAMPAIGN CENTRAL
🗨️ 👤

Franchise Command Center Campaign Performance

Franchise Command Center

Allocate your budget, schedule and upload creative, and edit zip codes.

TX123

2026

Schedule Creative


Schedule creative for each month and upload new creative.

Submit Changes Cancel

Creative Library

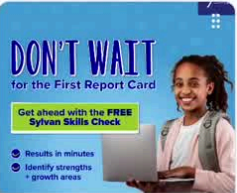
View and upload creative for scheduling.

Upload Ads




Black Friday Cyber Mond...

View Ads
Schedule >




First Report Card

View Ads
Schedule >



Scared of Report Cards?




New Year, New Confidence

Schedule

Drag and drop creative to schedule. Schedule up to 1 campaign per month.

< Today Jul - Dec 2026 < >


July Active



Summer Learning

Start Date	End Date
07/01/26	07/31/26


August



Back-to-School Skills Check

Start Date	End Date
08/01/26	08/31/26


September



First Report Card

Start Date	End Date
09/01/26	09/30/26

October



Black Friday Cyber Monday

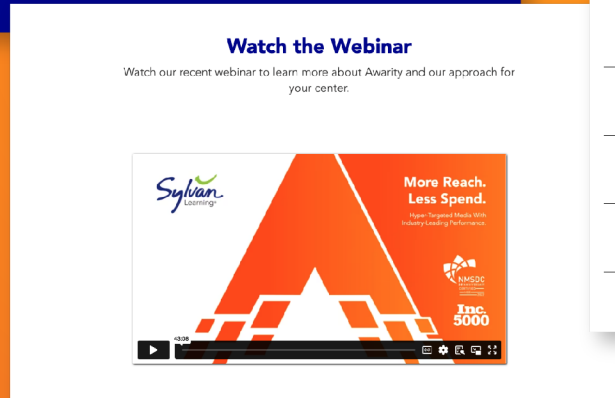
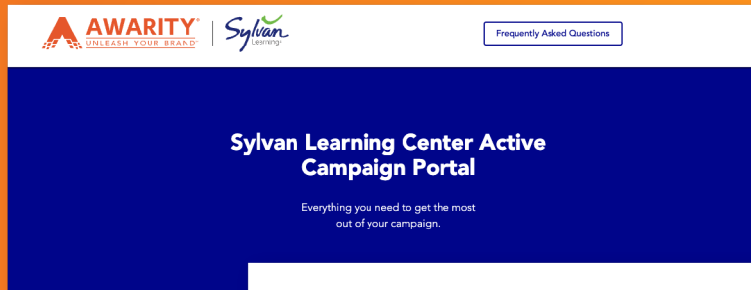
Start Date	End Date
10/01/26	10/31/26

November

December

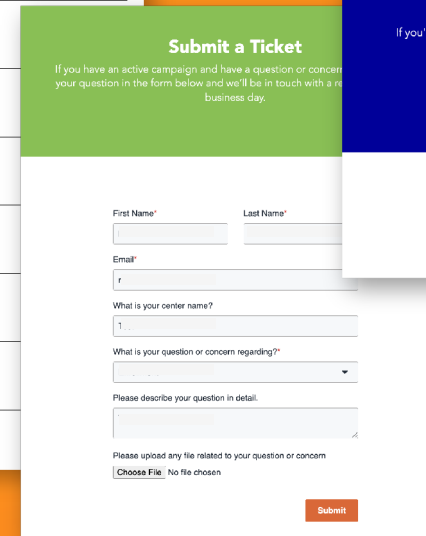
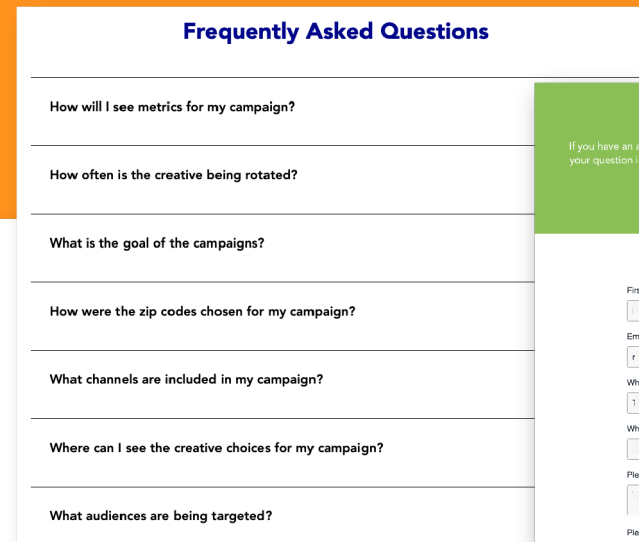
\*Design Not Final

