

Kids First Group

Digital Marketing Report

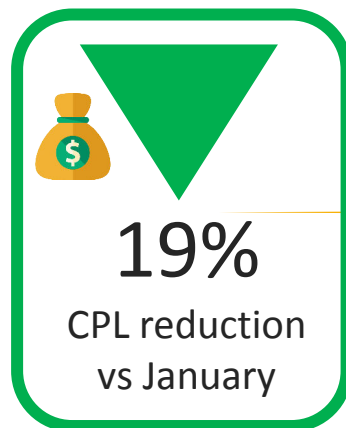
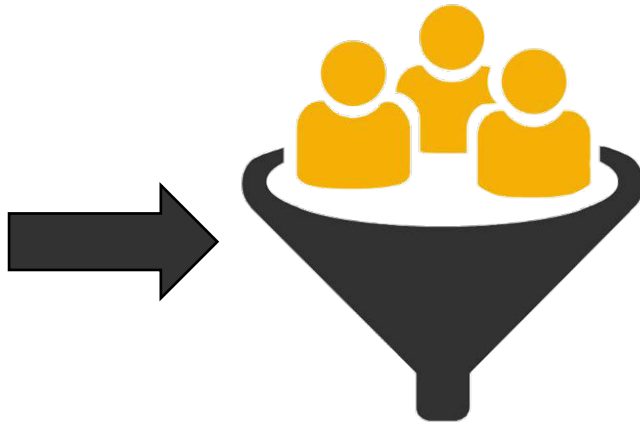
February 2021



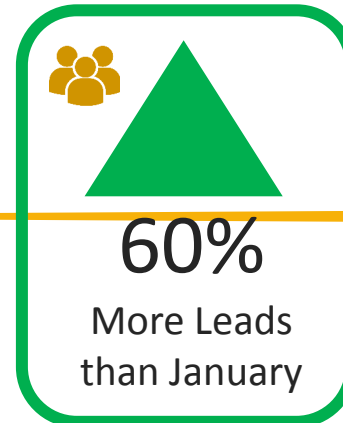
Lead Generation

Leads increased in quantity and took quality to another level!

Segmentation was enhanced to focus on *expat* parents with children in our target age.



693
LEADS



161 Leads



202 Leads

User Statistics





Traffic By Device

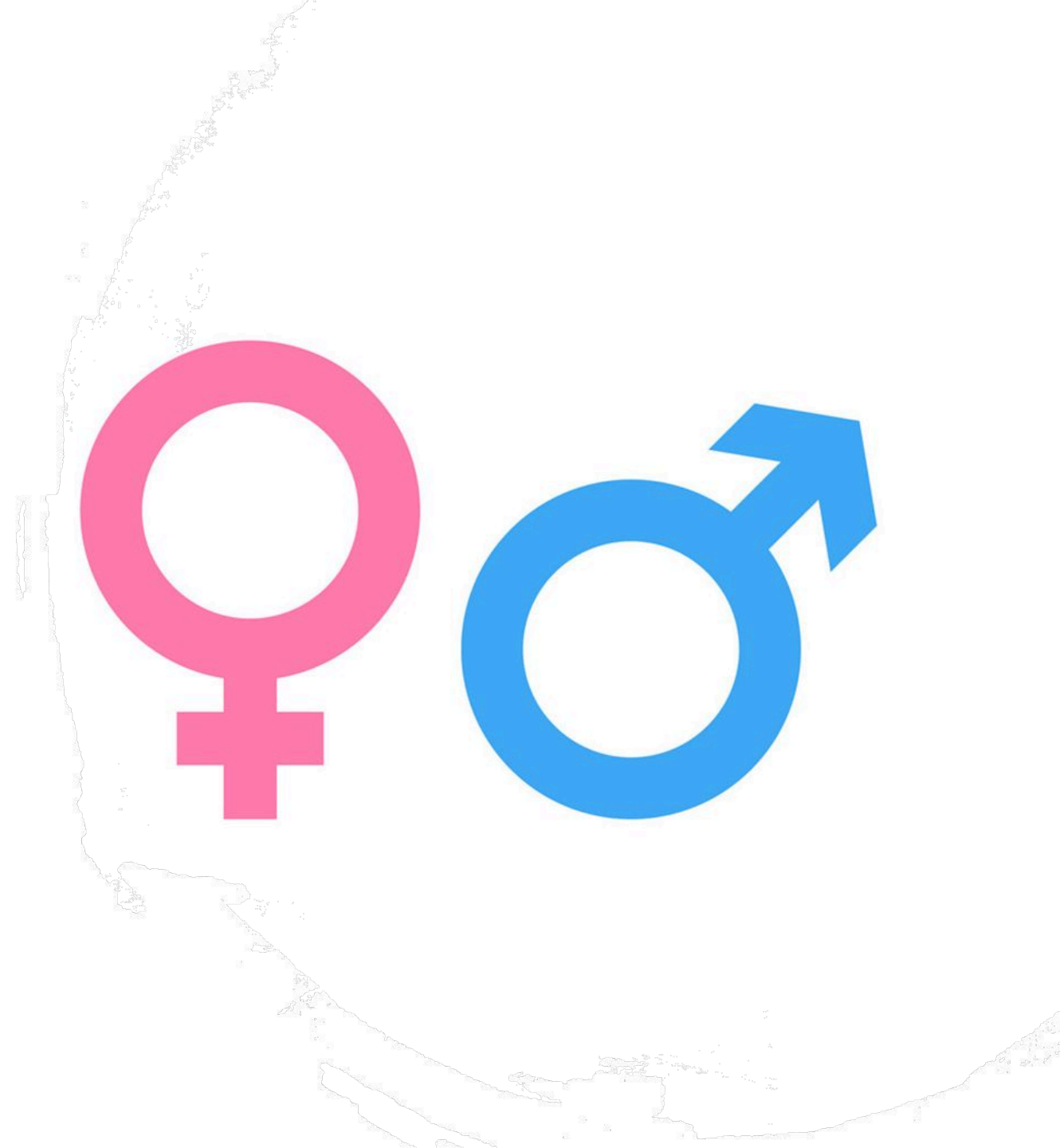
- Total: 2360 users
- Mobile and Tablet: 1848 (78%)

