



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*

AGENDA

- 1** Recap of NAF vs. LAF
- 2** Budget Control
- 3** Paid Search & Meta Performance Updates
- 4** Creative Updates
- 5** Awarity-Sylvan LAF Portal Walkthrough

NAF VS. LAF: KEY DIFFERENCES

NAF

2025

Regional Paid Search: Resulted in uneven spend across territories

Included only **Paid Search**

2026

Includes **some Paid Meta and other Upper Funnel tactics**

LAF

Localized Paid Search: Spend allocated for your specific territory with unique targeting

Includes **Paid Search at minimum spend** with **more channels available as spend increases**

AGENDA

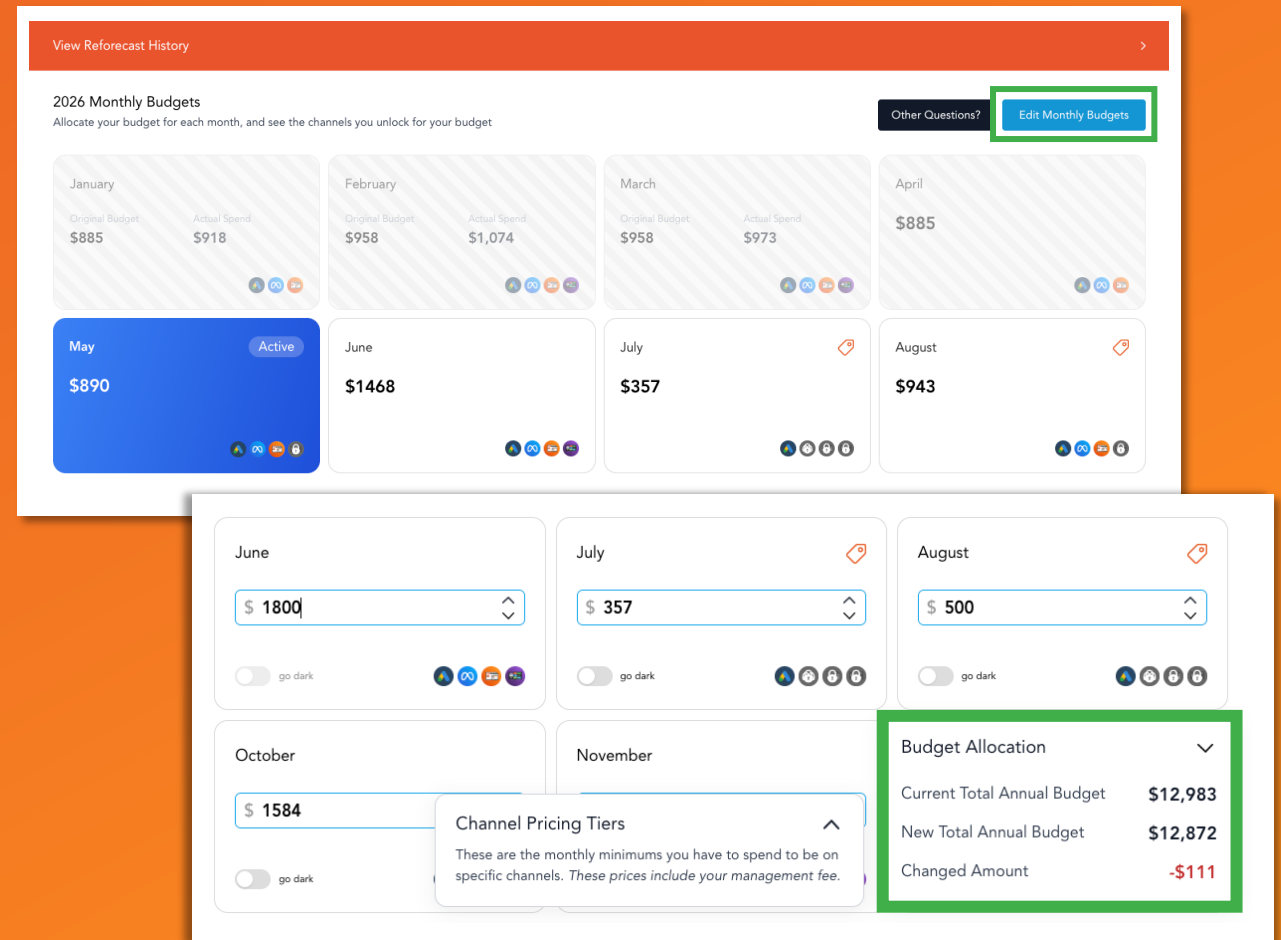
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WE'VE HEARD YOUR FEEDBACK: YOU NOW HAVE FULL BUDGET CONTROL