# THE SYLVAN SUPPORT PORTAL MAKES GETTING EVERYTHING YOU NEED SIMPLE



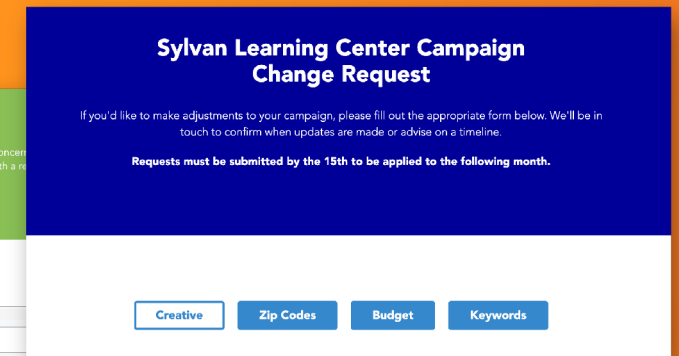
**ALL WEBINARS WILL BE AVAILABLE ON THE PORTAL**

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



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

**CHANGE REQUESTS CAN BE SUBMITTED WITH A SIMPLE FORM**



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

# NEW: CAMPAIGN CHANGE REQUESTS

## Simply Submit Campaign Change Requests

1. Submit **zip code, creative, budget, and keyword changes** in our simple form by January 25th.
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.

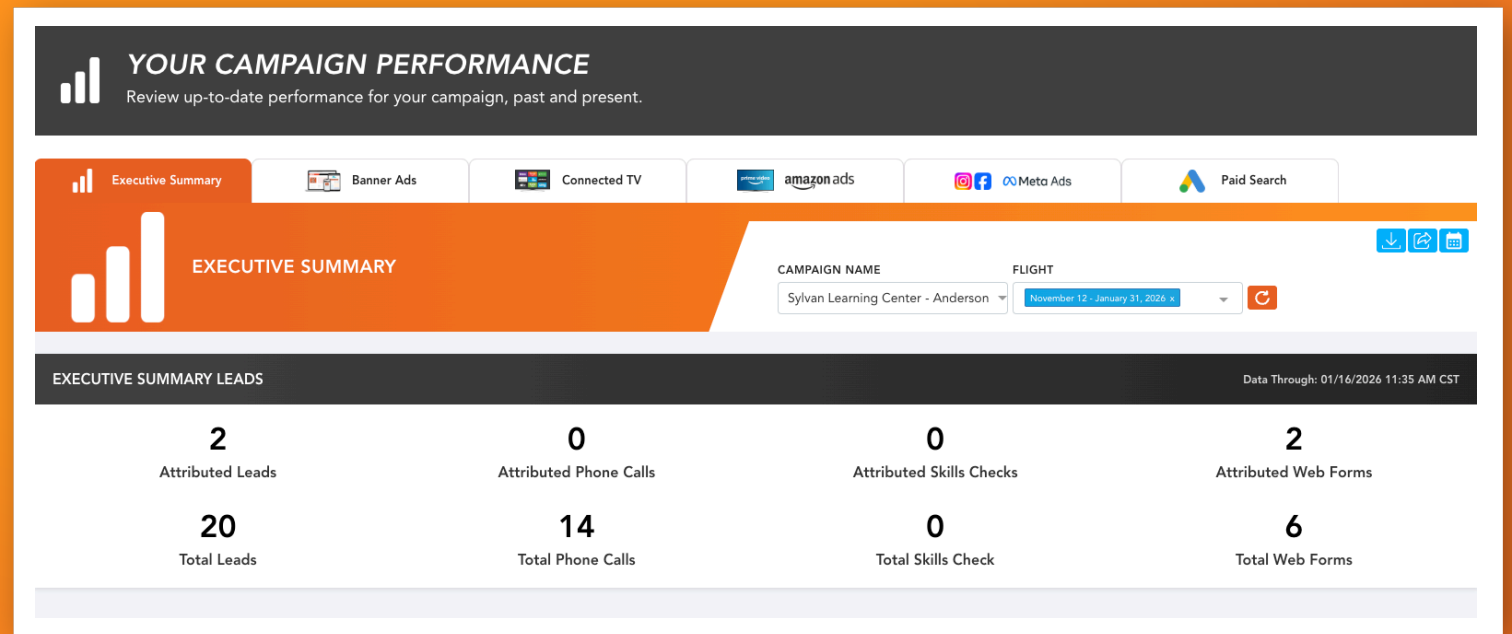
The screenshot shows the Awarity website interface for submitting a campaign change request. At the top, there are logos for Awarity (with the tagline 'UNLEASH YOUR BRAND') and Sylvan Learning. Navigation links for 'Frequently Asked Questions' and 'Home' are visible. The main heading is 'Sylvan Learning 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 instruction reads: 'Requests must be submitted by the 15th to be applied to the following month.' At the bottom, there are four buttons labeled 'Creative', 'Zip Codes', 'Budget', and 'Keywords'.

