

Where The Leads Went

Why admissions enquiries stopped growing while spend rose by two-thirds — built from Digistorm enquiries, every Google and Meta account, campaign settings, change history, tracking and landing pages.

Source of truth Digistorm enquiries in the monthly ILG reports

Accounts 30 Google · 6 Meta at full depth (3 unreadable)

Also examined 430 campaign-months · 865 search terms · 677 keywords · 2,348 ad calls · 393 landing pages · 36 enquiry pages in a browser · 69 pixel records · 3,941 Google changes

How to read this.

“Ad leads” are enquiries your reports credit to Google or Meta. “Enquiries” are all Digistorm enquiries for Nursery, Prep and Senior from any source. Trends exclude Clayesmore (reported from August only) and Full School enquiries (recorded inconsistently). Camps and swim school are excluded, as in your reports.

VERIFIED

observed in data or settings

STRONG

clear pattern, cause not proven

From May to August spend rose 67%, ad leads rose 14% and total enquiries rose 7%. In July and August each extra ad lead cost £1,328. The money did not stop working because the market changed. It stopped working because ILG spent it competing with itself, optimising on signals that do not match Digistorm, and sending traffic to pages and campaigns that cannot convert or cannot be measured.

The six causes, in order of money:

1. Budget was pushed past saturation in one July wave — 45 Meta budget edits and 36 new Google campaigns in June–August, while each school’s catchment stayed the same size.

2. Sister schools bid against each other. Seven south-west London schools share postcodes and radii; their combined spend rose 47% and their combined enquiries fell 2%. Westbury’s losses reappeared as The Study’s and Wimbledon’s gains.

3. Each school’s tracking counts something different. Across the group Google’s admissions conversions are close to Digistorm (0.90×), but school by school they run from 0.05× (Orchard Cambridge) to 2.6× (St Francis College), because of duplicate form actions, calls counted as leads, forms on other domains and camp bookings sharing the same goals. £14,274 of Google spend ran on “Maximise conversions” with almost no signal of its own, and two Meta accounts optimise for an event their pixel has never received.

4. Google’s growth went to its weakest formats — Performance Max cost per conversion £78 → £217, £7,286 leaked to Search Partners and Display, £6,571 on tablets, £1,387 on five new competitor campaigns with zero conversions.
5. Prep, Senior and sixth-form spend barely converts — £19,300 across campaigns Digistorm also shows as weak; sixth-form and senior landing pages convert at 0–0.07%.
6. Six schools are losing enquiries from every source, which no ad setting will fix.
7. Leads are lost after the click — 283 of 2,348 ad calls went unanswered (St Felix 55%), nine high-spend nursery pages show a phone number that cannot be tapped, Prep pages send parents to a second site to find a form, and Orchard Kingston’s “Book a tour” button opens Orchard Hampton’s form.

What happened

Like-for-like, from your monthly Digistorm reports.

SPEND, MAY → AUG +67% £61.4k → £102.3k / month	AD LEADS +14% 401 → 459	ALL ENQUIRIES +7% 780 → 835	COST PER AD LEAD £153 → £223 4-month average £188
COST OF EACH EXTRA LEAD £1,328 Jul–Aug vs May–Jun			

MONTHLY, EXCL. CLAYESMORE								
MONTH	SPEND	GOOGLE	META	GOOGLE LEADS	META LEADS	AD LEADS	£ / AD LEAD	ALL ENQUIRIES
May	£61,372	£45,428	£15,944	308	93	401	£153	780
June	£77,575	£58,752	£18,824	377	108	485	£160	855
July	£101,726	£68,136	£33,590	290	186	476	£214	844
August	£102,272	£63,514	£38,758	306	153	459	£223	835
Total	£342,945	£235,830	£107,115	1,281	540	1,821	£188	3,314

BY DIVISION, 4 MONTHS								GOOGLE & META ADMISSIONS CONVERSIONS VS DIGISTORM-CREDITED							
DIVISION	SPEND	AD LEADS	£/LEAD	GOOGLE	META	SPEND MAY→AUG	LEADS MAY→AUG	£/LEAD	MONTH	GOOGLE CLAIMS	DIGISTORM	RATIO	META CLAIMS	DIGISTORM	RATIO
Nursery	£247,173	1,511	£164	£163	£165	£36,692 → £78,633	324 → 364		May	364	308	1.18×	137	93	1.47×
									June	342	377	0.91×	169	108	1.56×
Prep	£75,205	224	£336	£295	£470	£19,802 → £17,501	63 → 61		July	293	290	1.01×	291	186	1.56×
									August	253	306	0.83×	276	153	1.80×
Senior	£14,118	37	£382	£336	£523	£4,142 → £3,367	11 → 10								

DIVISION	SPEND	AD LEADS	£/LEAD	GOOGLE	META	SPEND MAY→AUG	LEADS MAY→AUG	£/LEAD MAY→AUG
Full School	£6,449	49	£132	£148	£111	£736 → £2,770	3 → 2	£120

Both platforms exclude Clayesmore and camp/swim campaigns; Meta = Lead + CompleteRegistration. **Corrected in v7:** earlier versions counted Google camp and swim conversions (267 of July’s 560 were “Book Now” button clicks and swim forms), which made July look like 1.93×. The group-level Google count is roughly right; the problem is school-level (see finding 03).

Missing links

Connections that only appear when the ad accounts, Digistorm, tracking, landing pages and change history are read together.

LINK 1 • VERIFIED The lead is recorded on Digistorm’s domain, not the school’s All 25 top nursery enquiry pages embed a Digistorm form hosted on *.app.digistorm.com. Inside the Ruskin form, Digistorm loads the school’s own Tag Manager, Meta pixel and a retired Universal Analytics tag, so the conversion fires in a third-party frame away from the ad click. Tag Manager triggers look for thank-you URLs (e.g. ruskinhousenursery.co.uk/thank-you/), not a Digistorm event. Each school’s count therefore depends on its own set-up, which is why schools range from 0.05× to 2.6× Digistorm.	LINK 2 • VERIFIED Google is bidding blind on £14,274 Orchard Kew nursery Search (£4,883, 2 conversions), Orchard Cambridge nursery Search and PMax (£6,237, 2), Westbury nursery Search (£3,154, 2) all run on “Maximise conversions”. Digistorm credits Google with 47, 41 and 19 leads at those schools. The campaigns produce enquiries Google never sees, so the bidding algorithm is optimising on noise.
LINK 3 • STRONG Schools are taking enquiries from each other South-west London: Westbury –38 enquiries while The Study +14, Orchard Wimbledon +18, Orchard Kingston +17 — the same postcodes are in all their Meta targeting. Cluster spend +47%, cluster enquiries –2%.	LINK 4 • VERIFIED • CORRECTED July’s Google “peak” was camp bookings Google reported 560 conversions in July and 292 in August. 267 of July’s were day-camp “Book Now” button clicks and swim-school forms in the same accounts as admissions campaigns (Derby 61, Eton End 71, Yateley 34, Sunninghill 33, St Francis College 30, Pewsey 27). When camps ended, the count halved. Admissions conversions alone went 364 → 342 → 293 → 253 while Digistorm’s Google leads went 308 → 377 → 290 → 306. Camp and swim actions are still account-level goals, so admissions PMax campaigns in Yateley, Pewsey and St Francis College have been credited with camp and swim conversions.

LINK 5 • VERIFIED

Spend rose in one July wave of changes

Meta budget edits: 12 in June, 45 in July, clustered on 2 July and 16–21 July. Google: 36 new non-camp campaigns June–August including 11 brand, 5 competitor, 6 PMax, 3 Demand Gen. Cost per ad lead jumped from £160 to £214 that month.

LINK 6 • VERIFIED

Wood Wharf looks broken and is actually efficient – and misses 39% of its calls

Its Google page shows £1,685 and 0 conversions; its Meta campaign records no events. Digistorm credits it with 51 ad leads at £93. Google logged 110 calls from its ads since May; 43 were missed, and its enquiry page shows a phone number that cannot be tapped. Pausing on platform numbers would cut one of the best schools.

