

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:

The Results	Facebook Ad:	Peachjar:
Budget:	\$300	\$300
Duration:	1 month	1 month
Unique Reach:	6,606	11,868
Total Clicks:	228	336
Cost Per Click:	\$1.32	\$0.89
CPM:	\$45.41	\$25.28

## 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
- Gain **32.1% more ad clicks** - 336 clicks vs. Facebook's 228 clicks
- **Achieve higher campaign engagement at a much lower CPM** (\$25.28 vs. Facebook at \$45.41) and cost per click (\$0.89 vs. Facebook at \$1.32)

## A/B Test Highlights: Peachjar

(compared to Facebook)



**44.3%**

More Parents Reached



**32.1%**

More Total Clicks



**44.3%**

Lower CPM



“ 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