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

# YOUR CAMPAIGN REPORTING: DASHBOARD WALKTHROUGH

## Executive Summary

KPIs to Focus On:  
Total Leads



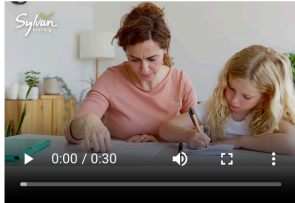
[dashboard.awarity.com](https://dashboard.awarity.com)

# YOUR CAMPAIGN REPORTING: DASHBOARD WALKTHROUGH

## Connected TV Reporting

KPIs to Focus On:  
Completion Rate  
Reach

CONNECTED TV CREATIVE PERFORMANCE



**AD1: 373 Sylvan Learning of Pearland Evergreen** [VIEW AD](#)

LIVE ON : 01/01/2026

**TOTAL IMPRESSIONS**

**4,132**

\$ 25.45 CPM

**AVG. COMPLETION RATE**

**98.66%**

CONNECTED TV PERFORMANCE BY TACTIC Data Through: 01/20/2026 8:29AM CST

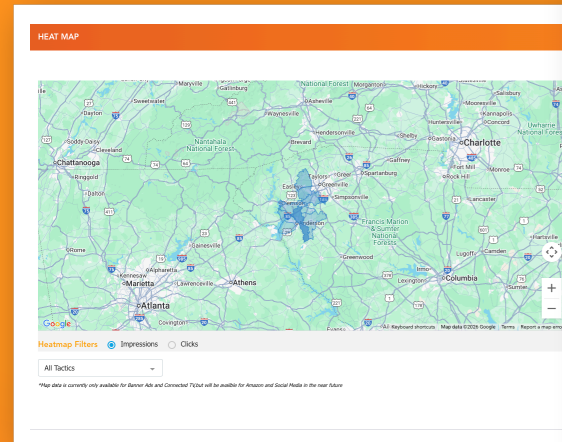
TARGETING	TACTIC	SPEND	IMPRESSIONS	CPM	%COMPLETED	UNIQUE REACH	AVG FREQUENCY
OTHER	With Data On Interests And Demographics: Parents Seeking Educational Resources	\$108.89	4,280	\$25.44	98.68%	2,427	1.8
ALL TACTICS		\$108.89	4,280	\$25.44	98.68%		

\*Data processed once daily


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

# YOUR CAMPAIGN REPORTING: DASHBOARD WALKTHROUGH

**Banner Ad Reporting**  
 KPIs to Focus On:  
 Indirect Web Traffic  
 Reach



### BANNER AD CREATIVE PERFORMANCE



**AD1: 2123 Sylvan Learning of Anderson New Year** [VIEW AD](#)

300X250

LIVE ON: 01/01/2026

**6,947** IMPRESSIONS

\$ 3.94 CPM

**6** TOTAL CLICKS

\$ 4.56 CPC

ZIP CODE	CITY & STATE	IMPRESSIONS
29621	Anderson, SC	4,169
29631	Clemson, SC	742
29642	Easley, SC	553
29673	Piedmont, SC	480

### BANNER AD PERFORMANCE BY TACTIC

Data Through: 01/16/2026 3:00PM CST

TARGETING	TACTIC	SPEND	IMPRESSIONS	CPM	CLICKS	CPC	UNIQUE REACH	AVG FREQUENCY	INDIRECT WEBSITE TRAFFIC
ON CONTENT RELEVANT TO YOUR BUSINESS	Youth Education Resources <a href="#">VIEW KEYWORDS</a>	\$304.36	58,498	\$5.20	18	\$16.91	23,501	2.5	0
ON THE WEBSITES THEY VISIT MOST	Youth Education Websites <a href="#">VIEW DOMAIN LIST</a>	\$6.92	812	\$8.52	2	\$3.46	307	2.6	0
WITH RETARGETING TO PREVIOUS WEBSITE VISITORS	Website Visitors From The Last 30 Days	\$6.80	823	\$8.27	4	\$1.70	112	7.3	1
<b>ALL TACTICS</b>		<b>\$318.08</b>	<b>60,133</b>	<b>\$5.29</b>	<b>24</b>	<b>\$13.25</b>			<b>1</b>

