



Apple Education
ALAC Annual Analysis + Social POV

FY21 vs. FY22

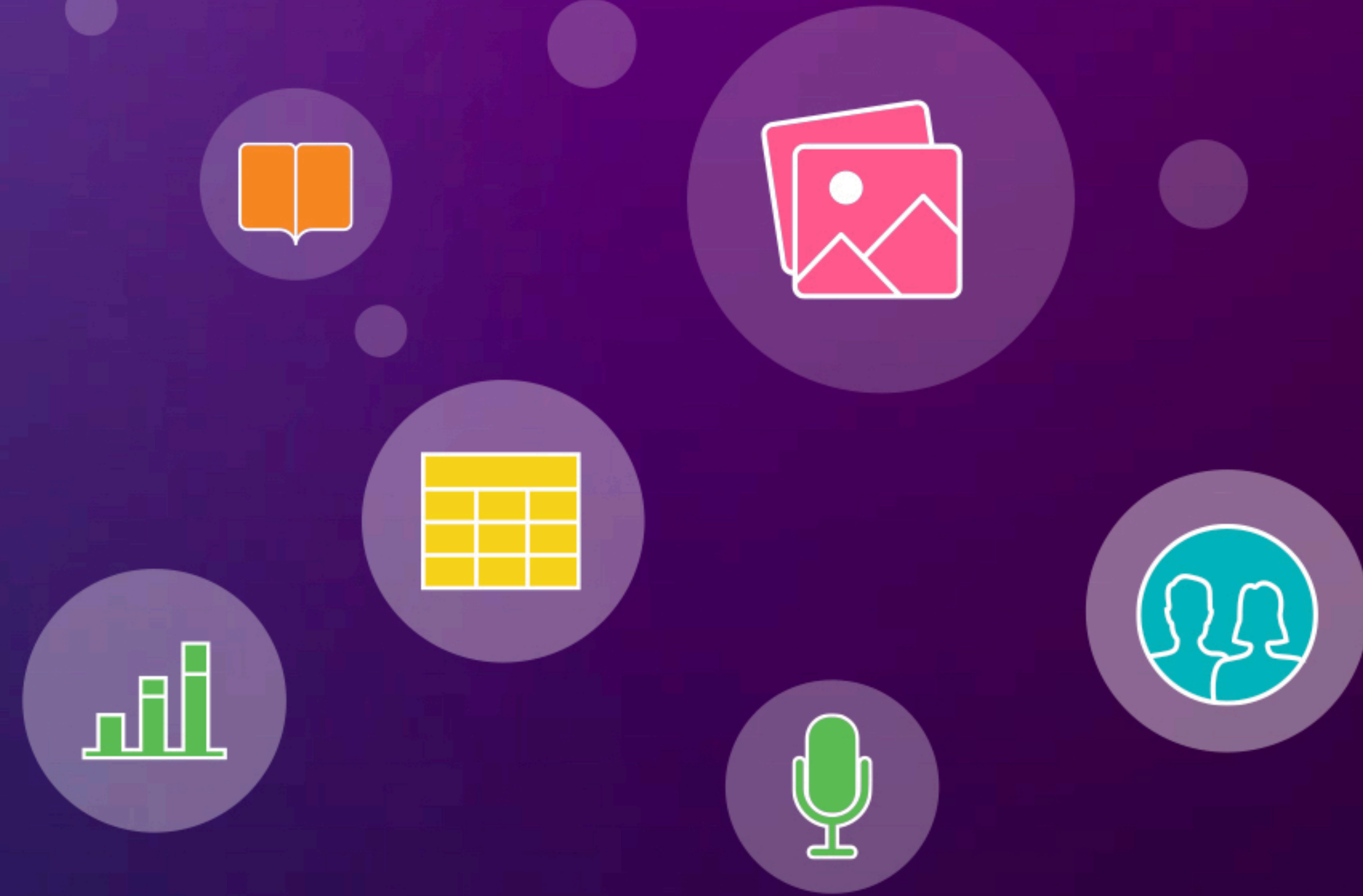
🍏 Agenda

01. State of Social Overview

02. ALAC Year in Review

03. Creative and Audience Learnings

04. Opportunities Moving Forward





State of Social

🍏 In Case You Missed It

Costs are Rising Across Digital

Industry-wide on Twitter, costs per click are up 75% in Mexico and 47% in Colombia. Brazil has not seen an increase YoY. These spikes are due to combination of increased competition, especially after the return of advertisers to the platform in 2021 following the global pandemic dip, as well as ATT implications post iOS 14.5.

Despite this rise, ALAC as a whole is 1.2X more efficient than other geos worldwide when comparing to Apple Edu's historical data. This performance is largely due to the regional nuances of audience behavior in ALAC compared to the rest of the geos. Our regions also tend to see higher volume metrics and more efficient CTRs as a result.

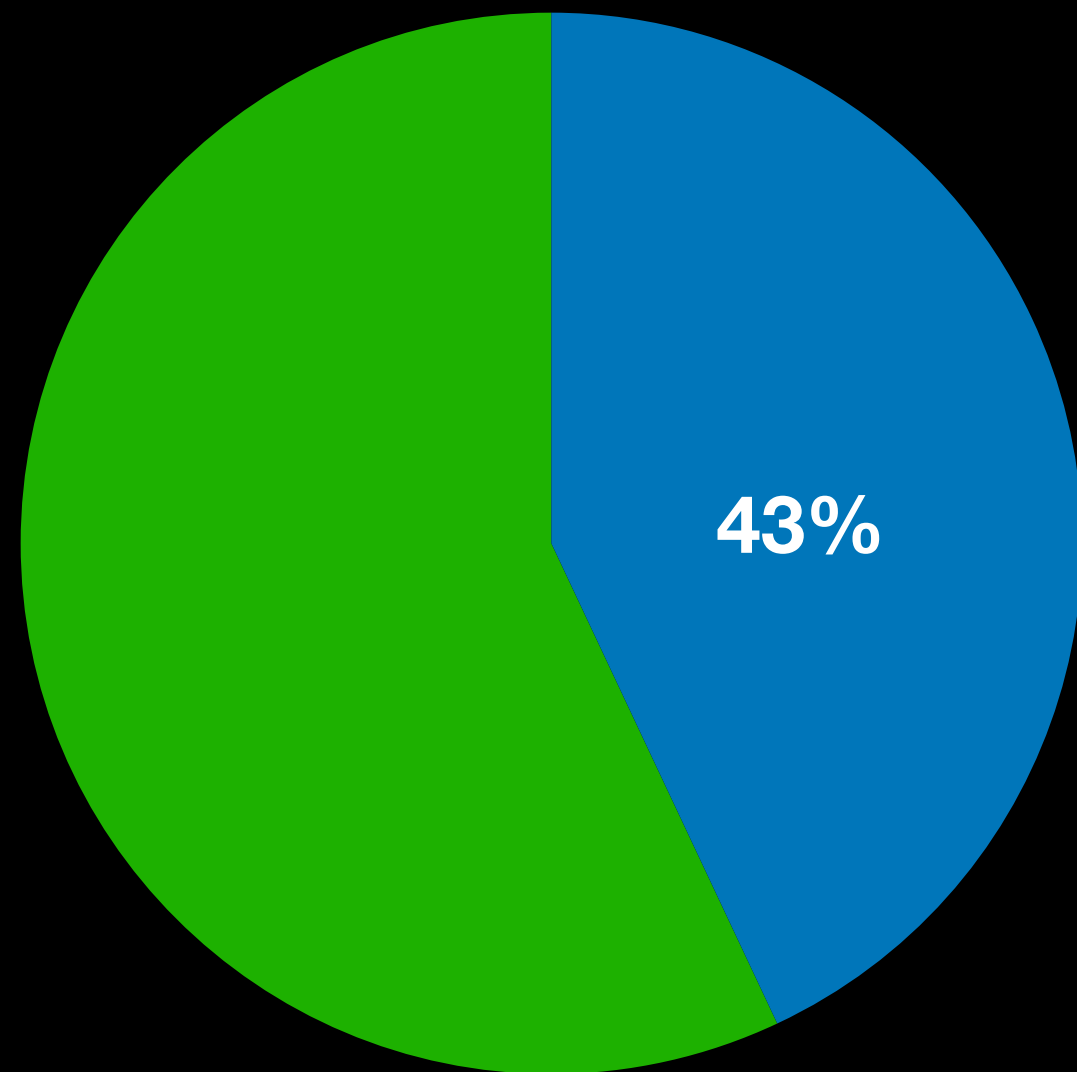
With that being said, we would still recommend following the global recommendation of maintaining broad audience targeting as opposed to granular in order to lean into opportunities identified by Twitter's algorithm to find the best efficiencies. This approach includes avoiding hyper-targeted campaigns and pivoting towards mass awareness to increase scale. From there, we can lean into platform re-engager audience pools to reach more qualified audiences help reach priority educators.



