



More Reach. Less Spend.

Hyper-Targeted Media With
Industry-Leading Performance.



MEET YOUR TEAM!



Samantha

*Partnership
Development Manager*



Javon

Partnership Development



Meredith

Design Manager



Aditya

Founder & CEO



Thara

*Chief Relationship
Officer*

CONSUMERS ARE ENGAGING DIFFERENTLY WITH PAID SEARCH



72%

**of Consumers Plan to
Use Gen AI Search¹**



UP TO 49%

**of Millennial Parents Use
Social Media to Search²**



54%+

**of Searches Are
Moving to Mobile³**

1. Chart Local: *New Data Reveals Changing Consumer Search Trends*
2. Eight Oh Two: *Consumers Are Abandoning Traditional Search*
3. Consumer Fusion: *How Consumer Search Behavior Is Changing*

INDUSTRY TRENDS ARE SEEING RISING COSTS



**Across All Industries
Cost Per Click is Up
20-30%¹**



**Across All Industries
Cost Per Lead is Up
30%+**

1. Swell: *The Rising Costs of Google Ads*
2. Wordstream: *Why Google Ads Costs Are Rising in 2025*

THE EDUCATION INDUSTRY IS FEELING THE IMPACT

Competition is Growing



CPC in Education & Instruction has Gone up

42%¹



1. Focus Digital: Average Google Ads Cost per Click by Industry

WHAT WE'RE DOING TO FIGHT THIS

1. Omni-Channel Approach

All lead volume cannot be dependent on Paid Search alone.

2. Maximize Google Quality Score

Built keyword specific creatives and landing pages to improve quality.

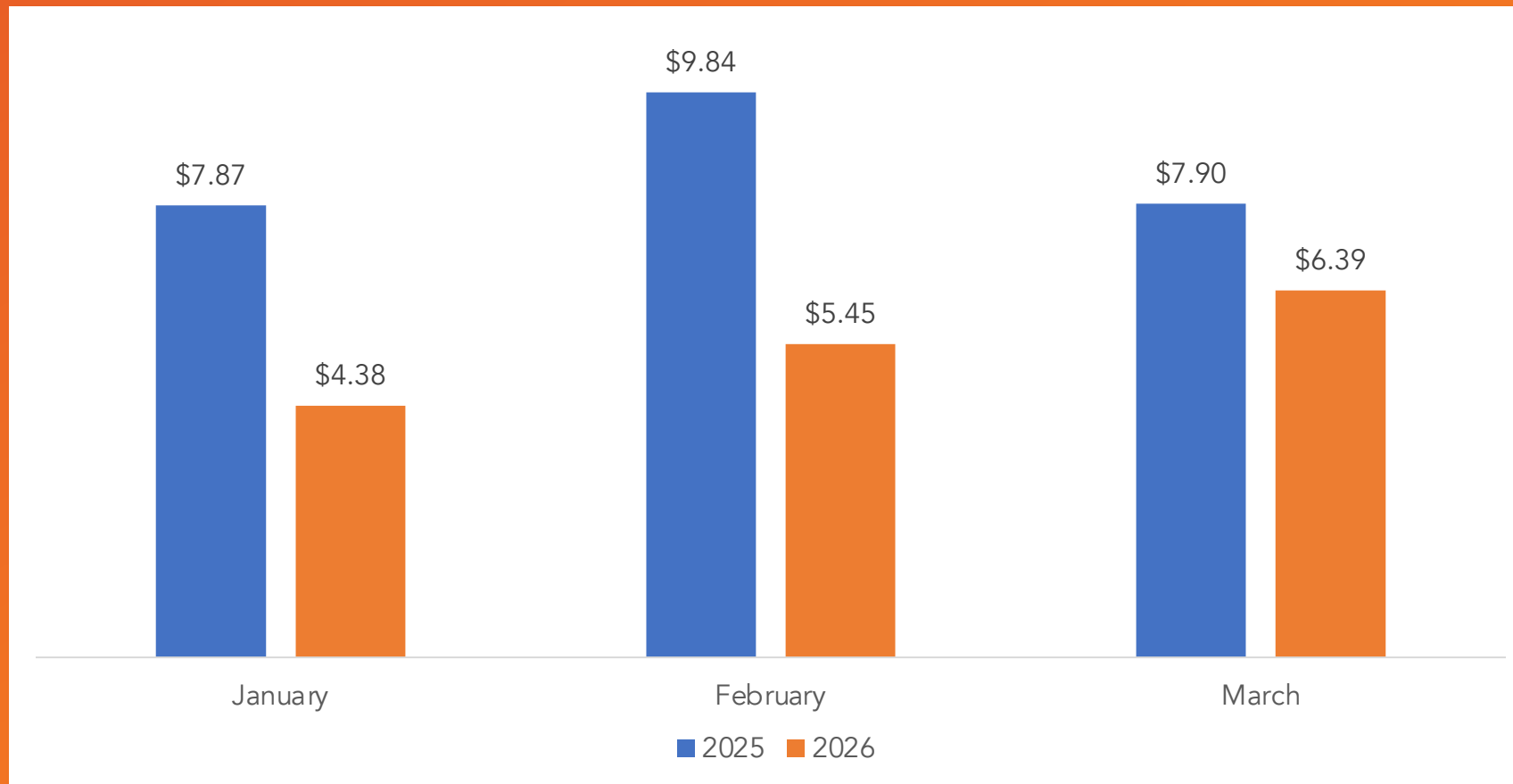
3. Continue to Implement Optimizations to Stand Apart