LINK 7 • VERIFIED

Orchard Kingston’s “Book a tour” button opens Orchard Hampton’s form

On `nursery..../orchard-kingston-nursery-enquire/` (£2,245 of Google spend in Jul–Aug) the visible “Book a tour” button links to `odnh-gb-eng-1359.app.digistorm.com` — Orchard Hampton’s Digistorm account. The embedded form uses a Digistorm account coded `phps` (Park Hill), the same name as the pixel Kingston’s Meta optimises on. Kingston enquiries made through that button are recorded against Hampton. The page also shows template placeholders (`IMAGE-URL-2` , `IMAGE-URL-3`), as does the Orchard Wimbledon nursery page.

LINK 8 • VERIFIED

Two Meta accounts optimise for an event their pixel never receives

Rookwood’s pixel received only PageView in the last 28 days — no Lead, no CompleteRegistration — yet every Rookwood ad set optimises for Lead (£1,877 May–15 Sep, 0 results). Its Prep ads drew 1,187 clicks and 23 landing-page views because the pixel fires on only 56 events on the ILG landing host. Shebbear’s SeniorSixthForm ad set optimises for Lead (£1,374, 0 leads) while its pixel only sends CompleteRegistration. Meta cannot learn from an event that does not exist.

LINK 9 • VERIFIED

Four ILG schools buy the same New Malden clicks on Google

Google spend by searcher location, Jun–Aug: Westbury £1,446, Orchard Kingston £1,231, The Study £828, Orchard Wimbledon £170 — £3,675 in one town. Essendene spends £626 in Warlingham (0 conversions) while Warlingham spends £519 in Caterham. This is the Google-side proof of the cluster overlap first seen in Meta targeting.

LINK 10 • STRONG

Eton End’s own Meta account is switched off

Meta reports the Eton End account as disabled for “unusual activity” with all ads paused. Eton End is the second-fastest declining school (enquiries –45%) and its Google Prep Search has 3,764 clicks for 4 conversions. The account status date is not visible through the API, so the timing is unconfirmed.

LINK 11 • VERIFIED

Two “Grow” schools went dark on Google in September

1–15 September: no Google spend at all for Orchard Wimbledon, Orchard Cambridge or St Christopher’s; Ruskin fell from £3,736 in August to £188. Wimbledon and Cambridge were both on the grow list. Check whether this was deliberate before term-start demand passes.

Root causes

Evidence → why → impact → action.

01 Spend was pushed past saturation

VERIFIED

EVIDENCE	May–Jun £138,947 → 886 ad leads. Jul–Aug £203,998 → 935. Extra £65,051 bought 49 leads. Nursery spend £36.7k → £78.6k a month for 12% more nursery leads (£113 → £216). Meta frequency 4.5 → 6.9 while reach grew 24%. Eleven schools received £32,872 more and produced 84 <i>fewer</i> ad leads.
WHY	Each school advertises inside 1–15 km. Doubling a budget does not double the families searching for a nursery in that radius; it repeats the ad to the same ones.
ACTION	Return the eleven schools to May–June budgets (–£16,436/month). Grow eight efficient schools in 20% steps. No budget change above 20% in a week, and no more than one per ad set per week.

02 Sister schools compete for the same families

STRONG

EVIDENCE

CLUSTER (ENQUIRIES MAY→JUN → JUL→AUG)	MONTHLY SPEND	CHANGE	AD LEADS	ENQUIRIES	CHANGE
South-west London / Surrey Orchard Kingston 27→44; Westbury House 60→22; The Study 34→48; Orchard Wimbledon 33→51; Orchard Hampton 32→33; Danesfield Manor 52→50; Walton Montessori 48→33	£16,908 → £24,858	+47%	128 → 146	286 → 281	-2%
Caterham / Croydon Essendene Lodge 34→39; Warlingham Park 52→34; Collingwood 50→74	£9,385 → £14,922	+59%	81 → 96	136 → 147	+8%
Wembley St Christopher's 41→59; St Nicholas 72→74	£6,522 → £9,120	+40%	84 → 82	113 → 133	+18%

Meta targeting overlaps: Westbury & The Study share 7 postcodes with centres 0.3 km apart; Orchard Kingston & Westbury share 6; Essendene & Warlingham share 9; Danesfield & Walton share 4; St Christopher’s & St Nicholas share 4.

WHY

Each school is run as its own campaign, so each pays to reach the same parents in shared postcodes and pushes up the other’s cost. On Google, nearby nurseries all bid on generic terms such as “nursery near me”.

ACTION

Plan budgets per cluster, not per school. Assign each shared postcode to one school’s Meta targeting. Exclude sister-school catchments from each other’s radius. Measure success on cluster enquiries.

03 Every school counts leads differently, so bidding learns the wrong thing

VERIFIED

EVIDENCE

Google admissions conversions ÷ Digistorm Google leads, May–Aug: Orchard Cambridge 0.05×, Wood Wharf 0.22×, Corner House 0.39×, Orchard Hampton 0.39× ... Essendene 1.73×, Walton 2.0×, Danesfield 2.24×, St Francis College 2.61× (group 0.90×). Causes found in the conversion-action report: **duplicate actions** (Danesfield counts three form actions, St Nicholas, Essendene, Ruskin and St Felix count a form action *and* a thank-you page), **calls counted as leads** in six accounts (St Francis College 53 call conversions; Gidea Park 38), **email clicks** counted at Royal Hospital (64 of its competitor campaign's conversions), and **camp/swim goals** in the same accounts. **52 Meta ad sets (£57,011)** optimise for CompleteRegistration, St Felix's nursery ad set optimises for *value* with no values set, and Rookwood/Shebbear Senior optimise for a Lead event that never fires. £14,274 of Google Search runs on "Maximise conversions" with almost no signal (at Kew and Westbury other campaigns in the same account, mainly PMax, take the credit). No server-side events on the Yateley, Derby, Royal Hospital and Wembley pixels.

IMPACT

Schools that over-count look efficient and got budget (Danesfield, Essendene, Ruskin were all increased in July); schools that under-count look broken (Wood Wharf, Orchard Cambridge). Smart bidding optimises towards whatever each school happens to count.

ACTION

One primary Google conversion per account: a single Digistorm enquiry action. Set calls over 60 seconds, email clicks, prospectus, "Book Now" and swim forms to *secondary*. Give camps and swim campaigns campaign-level goals. In Meta, one Lead event per school fired from the Digistorm submission; switch St Felix nursery from value to conversions; move Rookwood and Shebbear Senior to an event the pixel receives. Then import Digistorm enquiries as offline conversions (GCLID / fbclid in hidden fields). Delete orphan pixels.

04 Google's extra budget went to its least efficient formats

VERIFIED

EVIDENCE

See the Google section. PMax £17.9k → £26.2k a month, platform cost per conversion £78 → £217. Search Partners and Display from Search campaigns £7,286 for 3.5 conversions across 29 accounts. Tablets £6,571 for 6. Maximise-clicks Search £16,729 at £190 per conversion vs £116 on Maximise conversions. Five competitor campaigns launched June–August: £1,387, 0 conversions.

ACTION

Switch off Search Partners and Display; –100% tablets on Search; move every Search campaign to Maximise conversions; pause the new competitor campaigns; cap PMax at 30% of each account's budget with brand exclusions.

05 Prep, Senior and sixth-form money barely converts

VERIFIED

EVIDENCE

Prep £336 and Senior £382 per ad lead (Nursery £164); Meta Prep £470, Senior £523. Prep Search campaigns lose 61–70% of impressions to ad rank. Landing pages: **senior.** CVR 0.07% (£4,184), **sixthform.** 0% (£1,228), **prep.** 0.37% vs **nursery.** 0.63%. Campaigns that Digistorm confirms as weak: £19,300, led by Yateley Prep/Senior (£6,712), St Francis Pewsey Prep (£3,042), St Francis College sixth form (£2,934).

WHY

Several Prep landing pages are school overview pages, not enquiry pages (Warlingham, Eton End, Essendene, Sunninghill). Low ad rank means ads and pages are judged less relevant, so every click costs more.

ACTION

Point every Prep/Senior ad at a dedicated enquiry or Open Morning booking page. Rewrite Prep Search ads around year-group entry points. Halve the weak Prep/Senior campaigns until landing pages are replaced.