🍏 Looking Out at the Crowd

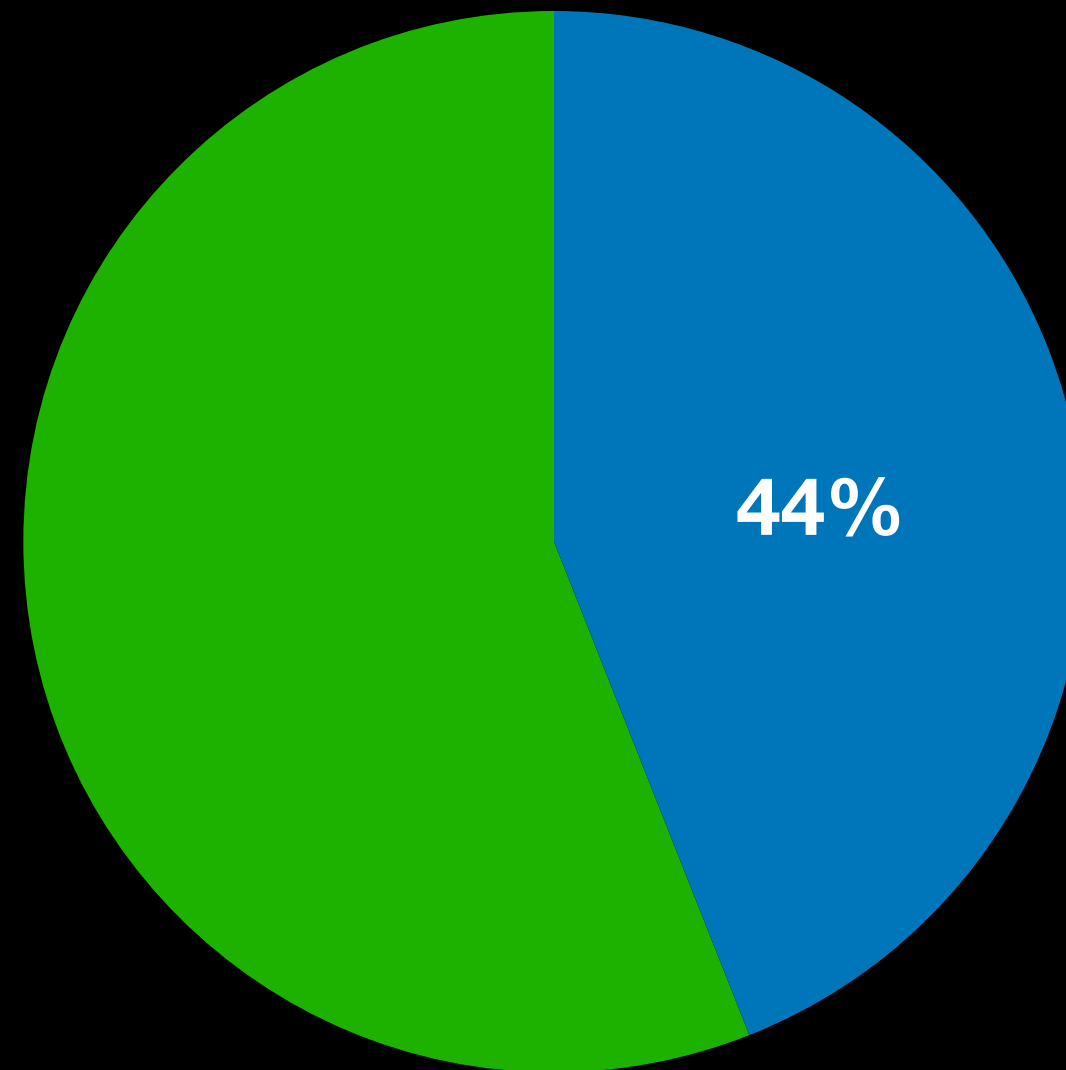
Total Audience Sizes in ALAC

MX



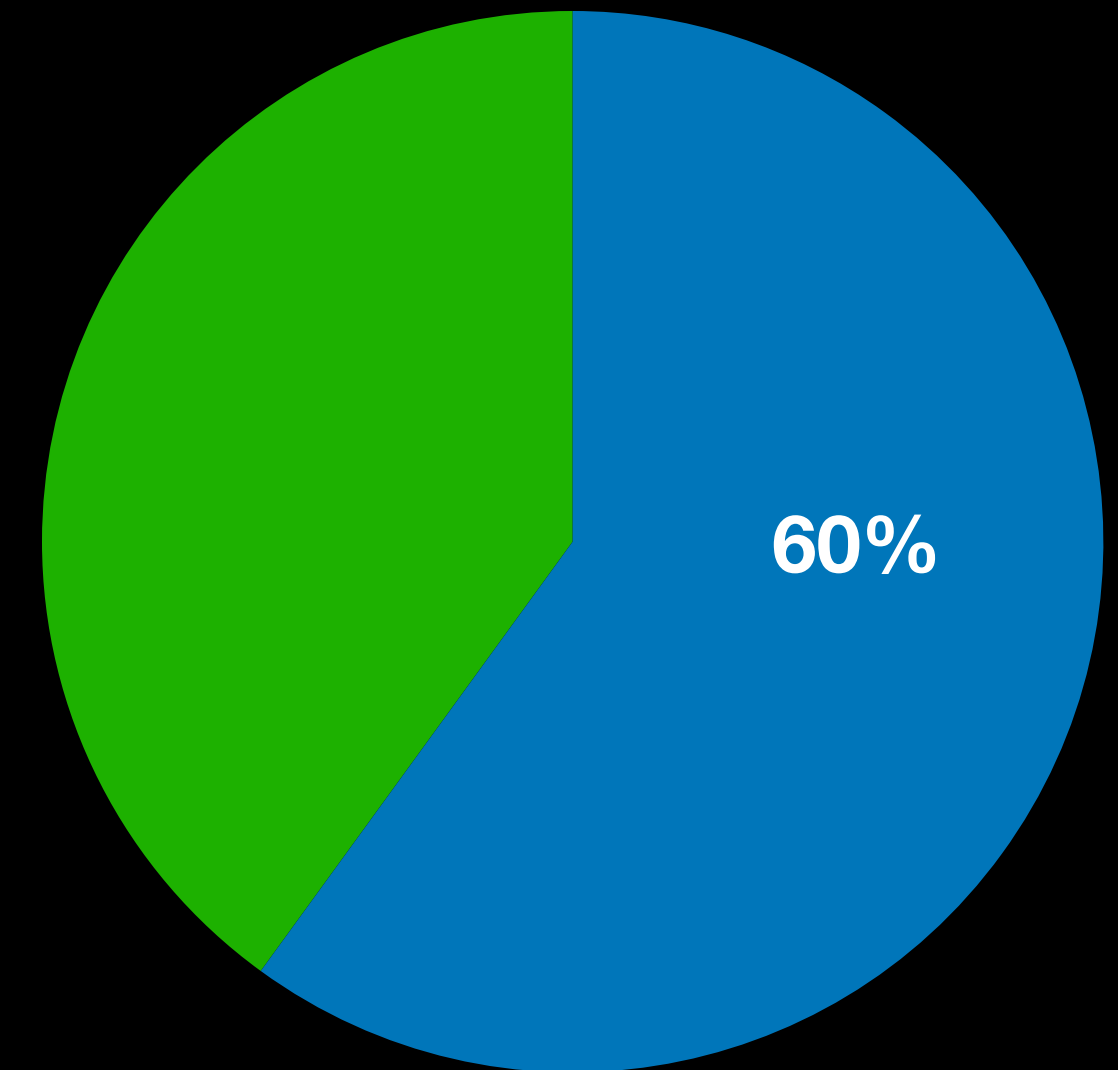
Education: 8.7M-9.6M
Total Audience: 20.2M - 22.2M

