

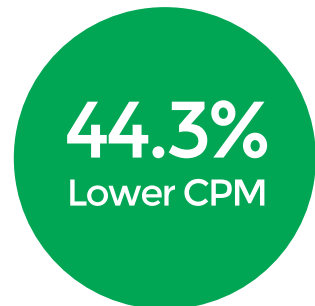
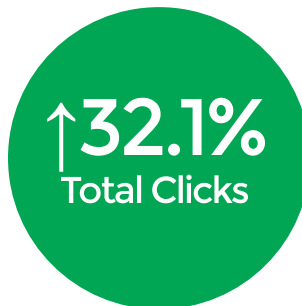
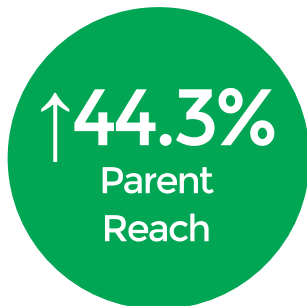
In 2017, College Prep provider Zenith Prep Academy performed an A/B test to compare the results of a Peachjar digital flyer campaign to the results of a Facebook paid ad. Here are their findings:

	Facebook Ad:	Peachjar:	Compared to Facebook:
Budget:	\$300	\$300	Same ad spend
Duration:	1 month	1 month	Same campaign duration
Unique Reach:	6,606	11,868	44.3% more parents reached
Total Clicks:	228	336	32.1% more clicks
Cost Per Click:	\$1.32	\$0.89	32.6% lower cost per click
CPM:	\$45.41	\$25.28	44.3% lower CPM

For the same ad spend, Peachjar allowed Zenith Prep Academy to:

- **Reach 44.3% more parents** in their target audience, with a guarantee that all parents have a child in the K-12 school system, ensuring that no advertising dollars are being wasted
- Gain **32.1% more ad clicks** - 336 clicks on Peachjar vs. 228 clicks on Facebook
- **Achieve higher campaign engagement at a much lower CPM** (\$25.28 on Peachjar vs. \$45.41 on Facebook) and cost per click (\$0.89 on Peachjar vs. \$1.32 on Facebook)

PEACHJAR RESULTS:
(compared to Facebook)



“ With Facebook Ads, there is no real guarantee that it’s going to allow us to reach the parents and students in the specific age group we are targeting. With Peachjar, we know with 100% certainty that we will not only be able to get in front of a very large audience of the parents we’re looking to work with, but for the same spend we’re able to achieve significantly better results than with Facebook Ads. ”

- William Chung, General Manager at Zenith Prep Academy