06 Six schools are losing enquiries from every source

STRONG

EVIDENCE

SCHOOL	ENQUIRIES MAY · JUN · JUL · AUG	AD LEADS	SPEND	CHANGE
Westbury House	23 · 37 · 15 · 7	13 · 22 · 8 · 2	£3.0k · £4.8k · £5.4k · £3.8k	-63%
Eton End	75 · 80 · 41 · 44	59 · 52 · 29 · 26	£4.2k · £4.4k · £4.1k · £3.6k	-45%
Warlingham Park	27 · 25 · 18 · 16	19 · 17 · 14 · 14	£3.0k · £3.3k · £3.8k · £4.1k	-35%
Walton Montessori	28 · 20 · 13 · 20	2 · 2 · 0 · 11	£0.9k · £1.4k · £0.9k · £1.5k	-31%
Rookwood	36 · 15 · 21 · 15	6 · 20 · 4 · 10	£1.9k · £2.2k · £2.0k · £2.1k	-29%
Orchard Kew	26 · 29 · 21 · 18	18 · 23 · 10 · 9	£1.9k · £2.8k · £4.0k · £4.0k	-29%

WHY

Non-ad enquiries fell too, so this is a school-side or routing problem — or, in south-west London, families choosing a sister school. Westbury's Google lead actions were all set to Removed and its August nursery Search was replaced by a Maximise-clicks campaign that converted nothing.

ACTION

For each: submit a test enquiry through every form and confirm it lands in Digistorm under the right school and division; ask admissions what changed in June–July; check sister-school enquiries in the same weeks. No budget increases until done.

07 Meta structure leaks money and signal

VERIFIED

EVIDENCE

Facebook feed £40 vs Instagram feed £99 per platform conversion. Yateley Prep/Senior ads link to prep.inspiredlearninggroup.co.uk where its pixel does not fire: 719 clicks, 0 landings; £626 on Audience Network at frequency 98. 19 “-2” duplicate campaigns splitting learning. India teacher-training campaign inside the schools account (May: 1.0M impressions, 35,402 clicks). Rookwood Meta: no conversion events, £853 per Digistorm lead.

ACTION

Pause Yateley Prep/Senior Meta until its pixel is on the [prep.](http://prep.inspiredlearninggroup.co.uk) pages; exclude Audience Network, Threads and right-hand column; fold “-2” campaigns into parents; move recruitment to its own account; test a Facebook-feed-weighted ad set against Advantage+ placements for 3 weeks.

08 The monthly reports mislead the people reading them

VERIFIED

EVIDENCE

Sheet totals typed onto Holme Court’s row (May Senior £5,518 & 11 leads; May Full School 3 leads; July Senior £3,539). Duplicated rows: May Shebbear Senior Google £1,376; June Derby Full School Meta £127. Full School enquiries recorded for 11 schools in May and 5 in August, making total enquiries appear to fall (1,081 → 956) when like-for-like they rose. August notes say St Francis College Meta is excluded yet its figures appear. Eton End Meta account disabled; St Francis Pewsey billing unsettled; St Francis College Meta not API-accessible.

ACTION

Fixed template: totals on a labelled row, one row per school per division, Full School enquiries every month, spend reconciled to platform within 2%, cluster totals added.

09 Google rates the landing pages below average, so every click costs more

VERIFIED

EVIDENCE

Keywords with a Quality Score, Jun–Aug: **£56,686 of £70,041 (81%) sits on scores of 1–4**; only £8,086 on 7–10. **£61,660 (88%) is rated “below average” for landing-page experience**, against £13,178 below average for ad relevance. Worst accounts by spend-weighted score: Ruskin 1.7, Rookwood 1.8, GPPS 2.0, Orchard Kingston 2.3, Danesfield 2.4, Orchard Hampton 2.4. Biggest single keywords: Ruskin “day nurseries” QS 1 £2,949; St Felix “nursery school” QS 3 £2,741; GPPS “nursery school” QS 1 £1,516; Danesfield “day nurseries” QS 2 £1,503. Ad strength is mostly Good/Excellent, so the ads are not the problem.

WHY The shared **nursery.** / **prep.** pages are thin, form-in-iframe pages on an ILG subdomain rather than the school's site; Prep pages (Eton End, Essendene, Westbury) carry no form at all and send parents to a Digistorm page on another domain. Google charges more per click and shows the ads less often when it judges the page weak — the same cause as Prep Search losing 61–70% of impressions to rank.

ACTION Rebuild the top ten pages by spend first (St Nicholas, Ruskin, Essendene, Orchard Wimbledon, Orchard Kew, St Christopher's, Derby, Danesfield, GPPS, Orchard Kingston): school name and area in the headline, fees/funded hours, Ofsted, opening hours, photos, map, tap-to-call number, and the form visible without scrolling. Put the form on every Prep page. Split "day nurseries" / "nursery school" phrase keywords into tighter local ad groups.

10 "Near me" and the schools' own names eat the generic budget

VERIFIED

EVIDENCE Search terms costing £15+, Jun–Aug (£35,722): **"near me" queries £12,735 → 34.9 conversions (£365 each)** — Westbury £1,323 → 0, St Nicholas £1,260 → 5.5, Orchard Kingston £1,002 → 0, Wimbledon £777 → 1, Ruskin £626 → 0, The Study £525 → 0. **Searches for the school's own name inside non-brand campaigns: £8,308**, 2,994 clicks, while dedicated brand campaigns spent £580 — Sunninghill £936, St Felix £823, Warlingham £785 (1 conversion), Gidea Park £463 (0), Eton End £408 (0), St Francis College £301 (0). Free-childcare, term-dates, holiday-club and council-admissions searches £660, 0 conversions. 769 of 865 terms (£27,660) converted nothing.

WHY Phrase and close-variant matching on "nursery near me" buys every nursery search in a radius, including families wanting a different provider or free-hours places. Brand searches with zero conversions (Gidea, Eton End, St Francis College) are also a tracking warning: people searching for the school by name almost always enquire somewhere.

ACTION Add each school's name as a negative in its generic campaigns and run it only in a low-cost brand campaign. Move "near me" to exact match with its own budget and a 4-week test; stop it at Westbury, Orchard Kingston, Ruskin and The Study if it stays at zero. Add a shared negative list: free, funded, 15/30 hours, term dates, holiday club, council, jobs, Ofsted report.

11 Calls from the ads are a hidden lead source, and one in eight is missed

VERIFIED

EVIDENCE

Google call log, 1 May–15 Sep: **2,348 calls from ads, 932 lasting a minute or more, 283 missed**. Missed-call rates: St Felix 65 of 118 (55%), Wood Wharf 43 of 110 (39%), Westbury 30 of 116 (26%), Rookwood 14 of 68, Ruskin 15 of 91, Orchard Kew 15 of 101. 207 of the 283 missed calls were on weekdays between 8am and 5pm. Only six accounts count calls as conversions, and none of these calls appear in the Digistorm lead counts. Nine high-spend nursery pages show the phone number as text that cannot be tapped (Ruskin, both Orchard Kingston pages, Orchard Hampton, Orchard Cambridge, Wood Wharf, Walton, Corner House, Eton End). St Nicholas's page shows "020 820 59744" but its tap-to-call link dials 020 7125 1485.

WHY

Admissions teams are small and phones are not covered; calls are not logged as enquiries, so schools that attract callers look worse than they are.

ACTION

Send each school a weekly missed-call list; route unanswered ad calls to a central admissions line or voicemail-to-email. Log calls over 60 seconds as Digistorm enquiries. Make every page number tappable and check the St Nicholas numbers. Add call schedules to call assets so calls only show when someone can answer.

12 Google spends outside realistic catchments

VERIFIED

EVIDENCE

Spend by searcher town, Jun–Aug: St Felix (Southwold) £1,359 in Great Yarmouth, Gorleston and Norwich → 3 conversions, plus £1,683 in Lowestoft → 7, while Southwold itself got £467 → 0. St Francis College (Letchworth) £1,352 in Luton, Houghton Regis and Dunstable → 0 conversions, £71 in Letchworth. Warlingham £910 in New Addington → 0. Orchard Hampton £1,397 in Hampton → 0 while Twickenham and Feltham take £3,737. Yateley £646 in Reading, Earley, Woodley, Basingstoke, Woking and Guildford → 1 conversion. Rookwood (Andover) £459 in Southampton and Winchester → 0. The Meta side is similar: St Felix Prep targets 63 postcodes including Ipswich and Bury St Edmunds.