BR



Education: 6.6M - 7.3M
Total Audience: 15.1M-16.7M

CO



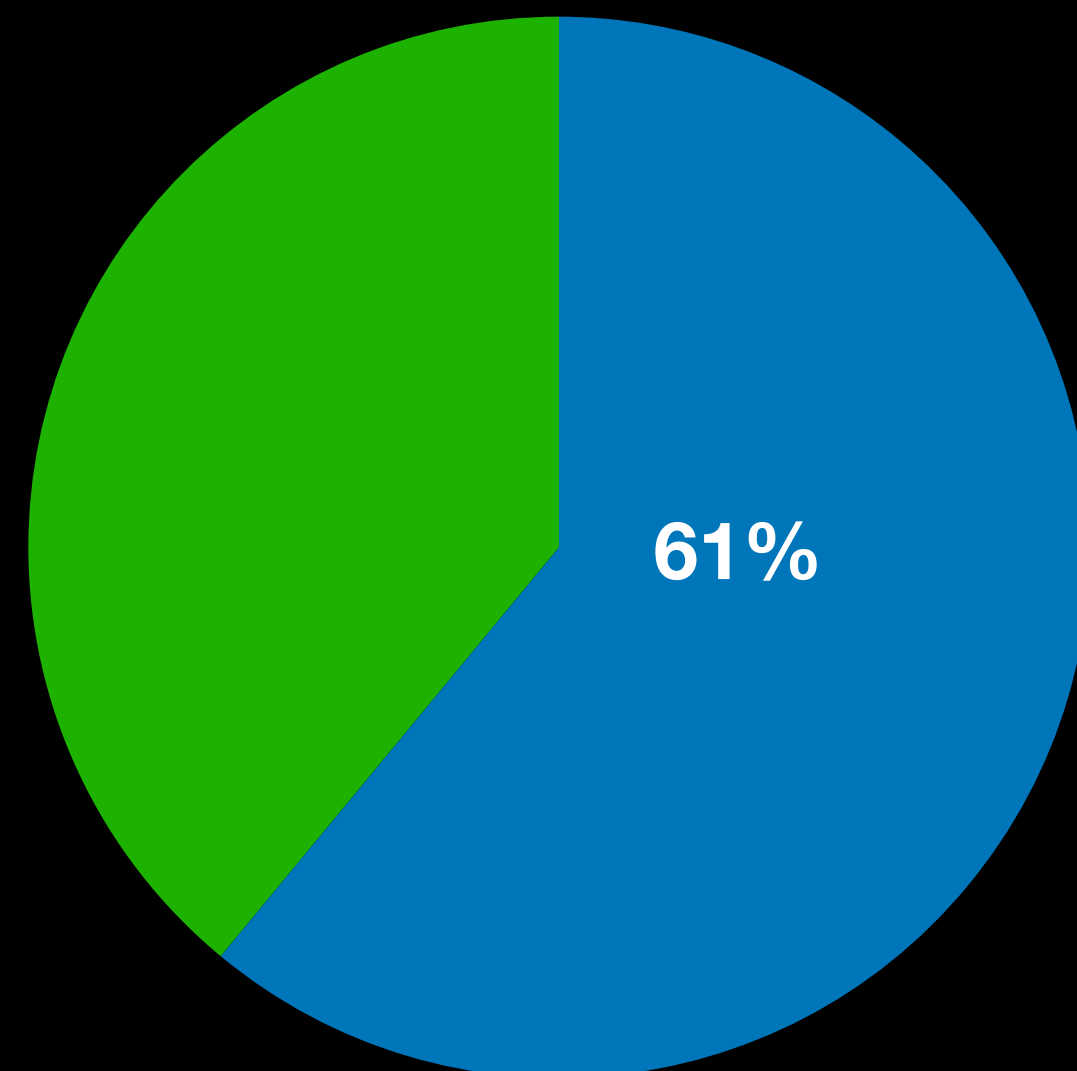
Education: 2.9M - 3.2M
Total Audience: 4.8M - 5.3M

🍏 Looking Into the Distance

The State of Chile

As we look to launch in Chile soon, below is an outlook on the size of the education audience in the region as well as YoY growth numbers for education tweet mentions. These metrics will serve as a benchmark to compare to as we introduce paid media in the region.

