

	Claim	Source	Type of Proof
1	Over 130MM Impressions	Agency Paid Media Report	Agency measurement report from June 2026
1	Engagement +54%	Agency Paid Media Report	Agency measurement report from June 2026
1	CPM of 3.32 vs. \$3.20 BM	Agency Paid Media report	Agency measurement report from June 2026
1	YouTube Engagement Rate of 5.74%	Agency Paid Media report	Agency measurement report from June 2026
1	TikTok CPM of \$6.90	Agency Paid Media report	Agency measurement report from June 2026
2	1.2MM Organic Impressions	Agency Creative Report	Agency creative performance report from June 2026
3	660K website visits	Analytics report	Website reporting from Mar-July 2026
4	27-second view time	LinkedIn Post Analytics	Platform screenshot
5	International Women's Day Success	Agency Creative Report	Screenshot of top performers, inclusive of IWD

Exhibits:

1.

Impact Stories: Surround Sound

3/16/26 - 6/21/26

Impact – AWARENESS + CONSIDERATION

Impact Stories: Paid Media Summary

IMPACT OVERVIEW (full flight)									
Platform	Spend	Impr.	CPM	Views	VTR	Clicks	CPC	Eng.	ER
YouTube	\$186,924	67,712,840	\$2.76	65,983,911	97.45%	262,091	\$0.71	4,019,872	5.94%
TikTok	\$122,586	17,771,080	\$6.90	9,372,607	52.74%	36,680	\$3.34	103,165	0.58%
Meta	\$247,462	53,446,682	\$4.63	32,054,224	59.97%	427,732	\$0.58	37,119	0.07%
Total	\$556,972	138,930,602	\$4.01	107,410,742	77.31%	726,503	\$0.77	4,160,156	2.99%

CAMPAIGN LEARNINGS

- Performance Overview**
 - Across all campaigns, *Impact Stories* spent \$557K and drove 139M impressions and 4.2M engagements
 - During the first flight of AWA campaigns, **YouTube** drove strongest engagement vs. goal with a **5.94% ER** largely due to the **emotionally-poignant creative** that resonated with audiences
 - During the second flight of Meta CONS campaigns, Meta drove **85K page views** at a **4.4x more efficient CPLPV** vs. CA
- Next Steps**
 - Launch Impact Phase 2 in September optimized for traffic / conversions

*Engagement | TikTok = Paid likes, comments, follows, shares; Meta & YouTube = All actions / interactions
 **VTR | TikTok = 2-sec VVs / impressions; Meta & YouTube = Video Starts / impressions

2.

Through 4.25

Overall Organic Performance

Weekly	Total Views: 129K	Total Posts: 12	Avg. ER: 0.80%
Overall	Total Views: 1.4M	Total Posts: 138	Avg. ER: 0.58%
Organic Sentiment*: 94% Positive			



444 Avg. Views (+7.7%)
3.72% ER



23.0K Avg. Views (+27%)
0.83% ER



3.5k Avg. Imp (-38%)
0.40% ER



1.2k Avg. Imp (-20%)
0.29% ER



NA

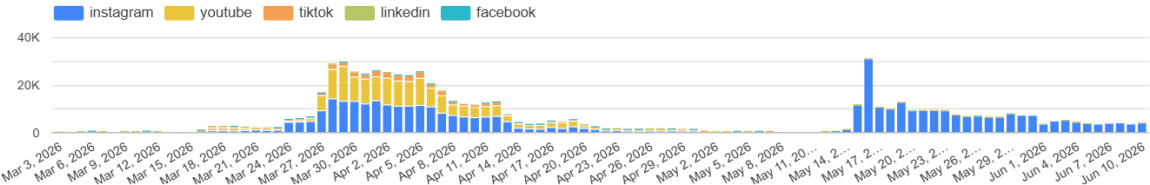
*IG received several comments about educational testing in Qatar - Removed from reporting due to irrelevance

3. 360k website sessions

Pearson.com Campaign Summary

Sessions	Sessions with Video Plays	Campaign Bounce Rate	Campaign Content Link Clicks
662.6K	250	81.89%	1,621

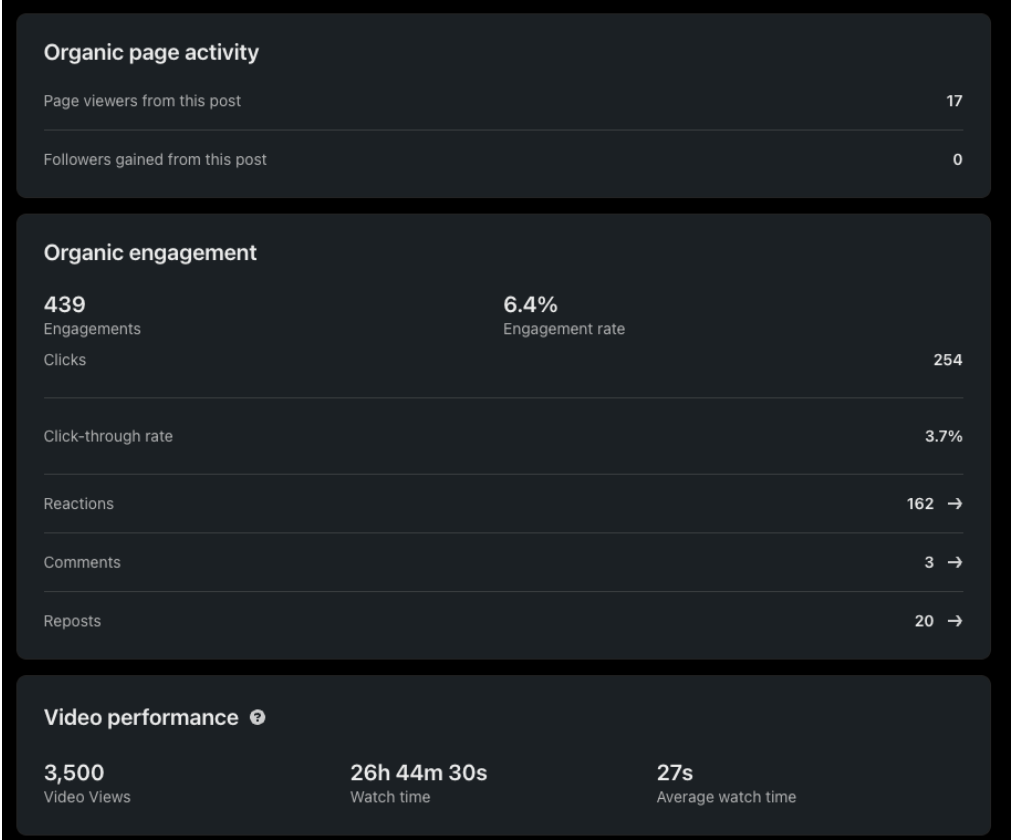
Campaign Session Source



Summary - Campaign to GED

<https://www.ged.com/en/>

4.



5.