WHY

Radius and PMax location settings include people "interested in" the area and large towns at the edge of the radius, where nursery parents will not travel.

ACTION

Exclude Great Yarmouth, Gorleston, Norwich, Luton, Houghton Regis, Dunstable, New Addington, Reading, Earley, Woodley, Southampton and Winchester; keep Lowestoft under review; set location options to "presence" for nursery campaigns; cap nursery radii at a 20-minute drive; review PMax location reports monthly.

Google in detail

CAMPAIGN TYPE BY MONTH – PLATFORM SPEND, CONVERSIONS, COST PER CONVERSION												
TYPE	MAY £	CONV	£/C	JUN £	CONV	£/C	JUL £	CONV	£/C	AUG £	CONV	£/C
Search generic	£27,077	96	£281	£34,526	124	£278	£41,249	146	£283	£39,513	128	£309
PMax	£17,876	230	£78	£24,700	196	£126	£26,695	135	£197	£26,188	121	£217
Brand	£0	0	—	£1	0	—	£477	5	£95	£863	3	£293
Competitor	£143	38	£4	£226	22	£10	£772	11	£70	£801	20	£41
Display	£347	0	—	£54	0	—	£0	0	—	£0	0	—
Demand gen	£128	0	—	£0	0	—	£0	0	—	£199	0	—
Camps/Swim	£986	69	£14	£926	201	£5	£1,257	321	£4	£368	48	£8

Platform conversions changed definition in August (finding 03), so compare within a column with care. Camps/swim shown for completeness only.

GOOGLE CAMPAIGNS WITH £700+ SPEND AND 2 OR FEWER PLATFORM CONVERSIONS (MAY-AUG), CROSS-CHECKED WITH DIGISTORM						
ACCOUNT	CAMPAIGN	DIVISION	BIDDING	SPEND	CONV	VERDICT
The Orchard Nursery - Kew	LeadGen-5kmRadius-All-Nursery-Search-10thJuly2025-OrchardDayNursery-IOS	Nursery	Maximize Conversions	£4,883	2.0	Tracking-blind: carries 57% of this Google budget while Digistorm credits Google with 47 leads
Orchard Day Cambridge	LeadGen-6km-Search-02Dec2025-OrchardDayCambridge-IOS	Nursery	Maximize Conversions	£3,617	2.0	Tracking-blind: carries 58% of this Google budget while Digistorm credits Google with 41 leads
St. Christopher's School	LeadGen-10kmRadius-Nursery-Jul2025-StChristopherSchool-IOS	Nursery	Maximize Conversions	£3,616	0.0	Unclear: Digistorm Google leads (19) may come from this school's other campaigns

ACCOUNT	CAMPAIGN	DIVISION	BIDDING	SPEND	CONV	VERDICT
Westbury House	LeadGen-6kmRadius-All-Nursery-Search-7thAug2025-WestburyHouse-IOS	Nursery	Maximize Conversions	£3,154	2.0	Tracking-blind: carries 40% of this Google budget while Digistorm credits Google with 19 leads
Orchard Day Cambridge	LeadGen-5kmRadius-Nursery-Pmax-11Nov2025-OrcharddayCambridge-IOS	Nursery	Maximize Conversions	£2,620	0.0	Tracking-blind: carries 42% of this Google budget while Digistorm credits Google with 41 leads
Yateley Manor School	LeadGen-10kmRadius-All-Prep-Pmax-6thJan2026-Yateley-IOS	Prep	Maximize Conversions	£2,222	0.4	Genuinely weak: Digistorm credits Google with only 10 leads here
St. Francis College	LeadGen-20kmRadius-All-Sixthform-Search-28thNov2025-StFrancis-IOS	Senior	Maximize clicks	£1,964	0.0	Genuinely weak: Digistorm credits Google with only 7 leads here
St. Francis Pewsey	LeadGen_20km_Prep_Search_18March2026_St.FrancisPewsey_IOS	Prep	Maximize Conversions	£1,956	0.0	Genuinely weak: Digistorm credits Google with only 2 leads here
Yateley Manor School	LeadGen-15kmRadius-All-Senior-Pmax-6thJan2026-Yateley-IOS	Senior	Maximize Conversions	£1,787	1.4	Genuinely weak: Digistorm credits Google with only 4 leads here
St. Felix School	Leads-Pmax-FullSchool-SainfFelix-IOS-9thApril	Full School	Maximize Conversions	£1,579	1.0	Genuinely weak: Digistorm credits Google with only 9 leads here

ACCOUNT	CAMPAIGN	DIVISION	BIDDING	SPEND	CONV	VERDICT
Yateley Manor School	LeadGen-10kmRadius-All-Prep-Search-6thJan2026-Yateley-IOS	Prep	Maximize Conversions	£1,493	0.0	Genuinely weak: Digistorm credits Google with only 10 leads here
Walton Montessori	Nursery Tour Enquiry Feb 26	Nursery	Maximize Conversions	£1,479	2.0	Genuinely weak: Digistorm credits Google with only 6 leads here
Yateley Manor School	LeadGen-15kmRadius-All-Senior-Search-6thJan2026-Yateley-IOS	Senior	Maximize clicks	£1,210	0.0	Genuinely weak: Digistorm credits Google with only 4 leads here
St. Francis Pewsey	LeadGen-20km-Prep-Pmax-16thApril2026-StFrancisPewsey-IOS	Prep	Maximize Conversions	£1,086	1.0	Genuinely weak: Digistorm credits Google with only 2 leads here
Shebbear College	LeadGen_20km_8thApril2026_Search_Prep+Senior_Shebbear_IOS	Senior	Maximize clicks	£1,041	0.0	Genuinely weak: Digistorm credits Google with only 4 leads here
St. Francis College	LeadGen-20kmRadius-All-Sixthform-Pmax-16thDec2025-StFrancis-IOS	Senior	Maximize Conversions	£970	1.0	Genuinely weak: Digistorm credits Google with only 7 leads here
Clayesmore Marketing	Clayesmore_Senior_SixthForm_Search_LeadGen_30Miles_23rdJuly2026_IOS	Senior	Maximize Conversions	£929	1.0	Genuinely weak: Digistorm credits Google with only 2 leads here
Clayesmore Marketing	Clayesmore_Nursery_PMax_LeadGen_25Miles_28rdJuly2026_IOS	Nursery	Maximize Conversions	£829	2.0	Genuinely weak: Digistorm credits Google with only 11 leads here

ACCOUNT	CAMPAIGN	DIVISION	BIDDING	SPEND	CONV	VERDICT
Orchard Hampton Nursery	LeadGen-5kmRadius-NurseryCompetitors-Search-20thJune2026-OrchardHampton-IOS	Nursery	Maximize clicks	£764	0.0	Unclear: Digistorm Google leads (31) may come from this school's other campaigns
Clayesmore Marketing	Clayesmore_Prep/Senior/Sixth-Form_PMax_LeadGen_25Miles_28rdJuly2026_IOS	Senior	Maximize Conversions	£756	2.0	Genuinely weak: Digistorm credits Google with only 2 leads here

Tracking-blind £14,274: fix tracking, don't pause. Genuinely weak £19,300: reduce or rebuild. Unclear £4,380: check campaign-level attribution. Clayesmore campaigns launched 23–28 July and are early.