This demonstrates the absolute importance of having websites prepared for mobile.

Facebook by Gender

- Male Clicks: **70%**
- Female Clicks: **30%**

- Male CTR: **5.2%**
- Female CTR: **4.6%**



Facebook Data by Age

Age	Impressions	Clicks	CTR
18-24	33953	341	1.00%
25-34	1078041	4584	0.43%
35-44	1659772	8484	0.51%
45-54	728371	4047	0.56%



A/B Testing

[A] set emotional drivers had 11% more clicks, 13% cheaper.

[A] set



[C] set



CTR A
1.08%

CTR C
0.90%



CPC A
0.91

CPC C
1.22

The best performing Facebook Ads



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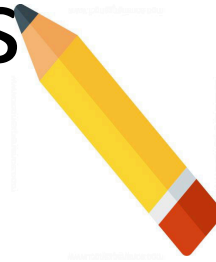


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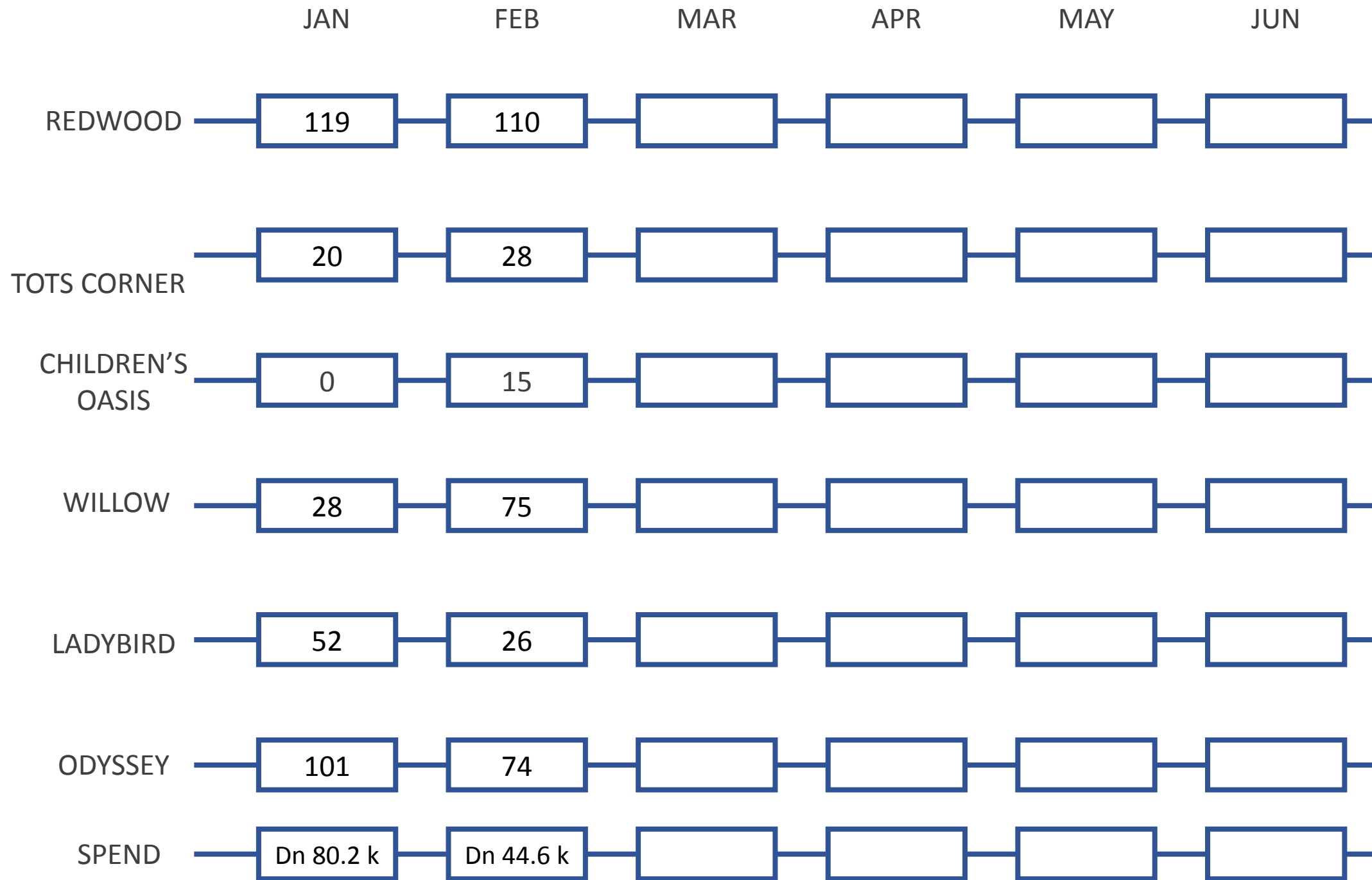
February's Learnings for Facebook