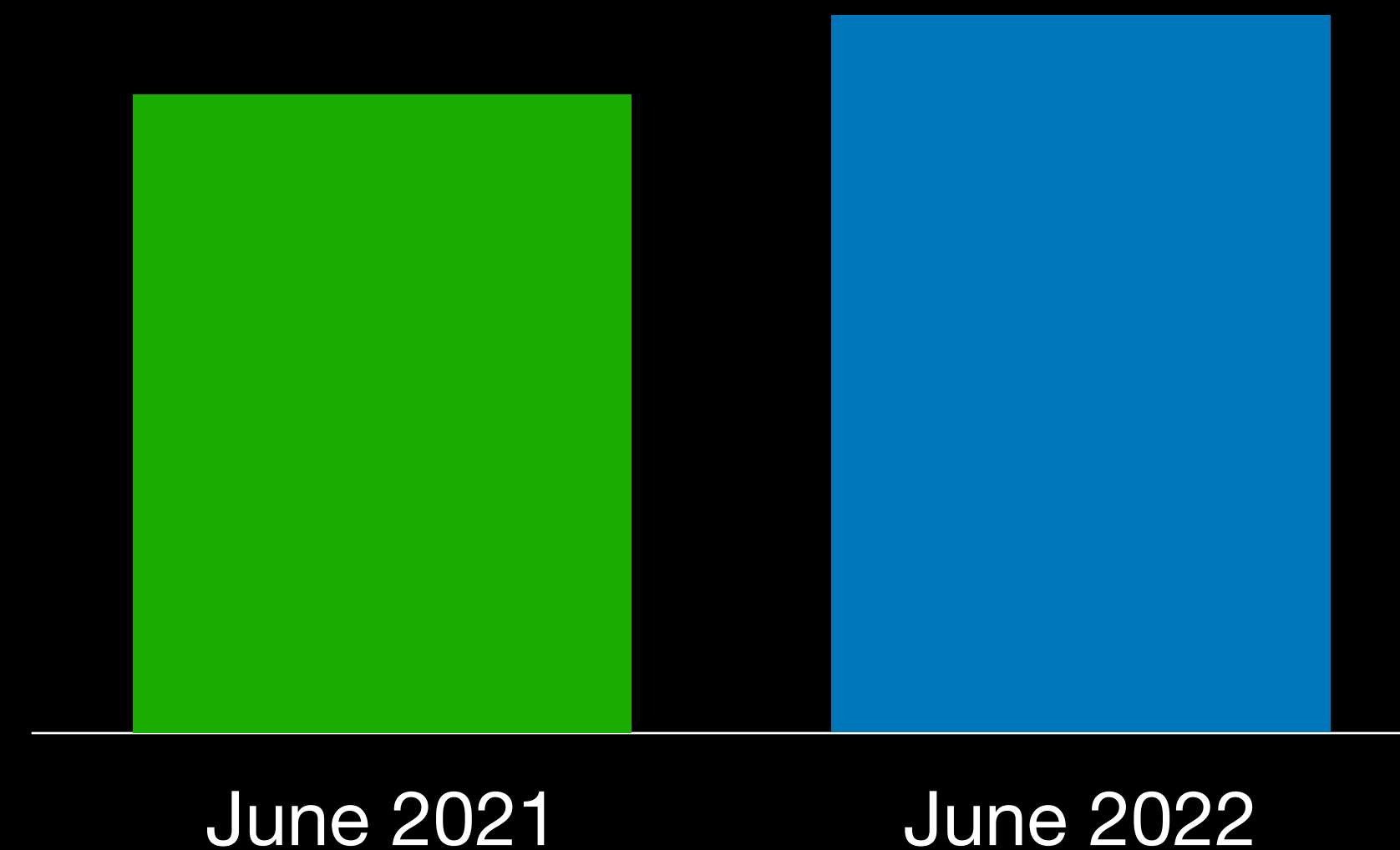
Audience Size



Education: 1.9M-2.1M
Total Audience: 3.1M-3.5M

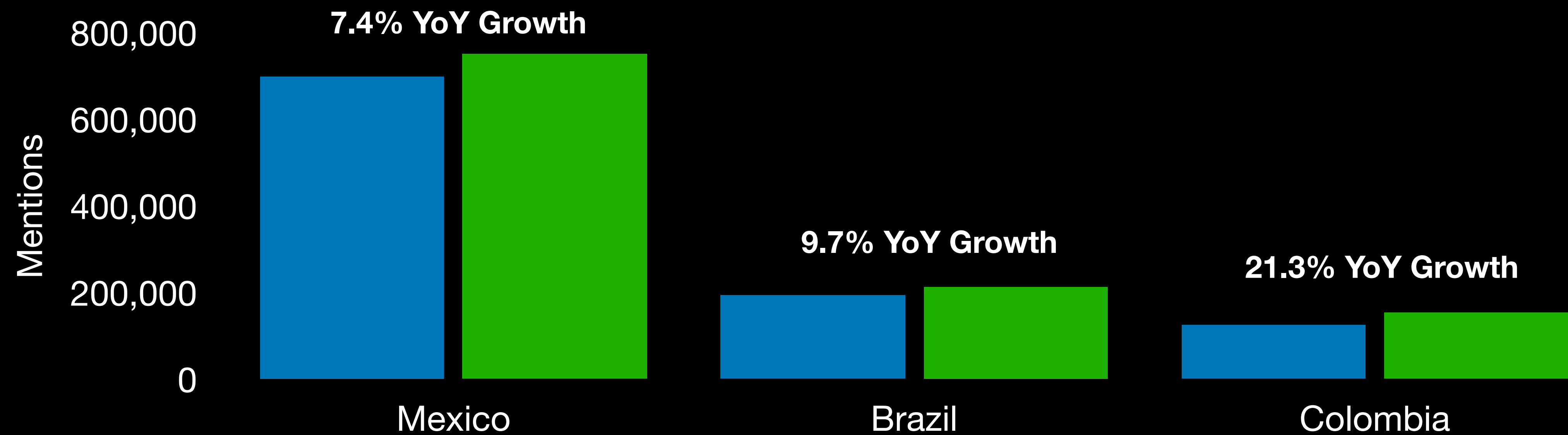
Education Mentions

13% YoY Growth



🍏 **Talk of the Town**
Educations Mentions on the Rise YoY

Overall, we have seen positive growth in the number of mentions within the specific education sphere on Twitter YoY. This indicates that more educators are utilizing the platform to engage in these conversations, allowing Apple Edu as a brand to have a stronger presence.

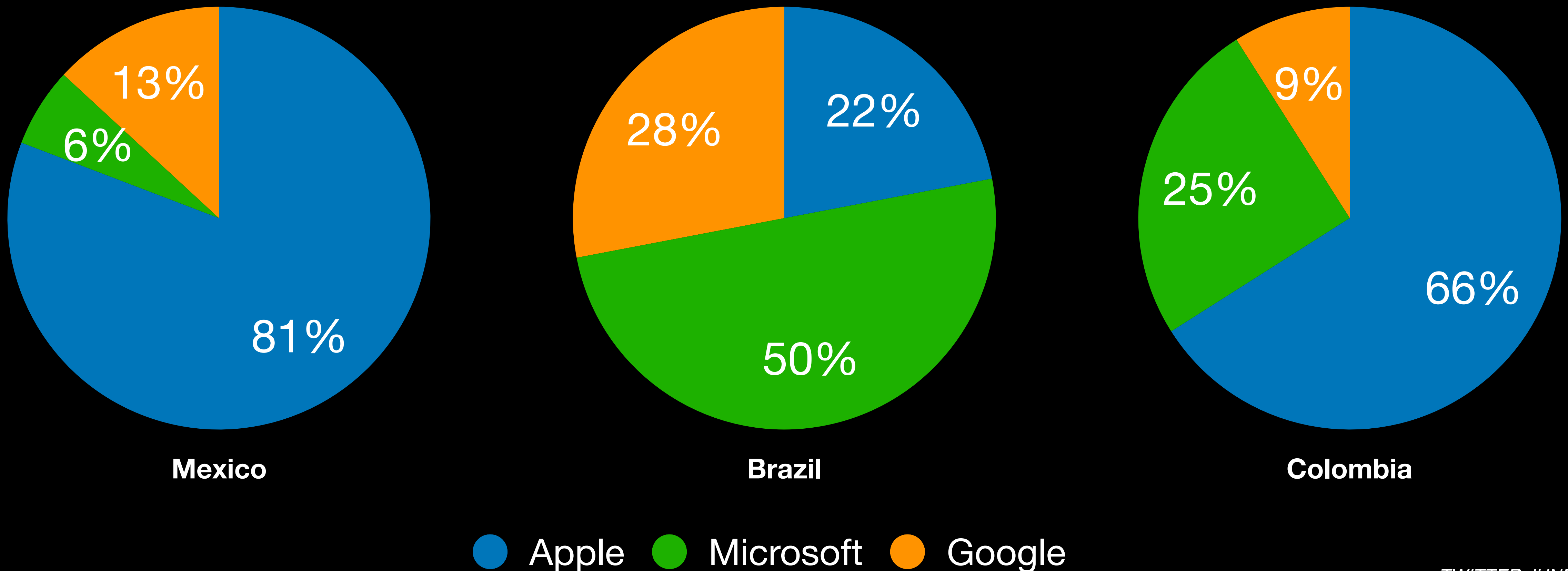


Y1: JUNE 2020 VS JUNE 2021
Y2: JUNE 2021 VS JUNE 2022

🍏 Us vs. Them

Share of Voice on the Rise YoY

Below is a breakdown of Apple Edu's share of voice against competitors on Twitter in 2022. We are leading the conversation in Mexico and Colombia, whereas we have the most opportunity to grow and to create a stronger presence in Brazil.



🍏 Apple Edu's Growth

Share of Voice on the Rise YoY

Looking at YoY comparisons, we can see that Apple Edu's share of voice grew across the board while our competitors mainly saw declines. We saw an 8% spike in Mexico, 69% growth in Brazil, and 2X increase in Colombia, which can be directly attributed back to our brand's efforts in these regions.

