



More Reach. Less Spend.

Hyper-Targeted Media With
Industry-Leading Performance.



Inc.
5000

MEET YOUR TEAM!



Samantha

*Partnership
Development Manager*



Javon

Partnership Development



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Design Manager



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*Senior Director,
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Thara

*Chief Relationship
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LAF PAID ADVERTISING IN FEBRUARY

- ✓ **Cost per Lead Continues to Decrease Compared to 2025**
- ✓ **Sylvan Continues to Win More Impressions Than Competitors**
- ✓ **Increased Reach with Awareness Channels is Driving Organic Search**

PAID SEARCH CAMPAIGNS HAVE REDUCED COST IN 2026

	CPC	CPL
Feb 2025	\$9.84	\$172.60
Feb 2026	\$5.54	\$102.94
Decrease in Cost	45% ↓	40% ↓

SYLVAN CONTINUES TO BEAT OUT COMPETITORS IN 2026 PAID SEARCH

Competitor	Impression Share	Absolute Top of Page Rate
Sylvan	26% 	44% 
Varsity Tutors	19% 	35% 
Mathnasium	10% 	35% 
Kumon	<10% 	29% 

UPCOMING PAID SEARCH OPTIMIZATIONS

We've added localization to all Paid Search ad copy.

We'll align the keywords and search terms to the new landing pages produced by Sylvan corporate.

This is expected to improve cost per lead and increase success with search terms like math or reading tutoring.

We've increased Paid Search budget by up to 30% in March to see if it can fuel additional leads.

TERRITORIES WITH UPPER FUNNEL SAW LIFT IN ORGANIC SEARCH



Combined Upper Funnel Channels
Resulted in:

+17 POINT
ACTIVE WEBSITE USERS

+19 POINT
ENGAGED SESSIONS

+13 POINT
EVENT COUNT

UPDATES



Creative Process Changes

NEW CREATIVE APPROACH GOING FORWARD

You May Choose 1 Additional Local Creative

- ✓ You may submit a request to run 1 additional local creative each month to align with your local goals.

All LAF Territories Will Run National Messaging

- ✓ Corporate will be producing initial creative in partnership with Awarity to ensure consistency of messaging. This creative will run for all territories and be localized for your territory.

April "Confidence Guaranteed" Creative is Currently in Production

- ✓ The national creative for April is currently in production with corporate and will be shared as soon as received.

COMMONLY ASKED QUESTIONS



COMMON PERFORMANCE QUESTIONS

How Do I Measure Performance?

Our campaign's goal is to increase overall increases in quality leads through reaching parents on multiple channels in the most effective and efficient way possible.

Once they become a lead, your sales process becomes key.

Where Are Parents Seeing My Territory?


You can see each channels you have currently unlocked and each channels' performance in Campaign Central at dashboard.awarity.com.