In the Awarity-Sylvan LAF Portal, you can now adjust your 2026 budget by clicking "Edit Monthly Budgets".

Update your monthly budgets to set a good faith estimate that takes your LAF commitment into consideration.

The total of your monthly budgets will reflect your new annual budget.



2026 Monthly Budgets
Allocate your budget for each month, and see the channels you unlock for your budget

Month	Original Budget	Actual Spend
January	\$885	\$918
February	\$958	\$1,074
March	\$958	\$973
April	\$885	
May	\$890	
June	\$1468	
July	\$357	
August	\$943	

Budget Allocation Summary:

Current Total Annual Budget	\$12,983
New Total Annual Budget	\$12,872
Changed Amount	-\$111

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RECAP: APRIL PAID SEARCH OPTIMIZATIONS

We Rebuilt Paid Search Campaigns and Applied All Learnings From January through March

- Added 50% more budget to these keywords vs. February to boost lead volume
- Created keyword-specific creatives tied to new landing pages

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

PAID SEARCH CONVERSION VOLUME NEARLY DOUBLED IN APRIL

 **35%**

Improvement In Click-Through Rate

 **+92%**

Increase in Conversion Volume

 **-37%**

Reduction in Cost Per Conversion

*Month over month results

Sponsored

 **Sylvan Learning Center**

<https://find.sylvanlearning.com/sat-prep/?location=06029> ⋮

SAT, ACT, And SSAT Support

Reach Your Target Score With Sylvan. Our Expert Tutors Provide The Strategies You Need.

Sponsored

 **Sylvan Learning Center**

<https://find.sylvanlearning.com/math/?location=06029> ⋮

K-12 Math Tutoring Programs

From Basic Math To Calculus, Our Tutors Build The Skills & Confidence To Succeed In Class.