	Mexico	Brazil	Colombia
Apple Edu	74% to 80%	13% to 22%	22% to 66%
Microsoft	17% to 6%	62% to 50%	45% to 25%
Google	9% to 13%	25% to 28%	33% to 9%

Y1: JUNE 2020 VS JUNE 2021
Y2: JUNE 2021 VS JUNE 2022



Year in Review

🍏 **Overall ALAC Performance**
Successful Strategy Shift to Awareness

Impact of iOS 14:
Apple Edu paused out TAP placements worldwide in March 2021 following the rollout of iOS 14, which is therefore still a contributing factor to the decline in traffic YoY.

Shift to Awareness:
Another major component to changes we saw in performance is that we ran fewer traffic campaigns. Instead, we invested more spend towards awareness and engagement objectives to diversify our strategy. As a result, we saw strong lifts in impressions (+23%) and overall SOV in ALAC. This two pronged approach allowed us to introduce the AEDU brand name to a wider audience pool to later retarget those engaged users for future campaigns - a strategy that we have successfully implemented worldwide.

	FY21 Twitter Only	FY22 Twitter Only	YoY
👁 Impressions	120.1M	148M	+23%
🖱 Website Traffic	497.6K	322K	-35%
🎬 Video Views	8.7M	4.7M	-46%
💰 Spend	\$162.1K	\$227.7K	+40%
👍 Engagements	1.8M	1.6M	-11%

🍏 **Overall MX Performance**
Awareness Plays Major Role in New Strategy

Post Pandemic Trends

In Mexico, we saw a 106% increase in CPCs based on historical data. This is a direct result of the industry as a whole returning back to pre-pandemic content as opposed to the remote learning resources that were fueling CTRs, ultimately contributing to higher costs and decreased traffic YoY. Top-performing content in 2021 included Time Saving Tips, Challenge for Change, and AR Activities for Kids - which we did not run in FY22.

Shifting Priorities






Though clicks and CTR continue to serve as a KPI for the region, we have shifted towards placing a heavier emphasis on awareness. Through our efforts, we were able to successfully grow our share of voice 8% YoY. Additionally, Mexico specifically invested more into this strategy than the other ALAC countries by supporting two First View takeover buys in the region- detailed in the next two slides.

	FY21 Twitter Only	FY22 Twitter Only	YoY
👁 Impressions	46.1M	39.7M	-14%
🖱 Website Traffic	162.4K	80.6K	-95%
🎬 Video Views	3.6M	646K	-82%
💰 Spend	\$73.6K	\$72.1K	-2%
👍 Engagements	669.5K	382.1K	-43%

🍏

MX CSEW First View Results

Starting Out with a Bang

			Overall Results
1	Overall sentiment throughout the campaign was 70% positive, outperforming Apple Edu's positive sentiment in the region by 159%.	 Impressions	13.4M
2	Overall impressions throughout the campaign exceeded Twitter's First View + Promoted Trend forecast of 11.8M impressions by 14%.	 Video Views	1.6M
3	Brand mentions spiked to 118 tweets in a single day — an almost 9X increase from average daily mentions. Apple Edu's share of voice also was 51X higher than competitors on Trend day.	 Engagements	74.4K
4	On average, the companion tweet videos met the region's 1.23% Engagement Rate benchmarks when comparing to performance in the region this quarter (Q1'22)	 Engagement Rate	.56%
5	Video creative featured in the campaign drove the highest View Rate in the region for the entire year with 31.5% — delivering over 3X higher results than regional benchmarks.	 Positive Sentiment	70%
TAKEOVER DATE: 12/3 PROMOTED TREND + FIRST VIEW			

🍏 **MX Teacher’s Day First View Results**
Continuing the Upward Growth

			Overall Results
1	Overall sentiment throughout the campaign was 93% positive, outperforming Apple Edu’s positive sentiment in the region by over 2X.	👁 Impressions	5M
2	Overall impressions exceeded Twitter’s First View forecast of 4.6M impressions by 9.3%. The video completion rate also exceeded industry benchmarks by 18%.	▶ Video Views	838K
3	Brand mentions spiked to 161 tweets in a single day — an over 5X increase from average daily mentions. Apple Edu’s share of voice also was 9X higher than competitors on Takeover day.	👍 Engagements	59.8K
4	On average, the companion tweet videos met the region’s 1.23% Engagement Rate benchmarks when comparing to performance in the region this quarter (Q1’22)	↺👤↻ Engagement Rate	1.17%
5	The static creative drove a higher Engagement Rate than the First View video by roughly 4%, a trend we have seen with other campaigns leveraging both creative types.	💬 Positive Sentiment	93%
TAKEOVER DATE: 5/17 FIRST VIEW ONLY			






🍏 **Overall BR Performance**
Successful Strategy Shift to Awareness

Outside Factors

Similar to Mexico, Brazil saw a 90% increase in CPCs and 34% decrease in CTR YoY as we shifted away from remote learning resources and TAP placements. These resources included Challenge for Change and Skills Videos, which we did not support in FY22.

Budget Allocations

Though we increased overall spend by almost 34%, we diversified where this budget was spent. In FY22, we allocated 4.3X more in awareness and 83% more in engagement objectives as part of our two-pronged approach. As a result, we saw a 16% spike in overall impressions in the region, as well as a 69% YoY growth in our brand share of voice compared to competitors - making this an overall successful endeavor.

		FY21 Twitter Only	FY22 Twitter Only	YoY
	Impressions	55.4M	64M	+16%
	Website Traffic	242.7K	134.7K	-44%
	Video Views	5.1M	2.8M	-45%
	Spend	\$59.1K	\$79.1K	+33.8%
	Engagements	866.3K	654.3K	-25%

🍏 **Overall CO Performance**
The Blueprint for Launching

A Solid Foundation:

We first launched in Colombia in June 2021 by creating a foundation of Apple Teacher content and Apple Edu chats. With this base, we were able to successfully pivot our approach towards more resource sharing and educational content. Our YoY increase in share of voice metrics (+2x growth YoY) is a true testament to the success of this strategy and our presence in the region.

Now, we can also see certain trends like coding and moment-based engagement campaigns performing well here as they do across the rest of ALAC. We recommend leveraging the same strategy in Chile of building a foundation before introducing more niche educational content.

	FY21 Twitter Only	FY22 Twitter Only	YoY
👁 Impressions	18.6M	44.3M	+1.4X
🖱 Website Traffic	92.5K	106.7K	+15%
🎬 Video Views	0	1.3M	N/A
💰 Spend	\$29.4K	\$73.5K	+1.5X
👍 Engagements	254.1K	518.2K	+104%



Top Campaigns

🍏 MX Top Campaigns

Moments and Coding are the Way to Go

In terms of engagement, MX's top campaigns were ones that were moment-based, with International Women's Day driving the highest ER in FY22 so far. Other holidays such as Mother's Day and World Teacher's Day also took top spots. We recommend continuing to leverage this content and always adding a clear CTA for high engagement.

For traffic campaigns, Computer Science Education Week stole the show with the Apple Collections, Early Learners, and CSEW Moment campaigns driving the highest CTRs. This is also a result of the CSEW First View buy generating a large audience to retarget for the remainder of the CSEW traffic content we leveraged.