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


WHY DEMAND GEN MATTERS

Adding Demand Gen improves
Lead Generation ROI by

70%+



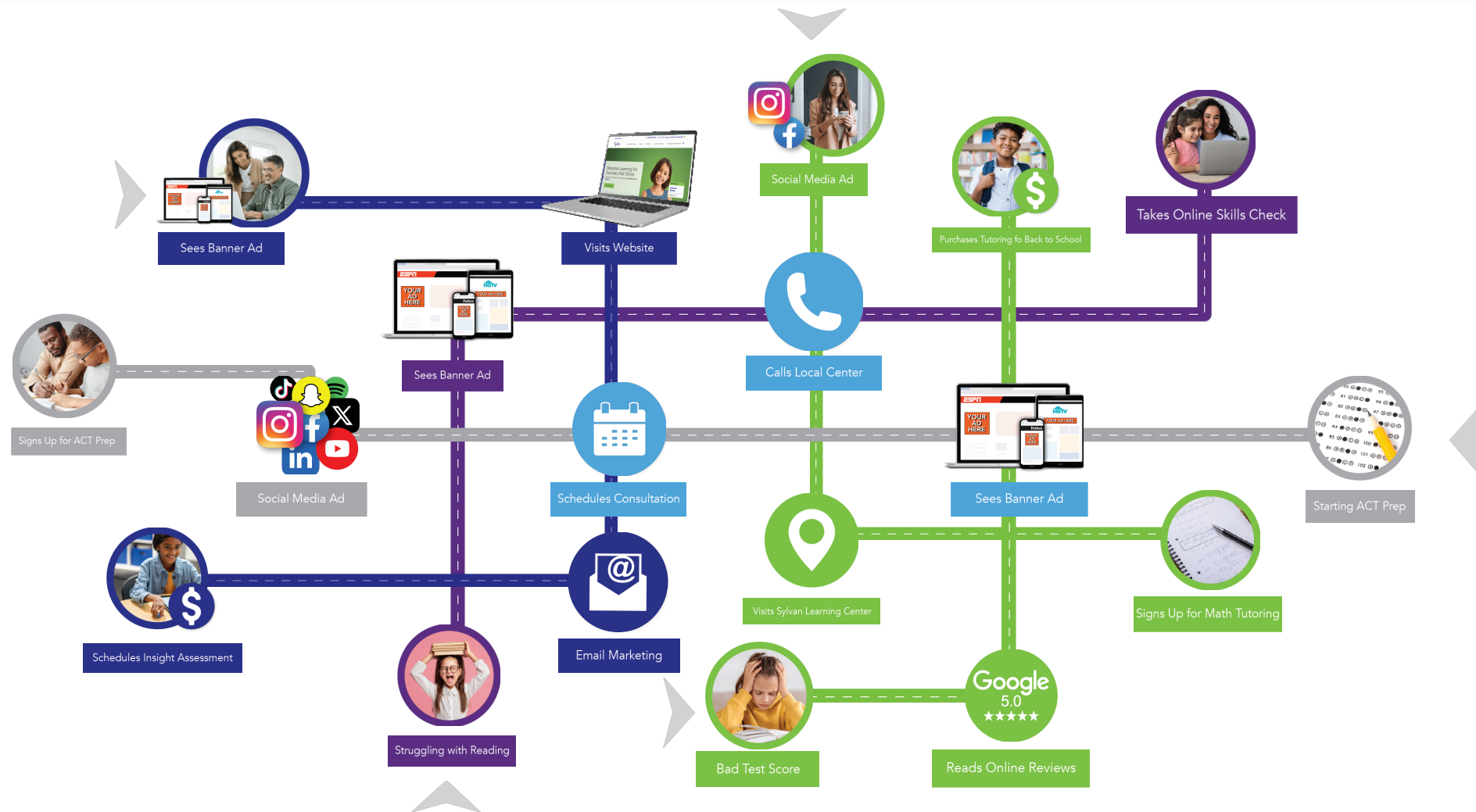
DEMAND GEN
They know your brand and what makes it unique



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



DEMAND GEN AND LEAD GEN WORK TOGETHER IN THE CUSTOMER JOURNEY



SYLVAN SUPPORT PORTAL UPDATES



NOW EASIER TO SUBMIT QUESTIONS & CHANGE REQUESTS

We've Heard Your Feedback!

Change Requests and Questions Submissions are now easy to access from the Sylvan Home Page



The screenshot shows a user interface for the Sylvan Learning Center Active Campaign Portal. At the top, there is a navigation bar with the AWARITY logo (UNLEASH YOUR BRAND™) on the left, the Sylvan Learning logo in the center, and two buttons on the right: "Change Requests" and "Submit a Question". The "Change Requests" button is highlighted with a green border. Below the navigation bar, the main content area has a dark blue background with the text "Sylvan Learning Center Active Campaign Portal" in white, followed by the subtitle "Everything you need to get the most out of your campaign."

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 March 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 displays the Awarity website interface for submitting campaign change requests. At the top, the Awarity logo (with the tagline 'UNLEASH YOUR BRAND') and the Sylvan Learning logo are visible. To the right are two buttons: 'Change Requests' and 'Submit a Question'. The main content area has a dark blue background with the title 'Sylvan Learning Center Campaign Change Request' in white. Below the title, a message reads: '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 states: 'Requests must be submitted by the 20th 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

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 April by March 20th

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