Sponsored

 **Sylvan Learning Center**

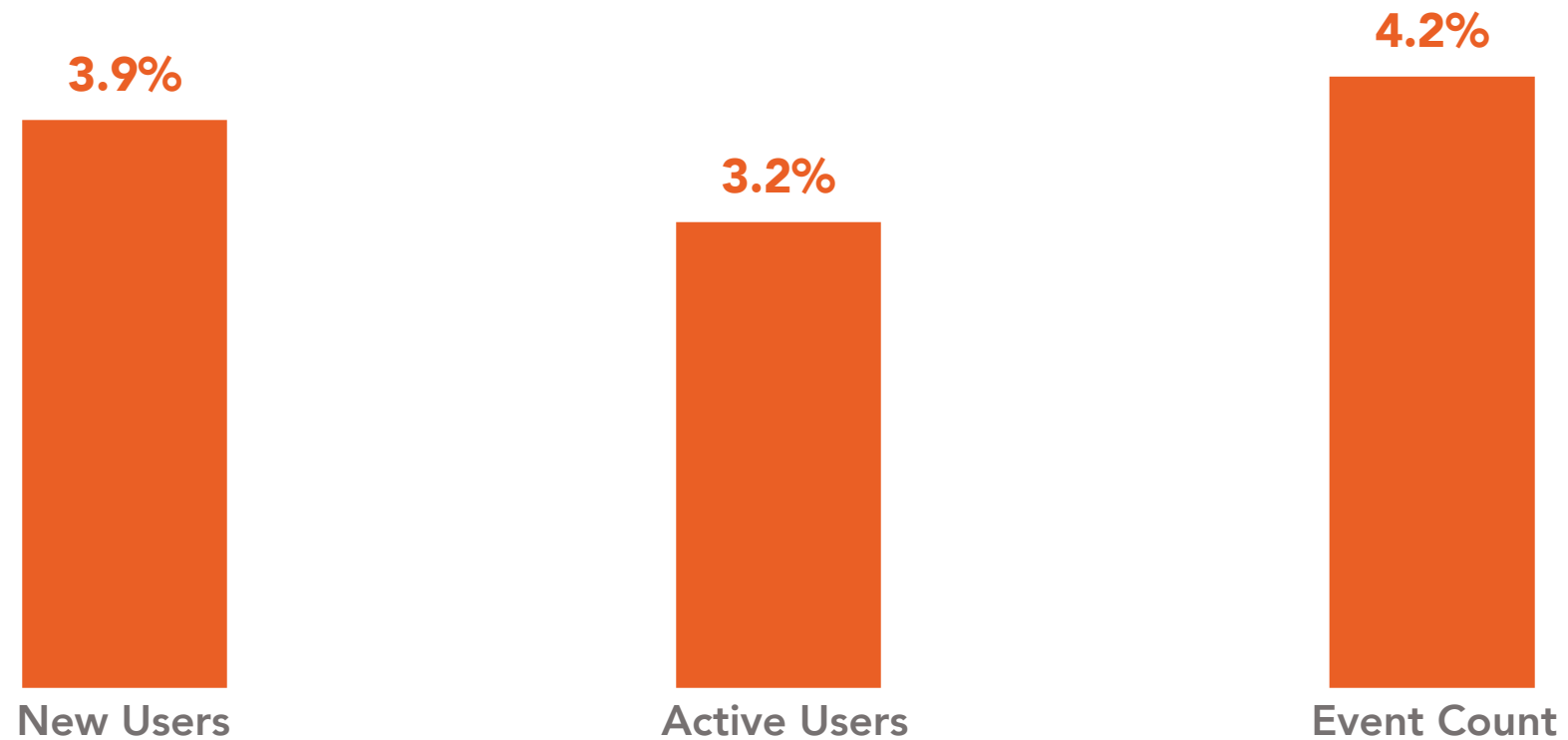
<https://find.sylvanlearning.com/?location=06029> ⋮

Sylvan Learning Tutoring

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

AWARITY LAF PARTICIPANTS ARE SEEING IMPROVED ORGANIC SEARCH

Difference in Organic Traffic for Awarity Territories vs. Non Awarity Territories



NEW BUDGET CHANNEL ALLOCATIONS TO MAXIMIZE PAID SEARCH LEAD FLOW

The new campaign structures have enabled us to spend more in Paid Search.

The goal is to drive as many immediate leads as possible



PAID SEARCH

Unlocked at
\$350



Meta

PAID META

Unlocked at
\$600



BANNER ADS

Unlocked at
\$750



CONNECTED TV

Unlocked at
\$1,000

CONFIDENCE GUARANTEED DROVE IMPROVEMENTS IN PAID META



115%

Lift in Meta Lead Volume



184%

Reduction in Meta Cost Per Lead

for territories opted-in vs. opted-out

Sylvan Learning Ad

When it comes to your child's success in school, you know results can't wait. At Sylvan Learning of Walnut Creek, we make ...See more

UNLOCK YOUR CHILD'S **CONFIDENCE**
The right support now shapes their success tomorrow.

GET HELP TODAY **\$49**
Get a **Personalized Learning Plan + One Tutoring Session**

