

# EDUCATION TECH OPPORTUNITIES REACH A NEW HIGH IN THE USA

The pandemic accelerated the growth of the Education Tech sector, offering significant opportunities for brands. Revenue from education apps in the U.S. between January 2020 and May 2021 reached \$692.3 million, total revenue in 2020 was up +53% from 2019. M&C Saatchi Performance can enable brands to reach these audiences online.



## TIPS FOR SUCCESS

**UNDERSTAND THE VARIATIONS BETWEEN AUDIENCE GROUPS,  
THERE ARE THREE MAIN AUDIENCES IN THE U.S. EDUCATION TECH SECTOR:**



### STUDENTS

7.5 million students (aged 16+) in the U.S. used an education app/website in the last month.



### TEACHERS

2.6 million teachers in the U.S. used an education app/website in the last month.



### PARENTS

13.4 million parents in the U.S. with children aged 6-16 used an education app/website in the last month.

**MEDIA PLANNING REQUIRES A STRATEGIC AND METHODICAL  
APPROACH, SUGGESTED TACTICS COULD INCLUDE:**



### SEARCH

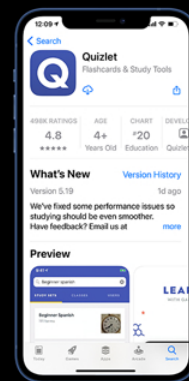
Deliver on appetite for education services, for example, keywords Q1 2021:

- Sat practice test; 49,500
- Law school admission test; 90,500



### SOCIAL

86% of students in the U.S. are aged 16-24, therefore social media, especially Instagram, Snap & TikTok are essential channels.



### INFLUENCERS

Identify high value creators that the audience love to build trust



### OTT/CTV

High impact, premium placements e.g. Amazon Fire Tablet Wakescreen will deliver targeted brand awareness



### AUDIO

Utilizing podcasts to build intimacy and trust with the audience in shows they love

Sources: (AppAnnie, Total Revenue on AppAnnie defined as net of platform commission), (GWI, Q1 2021, U.S.), (GWI, Q4 2020, U.S.), (Google Ads Keyword Search, USA)



## TALK TO US

Contact [ny@mcsaatchiperformance.com](mailto:ny@mcsaatchiperformance.com) to find out how we are helping our Education Tech clients acquire new customers in the USA