NEW NON-CAMP CAMPAIGNS LAUNCHED JUN–AUG (36, £10,474)					WHERE GOOGLE TRAFFIC LANDS, JUL–AUG					
TYPE	CAMPAIGNS	SPEND	CONV	£/CONV	HOST	SPEND	SHARE	CLICKS	CONV	
Search generic	11	£4,504	24	£188	nursery.inspiredlearninggroup.co.uk	£91,747	68.5%	58,165	368	0.
PMax	6	£3,043	21	£142	prep.inspiredlearninggroup.co.uk	£21,893	16.4%	23,888	88	0.
Competitor	5	£1,387	0	–	nurseries.inspiredlearninggroup.co.uk	£4,263	3.2%	4,039	25	0.
Brand	11	£1,341	8	£169	senior.inspiredlearninggroup.co.uk	£4,184	3.1%	9,942	7	0.
Demand gen	3	£199	0	–	clayesmore.com	£4,047	3.0%	4,901	22	0.
					school.inspiredlearninggroup.co.uk	£3,735	2.8%	2,743	12	0.
					sixthform.inspiredlearninggroup.co.uk	£1,228	0.9%	779	0	0.
					daycamps.inspiredlearninggroup.co.uk	£1,075	0.8%	702	304	43.
					swim.inspiredlearninggroup.co.uk	£538	0.4%	489	64	13.
					yateleymanor.com	£361	0.3%	94	1	1.
					royalhospitalschool.org	£312	0.2%	435	20	4.
					theorcharddaynurseryhampton.co.uk	£186	0.1%	25	0	0.
					essendenelodge.co.uk	£170	0.1%	35	0	0.
					admissions.thestudyschool.co.uk	£113	0.1%	91	2	1.

LANDING PAGES WITH £500+ SPEND AND ZERO PLATFORM CONVERSIONS, JUL–AUG (£15,064)					
ACCOUNT	PAGE	SPEND	CLICKS	CONV	
Wood Wharf Kindergarten	https://nursery.inspiredlearninggroup.co.uk/wood-wharf-enquire/	£1,685	1,021	0	
St. Christopher's School	https://nursery.inspiredlearninggroup.co.uk/st-christophers-school-nursery-enquire/	£1,644	111	0	
Westbury House	https://nursery.inspiredlearninggroup.co.uk/westbury-house-nursery-enquire/	£1,516	1,026	0	
Westbury House	https://nursery.inspiredlearninggroup.co.uk/westbury-house-nursery-enquire/	£1,464	222	0	
St. Francis Pewsey	https://prep.inspiredlearninggroup.co.uk/st-francis-school-prep/	£1,439	154	0	
Rookwood School	https://school.inspiredlearninggroup.co.uk/rookwood-school/	£1,050	229	0	
Orchard Day Cambridge	https://nursery.inspiredlearninggroup.co.uk/orchard-day-cambridge/	£858	685	0	
St. Francis College	https://sixthform.inspiredlearninggroup.co.uk/st-francis-college-sixth-form/	£856	392	0	
Yateley Manor School	https://nursery.inspiredlearninggroup.co.uk/little-lodge-nursery-enquire/	£778	209	0	
St. Francis College	https://prep.inspiredlearninggroup.co.uk/st-francis-college-prep-school-enquiry/	£739	329	0	
St. Felix School	https://school.inspiredlearninggroup.co.uk/saint-felix/	£734	960	0	
Yateley Manor School	https://senior.inspiredlearninggroup.co.uk/yateley-manor-senior-school/	£597	397	0	
Orchard Day Kingston	https://nursery.inspiredlearninggroup.co.uk/orchard-day-kingston-enquire/	£597	103	0	
Orchard Hampton Nursery	https://nursery.inspiredlearninggroup.co.uk/orchard-hampton-enquire/	£562	40	0	

ACCOUNT	PAGE	SPEND	CLICKS	CONV
Westbury House	https://prep.inspiredlearninggroup.co.uk/westbury-house-prep/	£547	319	0

All five pages spot-checked in a browser loaded with a phone number (not always tappable) and an embedded Digistorm form; zero here can mean tracking, not a broken page (Wood Wharf is efficient in Digistorm). One Orchard Hampton destination URL is malformed (`{ignore}?https://`) and should be corrected.

GOOGLE CONVERSION ACTIONS THAT ARE NOT ADMISSIONS ENQUIRIES, MAY–AUG		
ACTION	WHERE	CONVERSIONS
“Book Now” button clicks (camps)	Derby, Eton End, Yateley, Clayesmore, Sunninghill, St Francis College, Pewsey	≈540
Swim-school forms	St Francis College, Yateley, Clayesmore	≈110
“Calls from ads”	Gidea Park, St Francis College, St Felix, Wood Wharf, Wimbledon, Royal Hospital	≈150
Email-address clicks	Royal Hospital	66
Second or third form action on the same enquiry	Danesfield, St Nicholas, Essendene, Ruskin, St Felix, Warlingham, GPPS, The Study	double-counts

SEARCH QUALITY, JUN–AUG KEYWORD SPEND			
QUALITY SCORE	SPEND	SHARE	CONV
1–4	£56,686	49%	363
5–6	£5,269	5%	70
7–10	£8,086	7%	142
No score (low volume)	£46,349	40%	387
Landing page “below average”	£61,660	88% of scored	

SEARCH TERMS COSTING £15+, JUN–AUG (£35,722)				
QUERY TYPE	SPEND	CLICKS	CONV	£/CONV
Generic and competitor	£14,099	2,388	50.5	£279
“... near me”	£12,735	3,011	34.9	£365
Own school name, in non-brand campaigns	£8,308	2,994	90.2	£92
Own school name, in brand campaigns	£580	425	2.0	—

AD CALLS, 1 MAY–15 SEP (GOOGLE CALL LOG)				
SCHOOL	CALLS	≥60S	MISSED	TAP-TO-CALL ON PAGE
St Nicholas	235	103	9%	number mismatch
Gidea Park	233	102	0%	yes
St Francis College	163	102	1%	—
Eton End	148	73	2%	no
St Felix	118	8	55%	yes
Westbury House	116	56	26%	yes
Wood Wharf	110	26	39%	no
Yateley Manor	102	35	10%	—
Orchard Kew	101	44	15%	yes
Warlingham Park	101	38	12%	yes
All 30 accounts	2,348	932	12%	

SEPTEMBER 1–15 VS AUGUST (NON-CAMP GOOGLE, EXCL. CLAYESMORE)		
	AUGUST	1–15 SEP
Spend per day	£2,062	£1,818
Platform conversions per day	7.5	7.6
£ per platform conversion	£274	£239
Meta main account £ per Lead+CR	£109	£88
No Google spend in September	Orchard Wimbledon, Orchard Cambridge, St Christopher’s; Ruskin £3,736 → £188	

GOOGLE CHANGE HISTORY, LAST 30 DAYS (API LIMIT)	
WHAT	CHANGES
Keywords and negatives added (Kingston 392, Collingwood 534, Danesfield 225, Essendene 174, Eton End 171, Clayesmore 166)	2,629
Budget edits (St Christopher’s 19, Kingston 13, Pewsey 9)	≈140
New campaigns: Orchard Kingston 5 (incl. Brand and Demand Gen), Orchard Wimbledon 3, Royal Hospital 3, Pewsey 1	12
Kew, Wood Wharf and Kingston campaigns moved to Target Impression Share	3
Walton network setting changed by <i>auto-applied recommendations</i>	3

Search-term clean-up started in late August, after most of the Jul–Aug waste. Day-of-week and hour were checked and are not a lever: cost per conversion is £123–£144 in every part of the day.

Meta in detail

MOST EXPENSIVE SCHOOL × PLATFORM (4 MO, £2.5K+)					MOST EFFICIENT SCHOOL × PLATFORM (4 MO, £2.5K+)				
SCHOOL	PLATFORM	SPEND	LEADS	£/LEAD	SCHOOL	PLATFORM	SPEND	LEADS	£/LEAD
Westbury House	Meta	£4,832	5	£966	Corner House	Google	£3,235	64	£51
Walton Montessori	Google	£3,561	6	£593	Derby Grammar	Meta	£3,276	54	£61
St Felix	Google	£11,154	19	£587	Derby Grammar	Google	£7,891	115	£69
Orchard Kingston	Google	£10,488	19	£552	Gidea Park	Meta	£4,284	56	£76
Collingwood	Meta	£7,086	14	£506	Eton End	Google	£12,177	142	£86
St Francis Pewsey	Google	£5,346	12	£446	Wood Wharf	Google	£3,582	36	£100
Essendene Lodge	Meta	£5,713	13	£439	Gidea Park	Google	£4,860	47	£103
Orchard Hampton	Meta	£4,455	11	£405	GPPS	Google	£8,212	70	£117
Shebbear College	Meta	£4,646	12	£387					
St Francis College	Google	£8,798	23	£383					
Essendene Lodge	Google	£11,300	30	£377					
Shebbear College	Google	£4,090	11	£372					