Set A, more focused on the children's faces, had a better performance than set C, which focused also on infrastructure. CTR was 20% better.

On March, we will test set A against a new set.

ALL LEADS
BY BRAND





Total Leads from search went up, from 40* to 181



Clicks
5.9 k

Click rate
2.73%

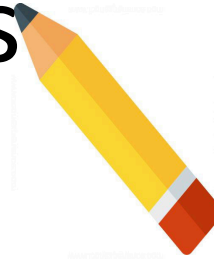
Cost /Click
Dn 5.32

Site Leads
181

Lead rate
3.05%

Cost / Lead
Dn 174

February's Learnings for Google Ads



- ORIGINAL
 - CLICK RATE: 3.37%
- CREATIVE
 - CLICK RATE: 2.13%

The original text performed 58% better than the creative line.

Next step is to perform a nte

Example of Original Drive

Want A Better Nursery?

We Develop Confidence in Kids

View Photos & See Availability

Example of Creative Drive

Want A Better Nursery?

We Develop Confidence in Kids

Be An Authentic Montessorian



Google Search & Display Ads 2021 - Overall (Account)

Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Clicks	10,328	5,983										
Avg. CPC	1.15	0.98										
Cost	11,841.40	9,817.31										
Leads (conv.)	41	181										
Conversion Rate	0.42%	3.05%										
Cost Per Lead (conv.)	233	174										



Our ads are were more relevant on February.
Facebook's total CTR went up from 0.84% to 0.90 (7% increase).



Facebook &
Instagram
FUNNEL

Clicks 1.7 k	Click rate 0.82%	Cost /Click Dn 2.58
Site Leads 181	Lead rate 3.05%	Cost / Lead Dn 174

Facebook Ads 2021



Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Impressions	2,883,414	3,329,819	0	0	0	0	0	0	0	0	0	0
Ad Spend	80,281	44,644	0	0	0	0	0	0	0	0	0	0
Website Leads	134	83	0	0	0	0	0	0	0	0	0	0
Cost per Website Lead	599	272										
Message Lead		78										
Cost per Message Lead		60.12										

Overview

Cost per website lead went down by 55%.

In total, 161 leads were generated via Facebook, 20% more than in January.

Overall Results (Jan-June 2021)



Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	12 month avg.
Cost Per Acquisition in AED (Cost per lead via search)													
Google Search Cost per Conversion (CPA)	121	174											
Google Search # Leads (Conversions)	40	181											
Google Search Conversion Rate	2.95%	3.05%											
Google Display CPA	4,950	-											
Google Display # Leads	2	-											
FB Ads Messages	-	77											
FB Website Submission	123	71											
FB Spend*	80,281	44,644											
FB Cost per Web Submission	635	531											

Data from Google Ads and Facebook Ads