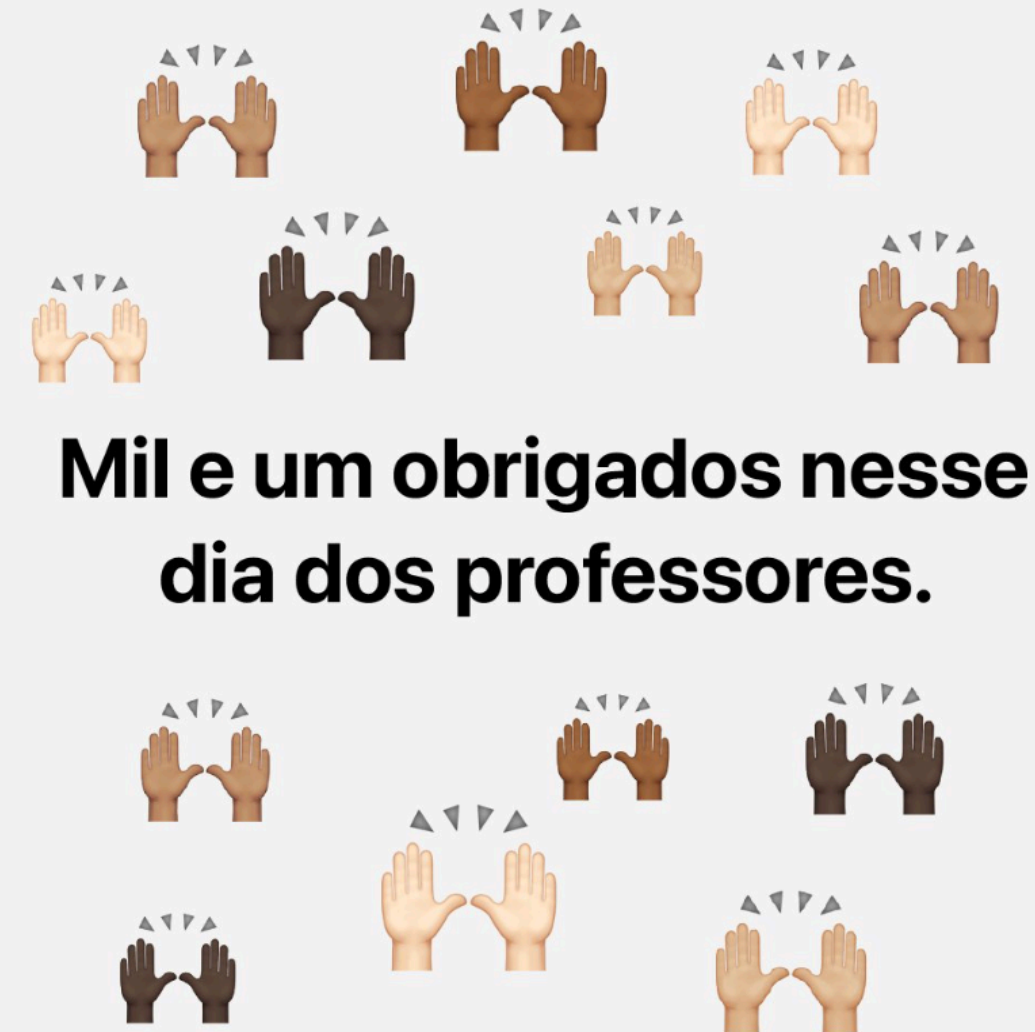


🍏 BR Top Campaigns

Opportunity for Solving Teacher Burnout

Brazil also saw similar trends as Mexico for moment-based engagement campaigns, specifically Teacher's Day, and coding traffic campaigns being the top performers for the region. This is also aligned with last year's performance.

However, we saw the Apple Teacher Meet Up drive the highest specific CTR (.36%) in the region this year. This indicates that there is a need from Brazilian teachers for more collaboration and information-sharing outside of Edu Chats. We recommend investing more into Meet Ups in the future and leveraging the Like to Remind buy on Twitter to remind our audience about the upcoming event.



🍏 CO Top Campaigns

Connecting with the Audience

Last year, we were focused on introducing Colombia to Apple Edu for the first time. This year, we got to test what performs well in the region now that we have established a strong foundation.

We saw the same moment-based engagement moments such as IWD and WTD as top performers as well as the CSEW traffic content. However, unique to CO was also the REJI content. The Earth Day Challenge for Change creatives resonated well in the region, likely because the audience is hyper-aware of injustices and can appreciate the messaging of this campaign.



"Empoderar a las mujeres en las áreas STEM es urgente, ya que nosotras tenemos la capacidad de generar soluciones vistas desde otras perspectivas."



Maria Antonieta Flores Valdivia
Apple Distinguished Educator - México



Un millón de gracias en el Día Internacional del Maestro.



Explora el ciclo de diseño de apps durante la **Semana de la Educación en Ciencias de la Computación.**



Propón ideas

Planifica

Crea un prototipo

Comparte





Apple Edu Chats

🍏 ESLA Chat Performance

FY22 Deep Dive

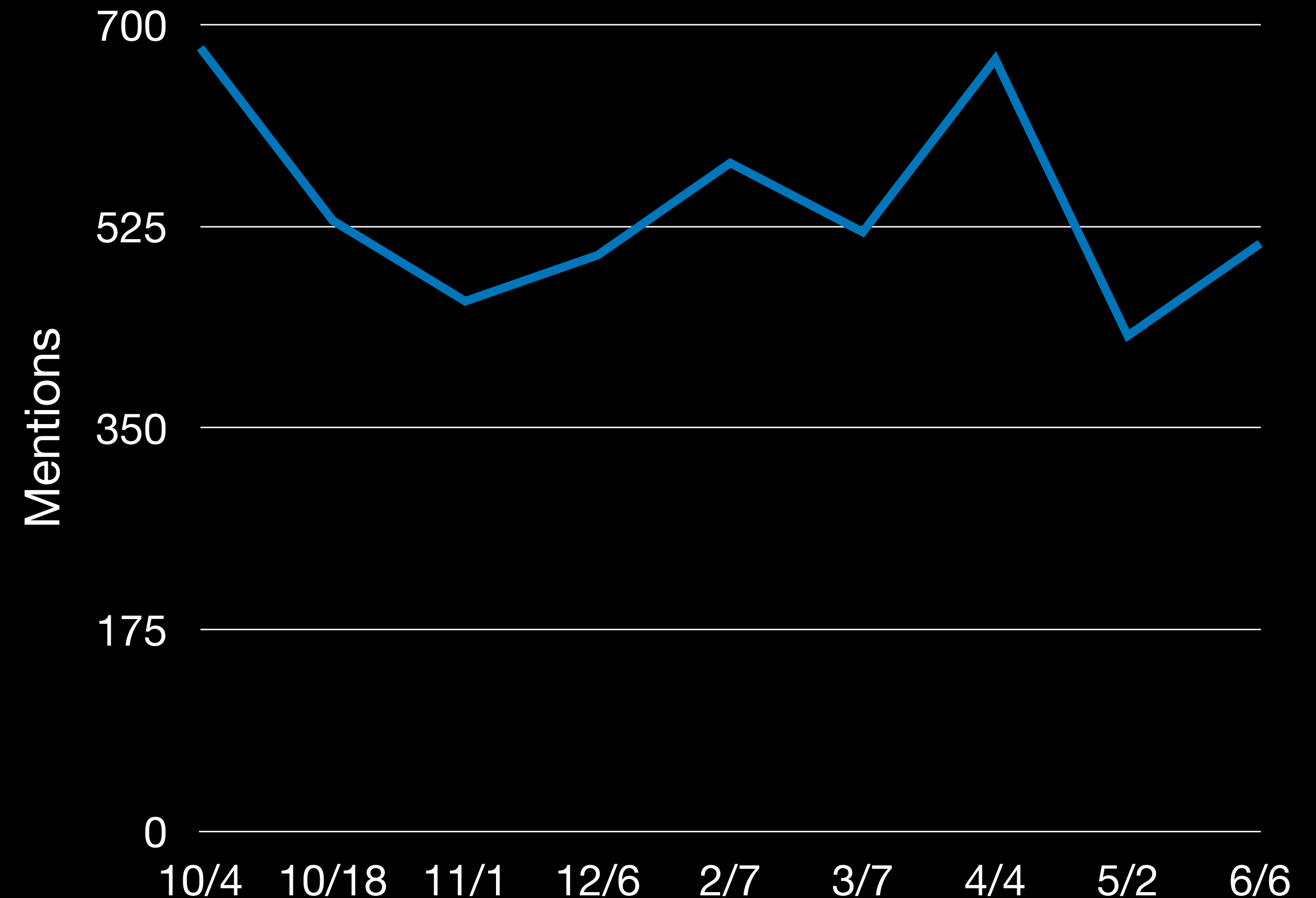
CHAT ANALYSIS: #AppleEDUChatES

Conversation for this hashtag generated 4.9K mentions by 1.6K users, with 10.3M potential impressions in MX and 10.2 potential impressions in CO.