META CHECKS		
CHECK	FINDING	STATUS
Optimisation event	52 ad sets (£57,011) optimise for CompleteRegistration; 31 (£26,405) for Lead; some campaigns mix both	Fix
Placements (Jun–Sep)	Facebook feed £40, Instagram Stories £74, Instagram feed £99, Facebook Reels £106 per platform conversion; Threads, Audience Network, right-hand column £559 for 2	Test / exclude
Frequency	4.5 → 6.9 May–Aug on UK activity; reach +24% vs spend +118%	Refresh creative
Change history	Budget edits: May 23, Jun 12, Jul 45, Aug 33; clustered 2 Jul and 16–21 Jul	Slow down
Events that never fire	Rookwood (all ad sets) and Shebbear Senior optimise for Lead; neither pixel receives Lead	Fix now
Server-side events	Most main-account pixels receive them; Yateley, Derby, Royal Hospital and Wembley pixels do not	Add CAPI
Pixel housekeeping	7 never-fired or duplicate pixels; Orchard Kingston optimises on the “Park Hill” pixel	Tidy
Geography & age	99.99% of spend in England; ages 45+ convert cheapest (£37–£40)	Keep
Account health	Eton End account disabled; St Francis Pewsey billing unsettled; St Francis College not API-accessible	Resolve

SCHOOL META ACCOUNTS AT THE SAME DEPTH AS THE MAIN ACCOUNT, 1 MAY–15 SEP				
ACCOUNT	SPEND	RESULTS	WHAT IS WRONG	FIX
Yateley Manor	£5,429	507 leads, mostly camps and swim	Audience Network £633 for 1.67M impressions and 0 leads; June–July CPM £0.70–£1.49, CTR 0.21–0.38%, frequency 21. PrepSenior ad set £1,767 at frequency 24 with 0 landing-page views (pixel absent on prep.). Nursery ad set: 1,494 clicks → 115 page views (8%). Two ad sets optimise on a PageView rule for a thank-you URL. No server-side events.	Exclude Audience Network; pause PrepSenior until pixel fixed; add pixel and CAPI to the nursery landing host; optimise on Lead.
Derby Grammar	£4,408	Nursery 25 leads Aug, 12 in 1–15 Sep	Nursery ad set £3,482 at frequency 11.5 on 52k people. One ad (“Jan5”, live since 17 April) carries £1,938. CTR 2.56% (Jun) → 0.77% (Aug) → 0.75% (Sep). Awareness ad sets target Engineering, Automotive, Luxury vehicle and Music industry interests; remarketing includes OX44 and SW14 postcodes. No server-side events.	Three new nursery creatives now; retire “Jan5”; remove irrelevant interests and postcodes; add CAPI.
St Felix	£6,447	51 CR	Nursery ad set optimises for value with no values; £3,029 at frequency 16.9. Its budget was raised £10 → £20 → £30/day within four days of launch, then edited five more times. Monthly CR 17 → 11 → 10 → 6 while spend doubled and frequency rose 4.5 → 7.9. Several “Dynamic” ad sets were created on 1 September and three deleted the same day. Prep targets 63 postcodes including Ipswich and Bury St Edmunds.	Rebuild nursery ad set on conversions (Lead); one budget change a week; trim postcodes to a 30-minute drive; answer the phone (55% of ad calls missed).
Shebbear	£5,438	50 CR	SeniorSixthForm ad set optimises for Lead (£1,374, 0 leads) — pixel only sends CompleteRegistration. Instagram £167 vs Facebook £101 per CR. CTR 2.05% → 1.21%; frequency up to 5.6. Targets Plymouth and pins near Exeter and Tiverton.	Switch Senior to CompleteRegistration (or add Lead); Facebook-weighted placements test; new creative.
Rookwood	£1,877	0	Every ad set optimises for Lead; pixel received only PageView in 28 days. Prep: 1,187 clicks → 23 page views. Targets Andover 20-mile radius plus Newbury with military-industry interests; September GCSE duplicates; £1/day awareness ad set.	Pause until pixel is on the landing host and a Lead event fires; then relaunch one ad set.
Holme Court	£0	—	No spend in the period.	—

ACCOUNT	SPEND	RESULTS	WHAT IS WRONG	FIX
Eton End	n/a	—	Account disabled by Meta for “unusual activity”; all ads paused.	Appeal in Business Support Home this week.
St Francis College · St Francis Pewsey	n/a	—	SFC not yet enabled for API reading; Pewsey billing unsettled (re-checked 16 Sep).	Settle Pewsey balance; review SFC in Ads Manager.

Competitor check (Meta Ad Library, UK, live on 16 Sep): Bright Horizons launched “Autumn Open Day” ads on 15–16 September; local nurseries lead with funded 15/30 hours and September spaces. ILG nursery ads lead with “Book a tour”. An open-morning date and funded-hours message are worth testing now.

School by school

Four-month spend and ad leads from your reports; enquiries are Nursery + Prep + Senior, May–Jun vs Jul–Aug.

28 SCHOOLS (CLAYESMORE REPORTED FROM AUGUST ONLY)								
SCHOOL	SPEND	AD LEADS	£/LEAD	GOOGLE £/LEAD	META £/LEAD	ENQUIRIES	WHAT IS GOING ON	DECISION
Collingwood	£17,447	70	£249	£185	£506	50 → 74	Enquiries +48% (50→74). Meta costs £506 per lead vs Google £185. £362 on Search Partners. Competitor campaign £185, 0 conversions.	Grow Google; halve Meta
Westbury House	£17,145	45	£381	£308	£966	60 → 22	All-source enquiries –63%. All Google lead-form actions set to Removed. August: nursery Search cut to £178 and replaced with a Maximize-clicks campaign (£424, 0 conv). Shares 7 Meta postcodes with The Study.	Investigate before spending
Essendene Lodge	£17,013	43	£396	£377	£439	34 → 39	Nursery Search £778→£3,768 (May–Jun vs Jul–Aug) with conversions flat at 2. Meta £439/lead. Shares 9 Meta postcodes with Warlingham.	Cut to May–Jun
St Felix	£16,991	45	£378	£587	£225	31 → 30	Google £587 per lead. Full School PMax +£817 for 1 conversion. school. landing page £734, 0 conv.	Cut to May–Jun
Orchard Kingston	£16,433	37	£444	£552	£330	27 → 44	Extra-lead cost £1,339. Main Meta campaign optimises on the “Park Hill” pixel. Overlaps Westbury, Hampton, The Study.	Cut to May–Jun
Eton End	£16,362	166	£99	£86	£174	155 → 85	Best Google volume but ad leads halved (111→55). Nursery PMax conversions 20→13→7.5→5 on flat spend. Separate Meta account disabled.	Investigate; refresh PMax
St Christopher's	£15,793	60	£263	£344	£177	41 → 59	Nursery Search +£773 for 0 conversions. Nursery enquiry URL £1,644, 0 conv. Largest Meta budget raises (Jun, Jul). Shares 4 postcodes with St Nicholas.	Hold; fix nursery Search
St Nicholas	£15,490	106	£146	£150	£46	72 → 74	Efficient on Google (£150/lead) but extra £663/month produced –12 leads. Overlaps St Christopher's.	Cut to May–Jun
St Francis College	£15,176	68	£223	£383	£142	125 → 138	Meta not in API; report inclusion inconsistent. Sixth-form page £856 and prep enquiry page £739, both 0 Google conversions.	Hold; resolve data
Yateley Manor	£14,860	81	£183	£192	£158	58 → 69	Prep/Senior Meta links to a domain its pixel doesn't track (719 clicks, 0 landings); £626 on Audience Network. Senior page £597, 0 conv. Nursery performs.	Grow nursery; fix Prep/Senior
Ruskin House	£14,675	78	£188	£188	£191	81 → 79	Google says conversions rose (Search 7→24) but Digistorm ad leads flat (39→39). £368 on Search Partners.	Cut to May–Jun
GPPS	£14,592	97	£150	£117	£236	60 → 67	£332 Search Partners + £381 Display from Search campaigns. Extra-lead cost £493.	Hold; switch off networks
Warlingham Park	£14,155	64	£221	£200	£275	52 → 34	All-source enquiries –35%. Nursery Search conversions 5.5→0. Shares 9 postcodes with Essendene.	Cut; investigate
Orchard Hampton	£13,443	42	£320	£290	£405	32 → 33	Competitor Search £764 on Maximize clicks, 0 conversions. One final URL malformed ({ignore}?https://).	Hold; pause competitor
Danesfield Manor	£13,236	58	£228	£208	£305	52 → 50	Nursery Search on Maximize clicks: +£1,376, conversions 17→11. Shares 4 postcodes with Walton.	Cut; switch bidding
Orchard Wimbledon	£12,755	46	£277	£294	£144	33 → 51	Extra leads at £117 each. Enquiries +55%.	Grow +20%