Added localized headlines and click-to-call. Increased budget allocation to drive more leads.

THE APPROACH IS WORKING, BUT WE'RE CONTINUING TO PUSH

Cost Per Click

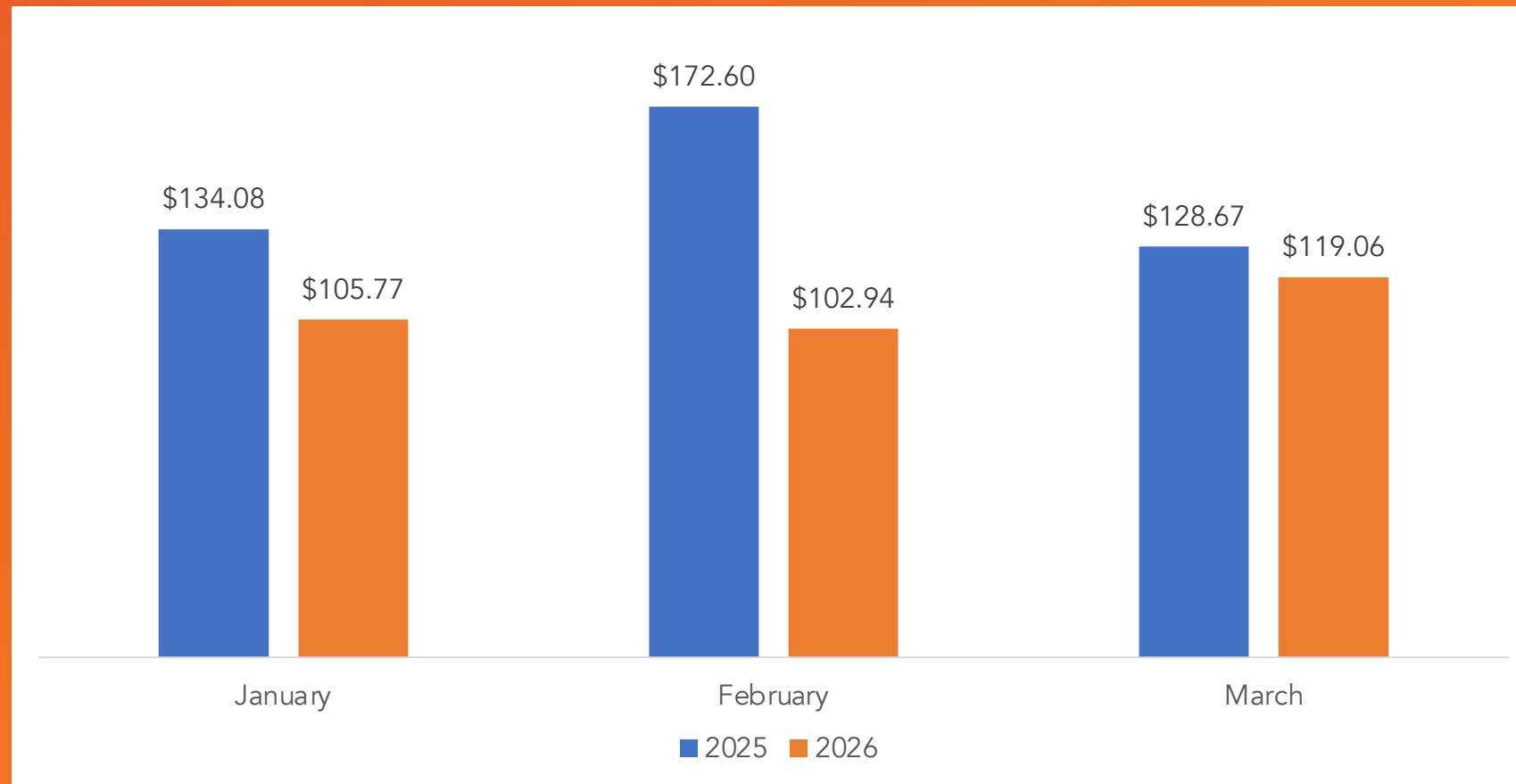
Awarity – Sylvan Learning Center LAF Campaigns vs 2025 NAF



