

CASE STUDY

How 443k Impressions Drove Almost 2,000 Prospects to an Early Childhood Education Center's Schedule a Tour Page



CLIENT OVERVIEW

A nationally known Early Childhood Education Center was expanding their franchise. The brand wanted to emphasize the support they provide working families and offers a nurturing and engaging learning environment for children.

LOCATION FOCUSED:

The spotlight for this campaign were the newly launched two locations in Katy, in a competitive and growing suburban Houston market.

CHALLENGE

Despite the brand's strong value proposition, establishing awareness in a saturated local market posed a challenge. The Early Childhood Education Center needed a high-visibility digital campaign to stand out, engage target families, and convert interest into center visits or sign-ups.

OBJECTIVE

THE CAMPAIGN'S PRIMARY GOALS INCLUDED:

- Increase brand awareness in the greater Houston area, particularly around the brand new center in Katy.
- Drive qualified traffic to their microsite to encourage tour sign-ups or enrollment inquiries.
- Maximize engagement through multimedia tactics with clear KPIs for impressions and conversions.
- Conversions for this campaign were new users to the Katy, TX website via Post View site visits and clicks.

SPECIFIC KPI'S

- Achieve multi-channel reach through YouTube, CTV, OLV, and Display.
- Attain measurable engagement and conversion rates across targeted platforms.
- Leverage retargeting and CRM to reinforce brand recall and action.

STRATEGY

TACTICAL MIX:

Cybba executed a three-month omnichannel digital media campaign during Q1 2025 using a diversified strategy:

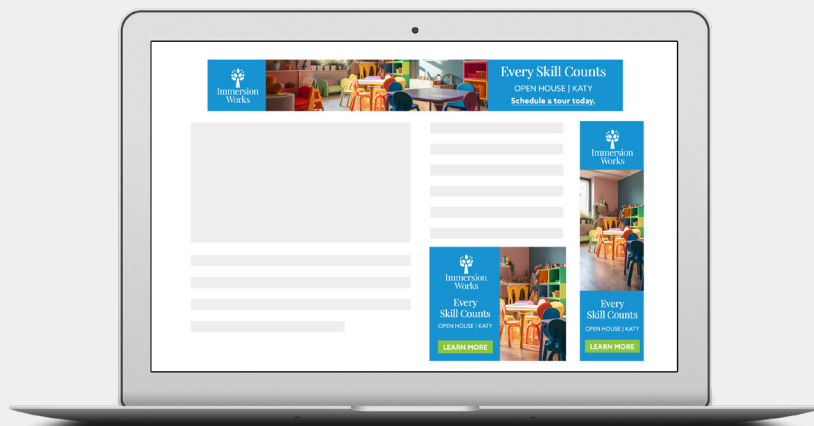
- **CTV (Connected TV):** Leveraged household-level targeting to reach families with young children in premium streaming environments.
- **OLV (Online Video):** Distributed 15s and 30s branded video ads across family-oriented and educational content.
- **YouTube Advertising:** Capitalized on YouTube's reach among parents and caregivers, complemented by a 20% management structure to optimize spend, converting YouTube budget to Streaming Audio for future campaigns.
- **Display Retargeting:** Deployed both CRM-based and VCR-based display ads to nurture and convert engaged users.
- **MarTech Activation:** Used onsite engagement tools and email remarketing to push conversions, changing curious browsers to committed leads.

UNIQUE ANGLES:

- **Local Customization:** All creatives and campaign landing page experiences were localized to the new center in Katy to increase relevance and trust.
- **Data-Driven Optimization:** Budget allocations and creative rotations were fine-tuned in real-time based on mid-campaign performance metrics.
- **Cross-Device Attribution:** Enabled a broader window for post-impression and post-click attribution across devices and platforms.

CAMPAIGN HIGHLIGHTS & PERFORMANCE METRICS

- YouTube delivered the largest volume of impressions, ideal for brand lift and awareness.
- CTV outperformed in conversion rate, highlighting the effectiveness of household-level targeting.
- Display campaigns were cost-efficient, achieving conversions at the lowest **CPM of \$9**.
- OLV achieved strong **CTR (0.29%)**, reflecting good content-to-audience alignment.



Channel	Impressions	Post-View Site Visits	Clicks	CTR	VCR	Totals	Spend	Cost Per New User
YouTube	181,757	253	N/A	N/A	42.41%	253	\$1,440.00	\$5.69
OTT & CTV	86884	758	N/A	N/A	99.55%	758	\$4,320.00	\$5.70
OLV	75818	518	N/A	N/A	59.51%	518	\$1,440.00	\$2.78
Display	96477	215	107	0.11%	N/A	322	\$900.00	\$2.80
Onsite Lynk	2301	N/A	25	N/A	N/A	25	\$450.00	\$18.00
Email	57	N/A	11	N/A	N/A	11	\$450.00	\$40.91
	443,294					1887	\$9,000.00	\$4.77

WHAT DROVE SUCCESS

- Smart media mix using CTV + YouTube for awareness and Display + OLV for conversions.
- Localized messaging that resonated with Houston families, making the two locations in Katy, TX feel like a community staple.
- Real-time optimizations and retargeting closed the loop on consumer interest.

Why did you choose to work with Cybba?

"Our current digital agency wasn't offering everything that Cybba was offering and so that's why we decided to test in Texas with Cybba. It's definitely been a benefit for us to be able to support new centers either on the franchise side or the company center side for growth and brand awareness with new and different tactics."

- Audrey F. | VP of Launch Marketing, Early Childhood Education Center

LESSONS LEARNED

- CTV remains a strong converter when the targeting is right—even at higher CPMs.
- YouTube is ideal for broad awareness, but requires strong creative hooks to boost CTR.
- YouTube might be more ideal for a center in a more established market vs. a new market for our brand.
- Convert YouTube budget to streaming audio due to ability to integrate ACR Display Advertising.
- Combining CRM and MarTech tools is crucial to maximizing ROI from mid-funnel to bottom-funnel.

FUTURE STEPS

- Expand this media strategy to not just new franchises launching in new markets, but also to existing company owned centers.
- Consider longer campaign windows and additional social media integrations to sustain awareness.