*Participating locations only

Sylvan Learning

find.sylvanlearning.com
**Confidence Unlocked.
Results Guaranteed.**

Get offer

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SUMMER CREATIVE AVAILABLE FOR JUNE: SUMMER TUTORING



SUMMER CREATIVE AVAILABLE FOR JUNE: SUMMER TUTORING

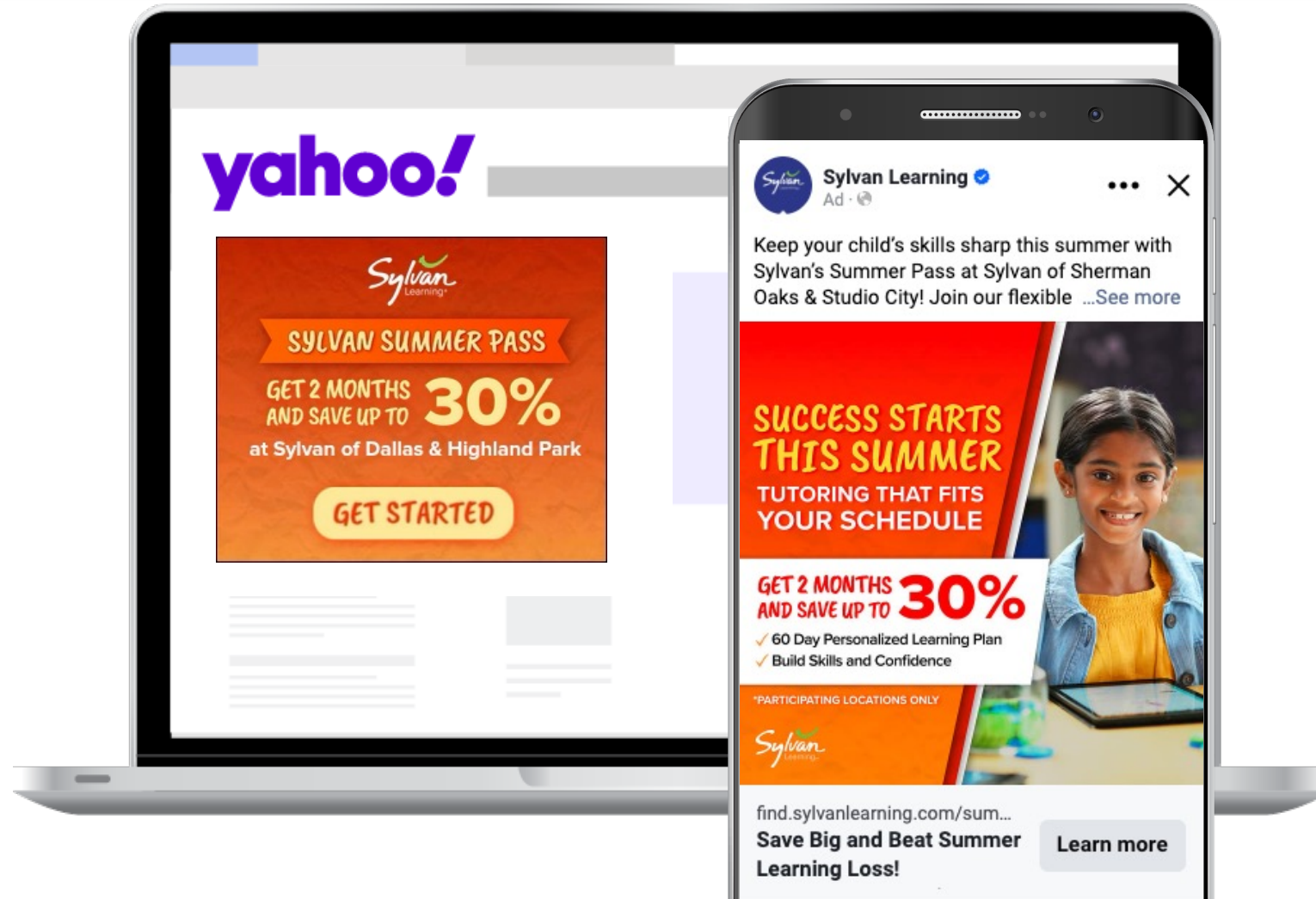


SUMMER TUTORING

at Sylvan of Abilene, Sweetwater,
Brownwood and San Angelo

www.SylvanLearning.com

SUMMER CREATIVE AVAILABLE FOR JUNE: SUMMER PASS



JUNE EVERGREEN CONNECTED TV REFRESH



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AWARITY-SYLVAN LAF PORTAL WALKTHROUGH



LAF PORTAL

WHAT'S NEXT?



Review Your Sylvan LAF Portal: Dashboard.Awarity.com

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

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