THE APPROACH IS WORKING, BUT WE'RE CONTINUING TO PUSH

Cost Per Lead

Awarity – Sylvan Learning Center LAF Campaigns vs 2025 NAF



THIS HAS KEPT YOU #1 IN IMPRESSION SHARE

Competitor	Impression Share
Sylvan	27% ↑
Varsity Tutors	19% =
Mathnasium	10% =
Kumon	<10% =

APRIL PAID SEARCH OPTIMIZATIONS

We Rebuilt Paid Search Campaigns and Applied All Learnings From the Last 3 Months

We Added 50% More Budget to These Keywords vs. February to Try to Boost Lead Volume

1. Searches for Math Tutoring Keywords

math tutoring near me



2. Receives Math Ad



Sylvan Learning

<https://find.sylvanlearning.com> > math

Sylvan Learning® | K-12 Math Tutoring Programs | Math tutoring

Help Your Child Master Difficult Math Concepts & Reduce Test Anxiety. Start Today! Our Sylvan...

Improve Math Grades Fast · Math Tutors · Personalized Tutoring Plans · Tutoring Programs

3. Clicks to Math Landing Page

Why Parents Choose Sylvan for Math

Our proven approach helps students master math at every level



Targeted Skill Building
We identify exact gaps in your child's math knowledge and fill them systematically



Conceptual Understanding
We teach the 'why' behind math, not just memorization of formulas



2+ Grade Level Gains
Students see measurable improvement in math skills and test scores