- Overall, we saw participation decline as we supported 40% less chats in FY22 than in FY21 within the same time frame (*Oct-June*).

We lowered our cadence to once a month chats starting Nov '21 in ESLA to align with other geos and to improve performance, which boosted average mentions from 538 to 542.

April 4th saw the largest peak in conversation as the ESLA led a chat on how to transform teaching through digital books.



🍏 BR Chat Performance

FY22 Deep Dive

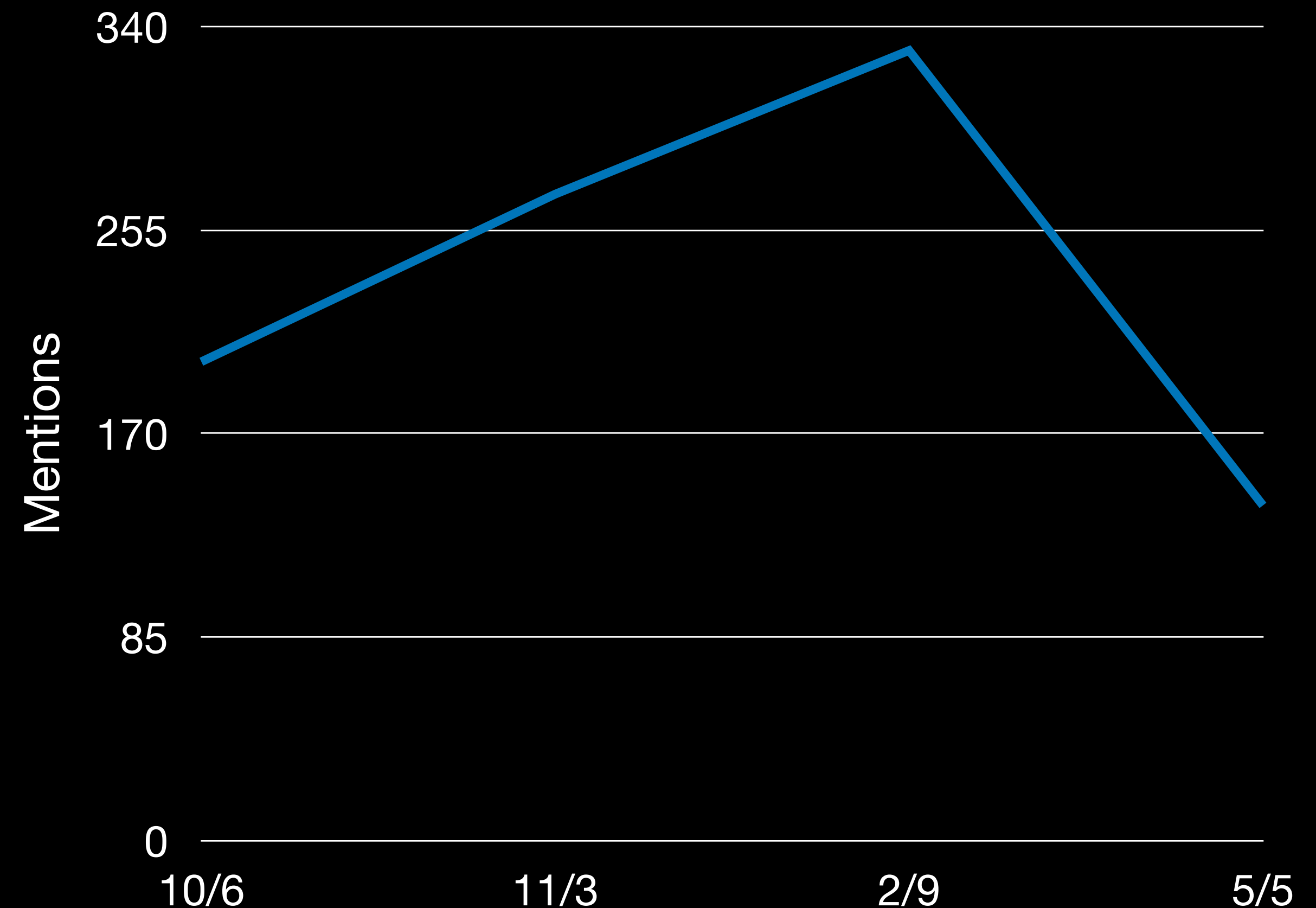
CHAT ANALYSIS: #AppleEDUChatBR

Conversation for this hashtag generated 940 mentions by 170 users, with 8.1M potential impressions.

- Overall we saw volume dips across the board as we supported 50% less chats in FY22 than in FY21 within the same time frame (*Oct-June*).

We lowered our cadence to once a quarter in BR starting Nov '21 to accommodate internal priorities and to heed to trends of BR teachers facing burnout.

February 9th saw the largest peak in conversation as BR led a chat on how to return to the classroom after the pandemic.



🍏 Chat Recommendations

Leveling Up #AppleEduChat

Building Awareness

Due to fluctuations in chat performance recently, we recommend creating more buzz. We can leverage an awareness campaign three days prior the event before switching to an engagement campaign the day of. This will give our audience more of a heads up to attend the chat. The US and ANZ have also implemented this strategy and have seen roughly a 15% increase in ER as a result,

Investing in What Works

We also recommend only supporting topics that resonate well with the audience. The top performers in terms of engagement rate and chat mentions are topics that allow teachers to bond with one another. This can be in regards to tips on dealing with the challenges of returning to the classroom, how to deal with burnout, problem solving to increase creativity, etc. as opposed to more technical resources.

#AppleEDUchatES Español

Construyendo una comunidad educativa innovadora

Lunes, 6 de junio, 20:00 CST/COT
Anfitriones: @Daragh_Mc @crochag



#AppleEDUchatBR Brasil

Portfólio como ferramenta para volta às aulas 2022

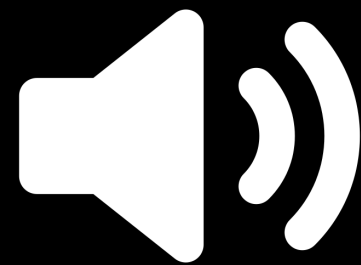
Quarta-feira, 09 de Fevereiro, 19h Brasil
Anfitriões: @lobo_ph @Nils_costa



🍏 Launch of Spaces for #AppleEduChat

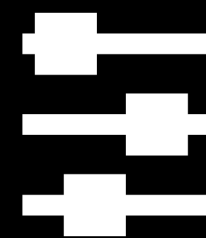
What is Spaces?

Spaces are live audio conversations that allow for open and authentic discussions between brands and users. Spaces unlocks conversations on Twitter through the human voice. @AppleEdu can create more buzz around top priority chats through utilizing Spaces to drive increased attendance and brand conversation.



Reach

Live Spaces appear at the top of the timeline, making it easy for people to join.



Control

It's your Space, so you get to decide who can speak and when.



Connect

Live audio conversations allow you to connect with your audience in a new way.

🍏 One Product, Many Ways to Host

There are many ways to lean into Spaces for chats. We recommend tweeting about your scheduled Space time with a video or visual that includes the event details and topics. Use this medium to also promote involved ADEs or special guest speakers that will be joining the chat to further incentivize attendance.



Moderator

Brand is directly hosting the Space and guiding the conversation.



Facilitator

Brand is curating the Space and partnering with various talent (ADEs) to engineer a conversation.



Sponsor

Brand is aligning with a conversation from a professional content creator or ADE through Twitter Amplify with brand integration.



Top Learnings

🍏 Creative Learnings



Invest in More Engaging Videos

The Apple Teacher Portfolio videos were low performer in all countries because of the creative style.