SCHOOL	SPEND	AD LEADS	£/LEAD	GOOGLE £/LEAD	META £/LEAD	ENQUIRIES	WHAT IS GOING ON	DECISION
Orchard Kew	£12,730	60	£212	£182	£320	55 → 39	Nursery Search ≈£1,350/month Jun–Aug with 0 platform conversions; Digistorm Google leads fell 22→5. Competitor campaign 0 conv. Enquiries –29%.	Cut; rebuild Search
Derby Grammar	£11,167	169	£66	£69	£61	116 → 121	Best cost per lead in the group (£66). Meta pixel has no server-side events.	Grow +20%
St Francis Pewsey	£9,282	24	£387	£446	£328	37 → 34	+£4,430 over Jul–Aug for 10 fewer ad leads. Prep landing page £1,439, 0 conv. Meta billing unsettled.	Cut to May–Jun
Gidea Park	£9,144	103	£89	£103	£76	70 → 110	Strongest growth: enquiries 70→110. Nursery Search loses 35% of impressions to budget.	Grow +20%
Orchard Cambridge	£9,082	64	£142	£152	£124	45 → 71	Extra leads at £140. Nursery landing page is a school page, not an enquiry page (CVR 0.41%).	Grow; test enquiry page
Shebbear College	£8,736	23	£380	£372	£387	43 → 39	May report duplicated £1,376 of Google spend. Enquiries recovering.	Hold
Sunninghill	£8,280	57	£145	£160	£133	51 → 76	Extra leads at £117; enquiries 51→76.	Grow +20%
Rookwood	£8,157	40	£204	£170	£853	51 → 36	Meta campaign records no conversion events (£853 per Digistorm lead). Senior Search 3 conversions in 4 months. Enquiries –29%.	Hold; pause Meta
The Study	£5,869	31	£189	£204	£166	34 → 48	Enquiries +41%, but shares 7 postcodes with Westbury — some growth may be Westbury's loss.	Hold
Corner House	£5,531	78	£71	£51	£164	77 → 66	Best 4-month cost per lead (£71), but doubling spend in Jul–Aug produced 16 fewer leads.	Cut to May–Jun
Wood Wharf	£4,749	51	£93	£100	£78	45 → 58	Google landing page £1,685, 0 platform conversions, and Meta campaign records no events — yet Digistorm credits 51 ad leads at £93. Tracking is missing, not performance.	Grow; fix tracking first
Walton Montessori	£4,651	15	£310	£593	£121	48 → 33	Small numbers. Enquiries –31%. Shares 4 postcodes with Danesfield.	Hold

Campaign and budget actions

PAUSE OR REBUILD		FIX, DON'T PAUSE	
CAMPAIGN	WHY	CAMPAIGN / SETTING	FIX
Orchard Hampton — NurseryCompetitors Search (Max clicks)	£764, 0 conversions	Orchard Kew nursery Search; Orchard Cambridge nursery Search & PMax; Westbury nursery Search	Tracking-blind: fix lead event, import Digistorm conversions, then reassess
Orchard Kew, Collingwood, Wood Wharf competitor Search	£624 combined, 0 conversions	Wood Wharf Google & Meta	Efficient in Digistorm (£93), invisible in platforms: fix tracking
Westbury — All-Nursery-Search-31stJuly2026 (Max clicks)	£424, 0; launched as the older nursery Search was cut to £178	Every Google Search campaign	Search Partners off, Display off, tablets –100%
St Francis Pewsey — Prep Search 18March2026 & Prep PMax	£3,042, 1 conversion; 2 Digistorm Google Prep leads	Danesfield nursery Search; Shebbear Prep+Senior Search	Maximise clicks → Maximise conversions (after tracking fix)
Yateley — Prep & Senior Search and PMax (Google); YateleyManor-Conversion-IOS (Meta)	£6,712 Google for 1.8 conversions; Meta pixel missing on landing domain	Eton End nursery PMax	Conversions 20 → 5 on flat spend: new assets, check final URL
St Francis College — Sixthform Search (Max clicks)	£1,964, 0 conversions; sixth-form page 0%	Orchard Hampton final URL	Remove the embedded second URL
Rookwood — all Meta ad sets	Optimise for Lead; pixel has only PageView; £1,877, 0 results	Orchard Kingston nursery page	“Book a tour” points to Hampton’s Digistorm; placeholder images (also Wimbledon)
Shebbear — SeniorSixthForm (Meta)	Lead goal, no Lead event; £1,374, 0 leads	Conversion goals, all 30 Google accounts	One primary enquiry action; calls, emails, Book Now, swim to secondary; camps on campaign goals
Yateley — Audience Network placement	£633, 1.67M impressions, 0 leads	Brand terms in generic campaigns	£8,308: add school-name negatives, run brand separately
“Near me” keywords at Westbury, Orchard Kingston, Ruskin, The Study	£3,476 Jun–Aug, 0 conversions	St Felix, Wood Wharf, Westbury phones	55% / 39% / 26% of ad calls missed; nine pages without tap-to-call
All Demand Gen and Display campaigns	£728 over 4 months, 0 conversions	Location exclusions	Lowestoft/Great Yarmouth (St Felix), Luton (SFC), New Addington (Warlingham), Reading (Yateley)
		St Felix nursery Meta ad set	Value optimisation → Lead conversions
		Walton Google account	Turn off auto-applied recommendations
		Prep Search (Eton End, Collingwood, St Christopher’s, GPPS, Danesfield, Westbury)	61–70% lost to rank: new ads + enquiry landing pages
		Gidea Park nursery Search; Ruskin nursery Search	Losing 35% / 25% impressions to budget — Gidea gets more (Digistorm grows); Ruskin does not (Digistorm flat)

SCHOOL BUDGET DECISIONS									
SCHOOL	MONTHLY MAY–JUN	MONTHLY JUL–AUG	AD LEADS	ENQUIRIES	£/LEAD	EXTRA-LEAD	COST	DECISION	
Essendene Lodge	£2,750	£5,756	18 → 25	34 → 39	£396		£859	Cut to May–June level	
St Francis Pewsey	£1,213	£3,428	17 → 7	37 → 34	£387		No gain	Cut to May–June level	
Orchard Kingston	£3,104	£5,112	17 → 20	27 → 44	£444		£1,339	Cut to May–June level	
Ruskin House	£2,725	£4,613	39 → 39	81 → 79	£188		No gain	Cut to May–June level	
Orchard Kew	£2,372	£3,993	41 → 19	55 → 39	£212		No gain	Cut to May–June level	
St Felix	£3,442	£5,053	21 → 24	31 → 30	£378		£1,074	Cut to May–June level	
Danesfield Manor	£2,653	£3,965	31 → 27	52 → 50	£228		No gain	Cut to May–June level	
Corner House	£895	£1,870	47 → 31	77 → 66	£71		No gain	Cut to May–June level	
Warlingham Park	£3,151	£3,926	36 → 28	52 → 34	£221		No gain	Cut to May–June level	
Westbury House	£3,939	£4,633	35 → 10	60 → 22	£381		No gain	Cut to May–June level	
St Nicholas	£3,707	£4,038	59 → 47	72 → 74	£146		No gain	Cut to May–June level	
Rookwood	£2,048	£2,030	26 → 14	51 → 36	£204		—	Hold; investigate	
Shebbear College	£2,231	£2,138	8 → 15	43 → 39	£380		—	Hold; investigate	
Eton End	£4,300	£3,881	111 → 55	155 → 85	£99		—	Hold; investigate	
St Christopher's	£2,815	£5,082	25 → 35	41 → 59	£263		£453	Hold	
GPPS	£2,785	£4,511	45 → 52	60 → 67	£150		£493	Hold	
Orchard Hampton	£2,531	£4,191	17 → 25	32 → 33	£320		£415	Hold	