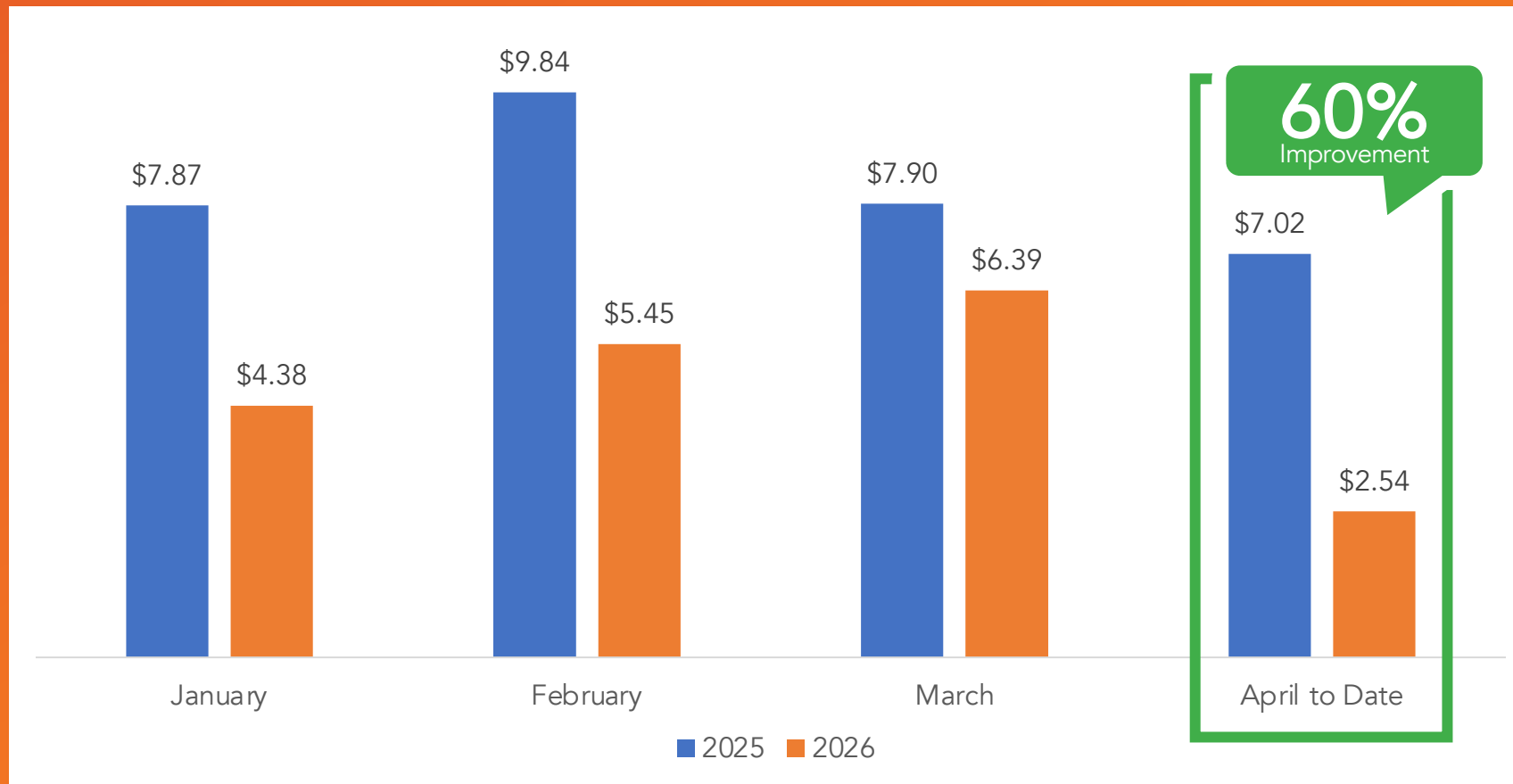


Flexible Scheduling
In-center, online, or hybrid sessions that fit your family's schedule