We recommend only investing in 3-5 videos per campaign that are informational and feature how-to content like the Skills videos instead.



Visuals over Text

Text-heavy creatives have consistently been bottom performing, especially testimonial cards in all three countries.

AEDU should consider video spotlights instead to feature Apple Distinguished Educators similar to the Creativity Challenge videos.

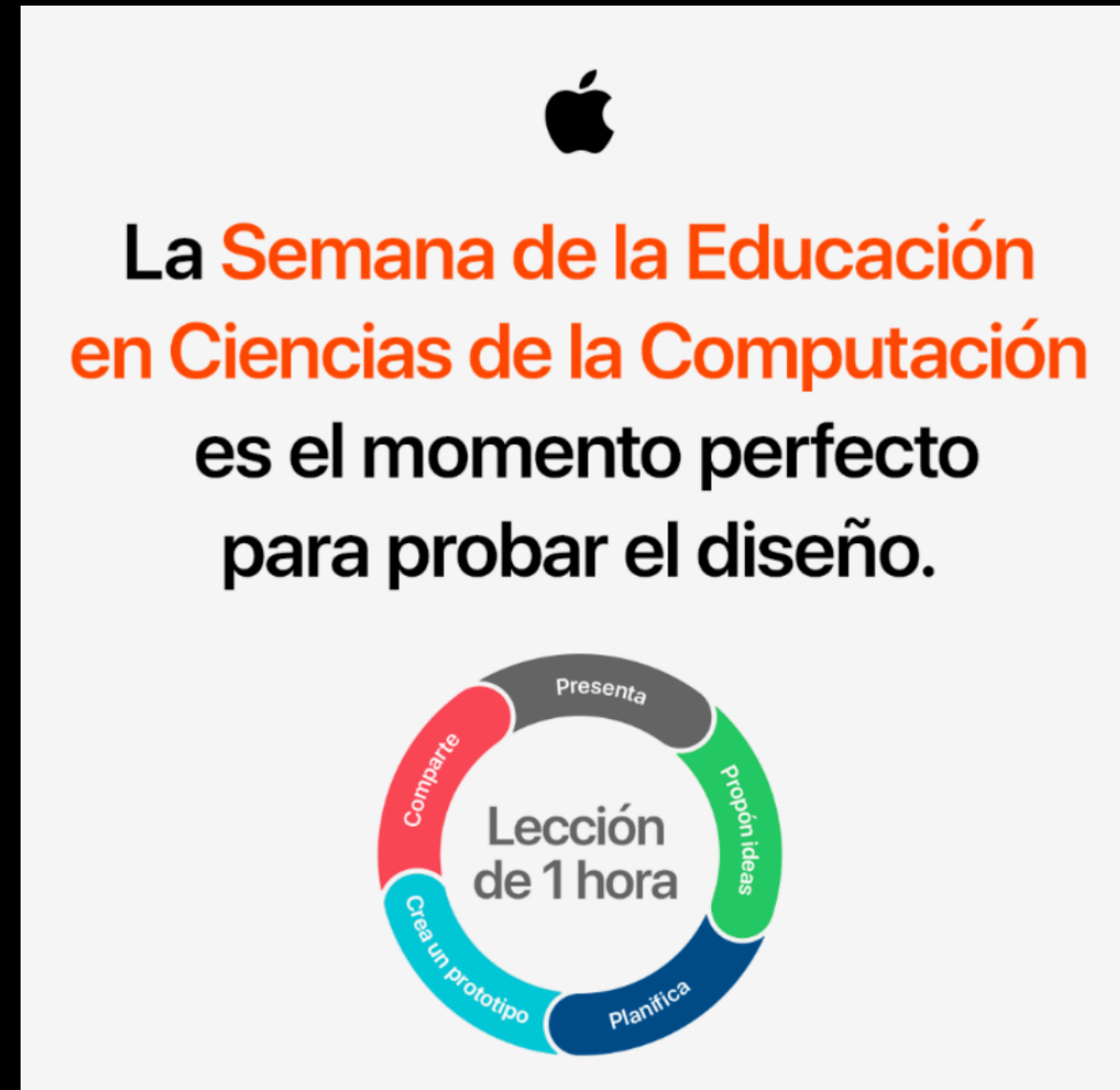


Make Everything Actionable

Tweets like International Women's Day that call for tagging someone that fits the bill has always driven strong results.

Consistently adding in CTAs within the tweet copy, especially for broader moments and holidays, can boost overall engagement rates in the region.

🍏 Audience Learnings



Never Bored of Code

Coding has historically resonated throughout ALAC, especially compared to other geos.

We recommend investing in coding moments throughout the year to balance the spike we see for CSEW.



Re-engaging is the Key

This year, we shifted heavily towards creating mass reach awareness moments to then later retarget for our supplemental traffic campaigns.

This re-engager audience has increased scale by 15% on average throughout all of ALAC.



Lean into Leaders

Education leaders are an untapped audience group in ALAC. Other regions have been testing this target and seeing roughly 20-30% higher CTRs than benchmarks.

ALAC can look to also do the same with some upcoming content to better understand if this group has potential to perform well.

🍏 What in the World

Top Global Campaign Comparisons

Value Proposition

Many geos have supported one or multiple phases of the new Value Proposition content focused on attracting leaders. These campaigns have been performing above benchmark in every region, speaking to just how well this content is resonating with the audience. This is an area of opportunity for ALAC to lean into while introducing a leaders audience into the mix.

Local Campaigns

With geos having more autonomy in creating content specific to their region, we recommend investing in a large scale local initiative much like Japan's Post GIGA campaign. This initiative is meant to raise awareness about iPads and teach educators how to use Apple tech in classrooms after JP teachers were gifted iPads by the government. Currently, these campaigns are driving a 47% higher CTR than regional benchmarks. With success like this, ALAC can also look to identify unique local opportunities to support outside of regional holidays and moments for greater impact.





Opportunities Moving Forward

🍏 Level Up, Level Up

Strategic Takeaways for ALAC

Event Reminders

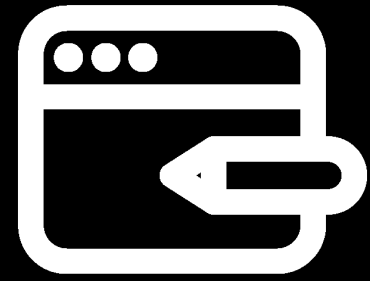
With the success of the Apple Teacher Meet Up campaigns in all three regions, we recommend investing budget into Like to Remind campaigns. These buys require minimums similar to First View Takeovers. Essentially, any user that likes the chosen tweet will then be reminded about the details leading up the event. We believe this built in notification will allow for more follow through participation on the day since there were previous concerns of the drop off from initial registration.

Advanced Measurement

With driving meaningful awareness as a key goal for Apple Edu, we recommend each supporting a brand lift study, budgets permitting. This strategy will allow us to determine a base line for the brand's awareness, recognition and favorability compared to competitors. We can then use this data to create a control benchmark for future lift comparisons and track the increase in awareness/adoption over time. This will be especially useful for launching in new regions, like Chile.

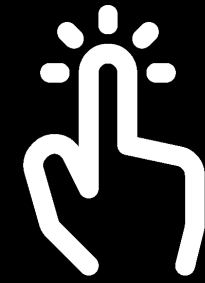


🍏 Creative Testing Thought Starters



Shaking Up Videos

Will how-to and more education motion content aid boost CTRs compared to the graphical, storytelling videos featured for the Apple Teacher and Portfolio campaigns?



Stepping Up Chats

Will implementing the two-pronged approach aid in overall chat engagement rates and day-of chat participation?



Improving Testimonials

Is our audience interested in seeing video highlights of ADEs?
Will these video highlights resonate better than the testimonial quote cards that have consistently been low performers?

