



Our Kids Vs. Google Adwords

Both Google Adwords and Our Kids generate leads for your school. However, are both platforms equal in value? Which one should you be prioritising?

A lead generation campaign cannot be built on assumption; it needs to be evidence-based. We have worked with over 300 schools, analyzing their lead generation data, and Our Kids click-through leads outperform those of Google Adwords by an average of 40%. Review the case studies on page 4 to see a comparative breakdown of the metrics and ROI for each platform.

Here are the four most important aspects to consider when evaluating the cost:benefit ratio of a lead generation platform for your school.

Level of motivation

Let's first consider the quality of the audience—pond each platform 'fishes' in. When you place an ad with Google Adwords, you are fishing in a larger, more generic pond of families searching for schools. Your Adwords leads can be considered semi-motivated — where some leads will be serious, but many won't be.

On the other hand, the Our Kids audience-pond, is focused and highly-targeted with families who are serious about finding and evaluating private school options. Your Our Kids leads can be considered highly-motivated — leads that are actively narrowing down their choices.

Looking at the metrics on page 4, you can see that leads from Our Kids are significantly more engaged on your website — spending longer on your site and viewing more pages than those of Google Adwords leads. These are the engagement metrics, and give a good indication as to how interested a user is in your school.

Degree of match to your school

Next, let's consider how well the leads from both are matched to what you specifically offer. Google Adwords may bring you a highly-motivated lead, but many of those will not be a match to your school. They may be serious about choosing a private school, but your age-range, specialization, fee or exact location might not be what they're looking for. Your cost per click has now increased, since many of those that click to your website end up leaving after discovering your school is not a match for them.

On the other hand, Our Kids does most of the qualifying and filtering for you, and serves you with both highly-motivated and highly-matched leads. These leads already know your precise location—and like it; know your school's philosophy and culture—and like it; have read your student and parent testimonials—and like what they read; have already compared you to other related (yet differentiated) options, and decided you're worth following up on. Your cost per click is significantly reduced, not to mention time saved when speaking with these prequalified leads.

Looking again at the metrics, you can see that leads from Our Kids have a significantly higher conversion rate — outperforming Google Adwords by an average of 149%. Conversions are strong indicators of leads that are both highly-motivated and highly-matched.

Leads that are highly-motivated and highly-matched are a lot more likely to result in actual enrollments.

Ability to influence prospects in your favour

Another important, but overlooked, aspect to consider is which of these platforms actually help influence prospects in your favour? Google Adwords is simply an ad which is not effective at shaping and influencing perceptions. On the other hand, Our Kids provides families with the information they want, in the context they want it in. Parents don't just want to look at school websites: they want a third-party validator to help them understand their options in context. It is in this kind of environment that their thoughts and perceptions are shaped, and where they decide to take action. This is what parents are wanting and that's why every month 160,000 families turn to Our Kids to research schools. We can help you influence these families in your school's favour, and motivate them to reach out to you about admissions.

Number and variety of channels

Lastly, consider the channel through which the leads are sent to you. Google Adwords can only send you leads via a click (to your website). Our Kids, on the other hand, sends you leads through a whole variety of channels – clicking to your website, emailing you directly, and phoning you. Besides these measurable channels, there are the ones that are difficult to measure, such as the number who contacted you not via your Our Kids profile, but at least in part because of the profile (print, online, mobile, digital)?

In conclusion, when evaluating the cost:benefit ratio for Our Kids and Google Adwords, be sure to consider all four aspects above. Our Kids serves you highly-motivated, highly-matched, favourably-influenced leads through a variety of channels – it's why we're considered Canada's leading school-choice platform.

Case Study: Google Analytics vs. Our Kids Conversions

Note: This case study evaluated one of our member schools in Vancouver, Our Kids was given read only access to retrieve data relevant for a CPL - Cost Per Lead comparison — exploring how Google AdWords leads are less cost effective than Our Kids leads.

	Google AdWords	Our Kids	Analysis
Time Period	4 months	4 months	
Investment	\$6,533	\$1,225	
Traffic	7169	747	
Cost/Click (Investment/Traffic) <i>Dividing your investment by the traffic generated shows you how much each click to your website cost you.</i>	\$0.9	\$1.64	54% more costly

But wait! If your analysis stops here, you are not interpreting your analytics correctly and will draw the wrong conclusions. It is your engagement and conversion metrics that show you which campaign is the most successful, not cost per click.

Bounce Rate <i>The number of visits in which a person leaves your website from the landing page without browsing any further. Bounces won't convert into leads. The lower the bounce rate, the better the referral partner.</i>	11.25%	2.41%	367% better <i>Our Kids bounce rate is 367% lower than that of Adwords. Meaning that traffic from Our Kids have a 367% greater chance of converting into leads = better quality traffic</i>
Pages/Session <i>The average number of pages seen per session. It is a sign of how curious people are about your school/camp. A higher average indicates a more interested (better qualified) lead.</i>	3.51	7.11	103% better <i>Our Kids visitors viewed double the amount of pages per session than those of Adwords. Viewing 7.11 pages per session on average is staggering - only engaged, interested visitors would do that.</i>
Avg. Time on Site <i>Similar indicator as Pages/Session. Sign of how interested and engaged a user is on your site.</i>	2:10	5:06	132% better <i>Our Kids visitors spent 132% more time on the school's website than those from Adwords.</i>

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Case Study: Google Analytics vs. Our Kids Conversions

	Google AdWords	Our Kids	Analysis
<p>Leads Generated</p> <p><i>The number of users who converted on your site - took an action that you wanted them to take (e.g. requested an admissions package or signed up for your newsletter.) The actual number is not a good indicator on its own - you need to calculate the conversion rate.</i></p>	524	136	<p>26% less conversions</p> <p><i>This conversion metric is where you start to see which campaign is the truly successful one. Out of 747 Our Kids visitors, 136 of them converted. Only 524 out of 7169 converted for Adwords. Adwords seems better but what is the conversion rate for each?</i></p>
<p>Conversion Rate (Leads Generated/Traffic)</p> <p><i>Divide the number of conversions (Leads Generated) by the number of Traffic generated. The higher the conversion rate, the better the quality of the leads.</i></p>	7.3%	18.2%	<p>149% better</p> <p><i>The highest converting campaign is Our Kids - converting at 149% more than the traffic from Adwords! Success is not measured by quantity (volume of traffic), but the quality (highly-motivated, highly-matched) of the traffic.</i></p>
<p>Cost/Lead (Investment/Leads Generated)</p> <p><i>The true ROI metric which shows you how much each lead (conversion) costs you. The lower the cost per lead, the better the quality of referral.</i></p>	\$12.51	\$9.00	<p>40% more cost effective</p> <p><i>Our Kids leads are 40% more cost effective than that of Adwords in this case study - and this is a very well put together Google Adwords campaign.</i></p>