\*Data processed once daily

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

# YOUR CAMPAIGN REPORTING: DASHBOARD WALKTHROUGH

Meta Ads Reporting  
 KPIs to Focus On:  
 Campaign Website Traffic  
 Leads

META ADS KEY METRICS Data Through: 01/18/2026

- Meta Ads: 117,528 IMPRESSIONS
- 473 CAMPAIGN WEBSITE TRAFFIC
- 10 LEADS

META PERFORMANCE BY AD Data Through: 01/18/2026 11:59 PM CST

AUDIENCE AD SET: Parents and Education Interest

Sylvan Learning of Port Credit Back-to-School Skills Check [VIEW AD](#)

LIVE ON: 9/1/25

IMPRESSIONS: 1,080  
\$2.80 CPM

CAMPAIGN WEBSITE TRAFFIC: 8

Sylvan Learning of Port Credit Back-to-School Skills Check Video [VIEW AD](#)

LIVE ON: 9/1/25

IMPRESSIONS: 660  
\$8.97 CPM

CAMPAIGN WEBSITE TRAFFIC: 5

META PERFORMANCE BY AUDIENCE AD SET Data Through: 01/18/2026 11:59 PM CST

AUDIENCE AD SET	RESULTS	IMPRESSIONS	CPR	CPM	CLICKS	CTR
Parents and Education Interest	10	117,528	\$366.19	\$31.16	1337	1.14 %
<b>TOTAL FOR ALL AD SETS</b>	<b>10</b>	<b>117,528</b>	<b>\$366.19</b>	<b>\$31.16</b>	<b>1337</b>	<b>1.14%</b>

\* Data processed once daily

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

# YOUR CAMPAIGN REPORTING: DASHBOARD WALKTHROUGH

## Paid Search Reporting

### KPIs to Focus On:

- Clicks
- Keywords
- Conversions

**PAID SEARCH PERFORMANCE BY AD**

AD GROUP: Evergreen

**Sponsored**

Sylvan Learning Center  
<https://find.sylvanlearning.com/lat/?location=00352>  
**Sylvan Learning Tutoring**  
 Specialized Tutoring To Help Impact Your Child's Academic Performance & Boost Confidence!

**EVERGREEN : AD1**  
 LIVE ON: 1/16/26

**CLICKS** **CONVERSIONS**  
 23      3

**PAID SEARCH** Data Through: 01/16/26 12:00 AM CST

GEOGRAPHY: Zip Code

ZIP CODE	CITY & STATE	IMPRESSIONS	CLICKS
76244	Keller, Texas	321	16
76179	Fort Worth, Texas	212	18
76177	Fort Worth, Texas	176	4
76052	Haslet, Texas	130	14
76131	Fort Worth, Texas	129	10
76137	Fort Worth, Texas	116	13
76107	Fort Worth, Texas	101	5
76102	Fort Worth, Texas	91	3
76116	Fort Worth, Texas	78	4

[DOWNLOAD ZIP DATA](#)

**PAID SEARCH PERFORMANCE BY AD GROUP** Data Through: 01/16/26 12:00 AM CST

AD GROUP	CLICKS	CONVERSIONS	IMPRESSIONS	SPEND	CTR	SEARCH IMP. SHARE ↑	TOP % ↑	ABS. TOP % ↑
EVERGREEN	111	4	1,765	\$562.07	6.29%	22%	74%	40%
<b>TOTAL FOR ALL TACTICS</b>	<b>111</b>	<b>4</b>	<b>1,765</b>	<b>\$562.07</b>	<b>6.29%</b>	<b>22%</b>	<b>74%</b>	<b>40%</b>

\*Impression share metrics are derived from the data provided from Google Search \*Data processed once daily.

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

# WHAT'S NEXT?



## **Review Campaign Reporting:** [dashboard.awarity.com](https://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/](https://www.awarity.com/sylvan-learning/)

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



## **Ongoing Webinars and Office Hours**

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