THE APPROACH IS WORKING, BUT WE'RE CONTINUING TO PUSH

Cost Per Click

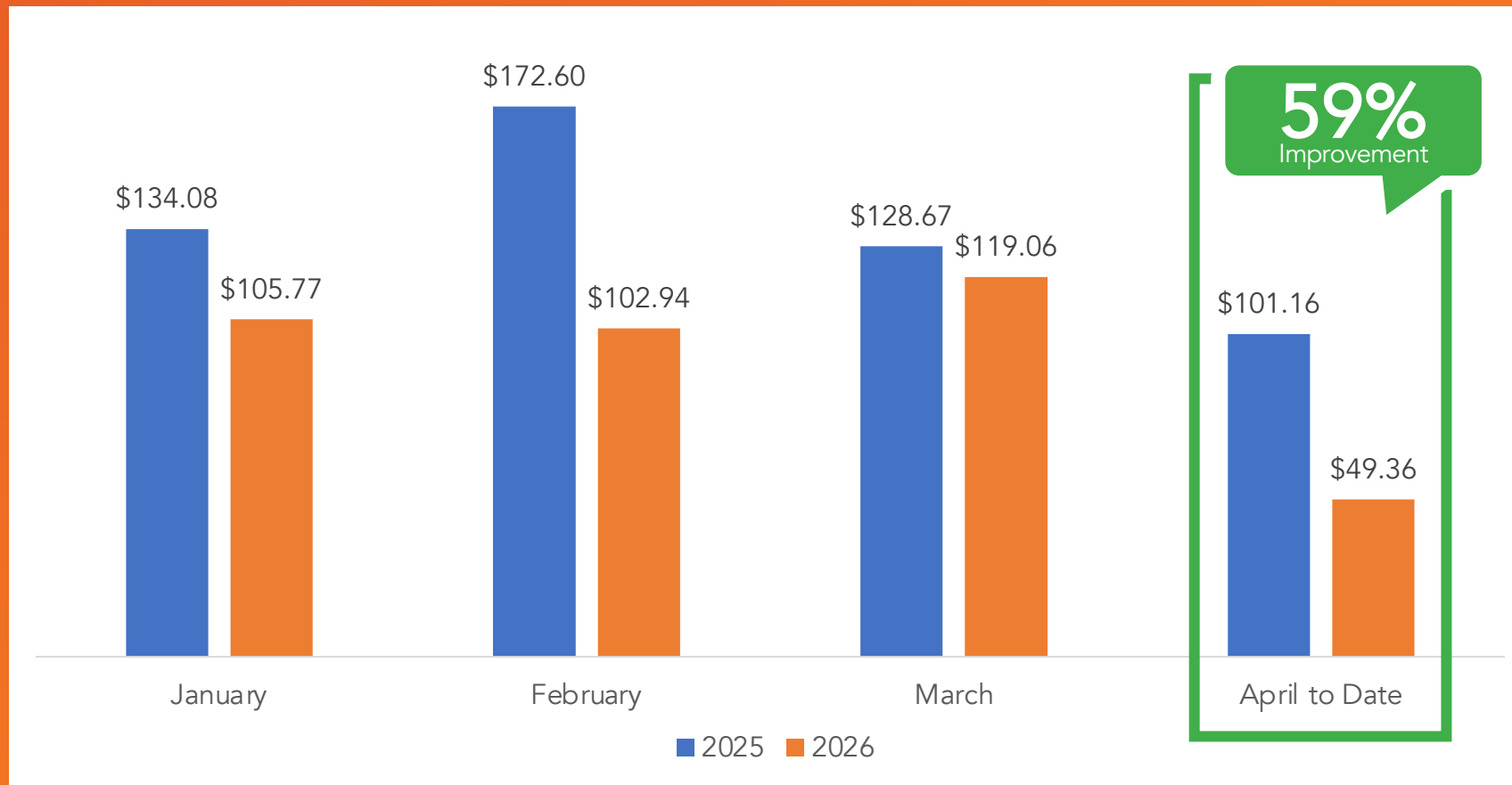
Awarity – Sylvan Learning Center LAF Campaigns vs 2025 NAF



THE APPROACH IS WORKING, BUT WE'RE CONTINUING TO PUSH

Cost Per Lead

Awarity – Sylvan Learning Center LAF Campaigns vs 2025 NAF



WE'LL CONTINUE TO USE OTHER CHANNELS TO DRIVE PREFERENCE FOR SYLVAN

The Upper Funnel Channels Help Your Maximize Impression Share

We are continuing to push
creative that shows what makes
Sylvan unique





CONFIDENCE
GUARANTEED

WE'LL CONTINUE TO PUSH AND THERE'S MORE OPTIMIZATIONS TO COME



More Emotive Creative

Additional Keyword Campaigns

Meta Instant Forms

Bid Strategy Optimizations

Sylvan Learning
https://find.sylvanlearning.com/math

Sylvan Learning® | K-12 Math Tutoring Programs | Math tutoring
Help Your Child Master Difficult Math Concepts & Reduce Test Anxiety. Start Today! Our Sylvan...
Improve Math Grades Fast · Math Tutors · Personalized Tutoring Plans · Tutoring Programs

Sylvan Learning
Unlock Your Child's Full Academic Potential
Take the first step in getting your child the academic support they need.

Questions/Comments
Enter your answer.

Continue

CONFIDENCE GUARANTEED

...AND MANY MORE TO COME!

AWARITY-SYLVAN LAF PORTAL WALKTHROUGH



LAF PORTAL

WHAT'S NEXT?



Review Your Sylvan LAF Portal

Ensure you login and review your budget and zip codes.
Request any changes for May by April 20th.



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

Your dedicated account representative will assist you throughout your campaign and be available to franchisees as needed



Request Creative Changes for May by April 20th

Request any creative changes utilizing the [creative change request form](#) to be **active for May by April 20th.**