SCHOOL	MONTHLY MAY-JUN	MONTHLY JUL-AUG	AD LEADS	ENQUIRIES	£/LEAD	EXTRA-LEAD	COST	DECISION
The Study	£1,088	£1,847	13 → 18	34 → 48	£189		£304	Hold
St Francis College	£3,608	£3,979	21 → 47	125 → 138	£223		£29	Hold
Walton Montessori	£1,108	£1,218	4 → 11	48 → 33	£310		£32	Hold
Collingwood	£3,484	£5,240	27 → 43	50 → 74	£249		£220	Grow +20%, then re-check
Derby Grammar	£1,993	£3,590	76 → 93	116 → 121	£66		£188	Grow +20%, then re-check
Orchard Wimbledon	£2,486	£3,891	11 → 35	33 → 51	£277		£117	Grow +20%, then re-check
Sunninghill	£1,457	£2,683	18 → 39	51 → 76	£145		£117	Grow +20%, then re-check
Orchard Cambridge	£1,710	£2,831	24 → 40	45 → 71	£142		£140	Grow +20%, then re-check
Gidea Park	£1,769	£2,803	44 → 59	70 → 110	£89		£138	Grow +20%, then re-check
Yateley Manor	£3,309	£4,121	35 → 46	58 → 69	£183		£148	Grow +20%, then re-check
Wood Wharf	£799	£1,575	20 → 31	45 → 58	£93		£141	Grow +20%, then re-check

MONTHLY BUDGET MOVEMENT		
MOVE	WHERE	£ / MONTH
Return to May-June level	Essendene, St Francis Pewsey, Orchard Kingston, Ruskin, St Felix, Orchard Kew, Danesfield, Corner House, Warlingham, Westbury, St Nicholas	-£16,436
Grow 20%	Orchard Wimbledon, Sunninghill, Gidea Park, Orchard Cambridge, Wood Wharf, Yateley (nursery), Derby, Collingwood (Google)	+£5,565
Stop verified waste	Search Partners/Display, Search tablets, competitor, Demand Gen, Display, weak Prep/Senior (halved)	≈-£5,000
Net	Overlaps between the cuts and waste fixes reduce the total	≈-£12k to -£16k

Safeguard: if any school’s weekly Digistorm enquiries fall more than 20% below its 4-week average for two weeks, restore half its cut. These decisions come from four months of observed data, not controlled tests.

30 / 60 / 90-day plan

ACTION · PLATFORM · CAMPAIGN · REASON · EXPECTED IMPACT · PRIORITY · TIMELINE						
ACTION	PLATFORM	CAMPAIGN / SCOPE		REASON	EXPECTED IMPACT	PRIORITY WHEN
Test-submit every form at the 6 declining schools	Website	Westbury, Eton End, Warlingham, Walton, Rookwood, Orchard Kew		All-source enquiries –29% to –63%	Recover enquiries outside ads	P0 Week 1
Search Partners & Display off; tablets –100%	Google	All Search campaigns, 29 accounts		£8,976 for 5.5 conversions	≈£2,000/month saved	P0 Week 1
Return 11 schools to May–June budgets	Both	Cut list		£32,872 extra bought –84 leads	–£16,436/month, enquiries expected flat	P0 Week 1
Pause competitor, Demand Gen, Display, weak Prep/Senior campaigns	Google	See Pause list		0–2 conversions; weak in Digistorm	≈£3,000/month saved	P0 Week 1
Pause Yateley Prep/Senior Meta; add pixel to <u>prep</u> pages	Meta	YateleyManor-Conversion-IOS		719 clicks, 0 landings	Stops blind spend	P0 Week 1
Settle Pewsey Meta billing	Meta	Account level		Unsettled	Account healthy	P0 Week 1
Standard Digistorm lead event in every school’s tags	Both	All school containers and pixels		School ratios 0.05–2.6× Digistorm	Platforms count what Digistorm counts	P0 Weeks 1–3
One primary Google conversion per account; calls/emails/Book Now/swim to secondary	Google	All 30 accounts		Duplicates and non-enquiries counted as leads	Bidding follows real enquiries	P0 Week 1
Pause Rookwood Meta and Shebbear Senior ad set; switch St Felix nursery to Lead	Meta	3 accounts		Optimising for events that never fire / value with no values	≈£700/month stops going blind	P0 Week 1
Fix Kingston “Book a tour” link, placeholder images, St Nicholas phone numbers; tap-to-call on nine pages	Website	Kingston, Wimbledon, St Nicholas + 9 nursery pages		Leads misrouted or lost	Recovered enquiries at no media cost	P0 Week 1
Missed-call list to schools weekly; call schedules on call assets	Google / admissions	St Felix, Wood Wharf, Westbury first		283 missed ad calls	≈15–25 conversations/month recovered	P0 Week 1
Confirm why Wimbledon, Cambridge, St Christopher’s have no September Google spend	Google	3 accounts + Ruskin		Two grow-list schools dark in term-start weeks	Avoid losing September demand	P0 This week
School-name negatives in generic campaigns; “near me” to exact match test; shared negative list	Google	All Search accounts		£8,308 brand in generic; £365 per “near me” conversion	≈£2,500–3,500/month re-used	P1 Weeks 1–2
Location exclusions and presence-only targeting	Google	St Felix, SFC, Warlingham, Yateley, Rookwood, Hampton		≈£4,700 Jun–Aug in far towns, 4 conversions	≈£1,500/month saved	P1 Week 2
Rebuild top-10 nursery landing pages; forms on Prep pages	Website	St Nicholas, Ruskin, Essendene, Wimbledon, Kew, St Christopher’s, Derby, Danesfield, GPPS, Kingston		88% of scored spend rated below-average page experience	Higher Quality Score, lower CPC	P1 Weeks 2–8
New creative for Derby, St Felix, Shebbear; open-day and funded-hours angles	Meta	School accounts		CTR halved, frequency 6–17, competitors running open days	Restore CTR to 1.5%+	P1 Weeks 1–3
Appeal Eton End Meta account	Meta	Eton End		Disabled for unusual activity	Restores a channel at a declining school	P0 Week 1
One Meta optimisation event per school; fold “-2” campaigns	Meta	52 CompleteRegistration ad sets; 19 duplicates		Split and wrong signal	Cleaner learning	P1 Weeks 2–3
Cluster budgeting and postcode ownership	Both	SW London, Caterham, Wembley clusters		Cluster spend +40–59%, enquiries –2% to +18%	Stops paying twice for the same families	P1 Weeks 2–4
Grow 8 efficient schools by 20%	Both	Grow list		Extra leads at £117–£220	Possibly +25–45 ad leads/month	P1 Weeks 2–6
Prep/Senior enquiry pages and new Prep Search ads	Google	Prep Search at 61–70% rank-lost		Overview pages; senior 0.07% CVR	Lower Prep/Senior cost per lead	P1 Weeks 3–8
Import Digistorm enquiries as offline conversions (GCLID / fbclid)	Both	All accounts		Bidding learns from real enquiries	Fixes the £14,274 blind campaigns permanently	P1 Weeks 3–8
Cap PMax at 30% with brand exclusions; placement test on Meta	Both	All PMax; top 3 Meta schools		PMax £78 → £217; FB feed £40 vs IG £99	Evidence for reallocation	P2 Weeks 4–8
Fix report template; add weekly Digistorm tracker	Reporting	Monthly ILG report		Pasted totals, duplicates, inconsistent Full School	Trustworthy trends	P1 Weeks 1–2

ACTION	PLATFORM	CAMPAIGN / SCOPE	REASON	EXPECTED IMPACT	PRIORITY	WHEN
Record enquiry stage in Digistorm; report cost per visit and enrolment	Digistorm	All schools	Enquiries are not enrolments	Budget by cost per pupil	P2	Days 60–90
Re-audit on September–October data	Both	Portfolio	Confirm cuts didn't cost enquiries	Next budget cycle	P2	Day 60

Method, checks and limits

Checked and fine Google day-of-week and hour (£123–£144 per conversion in every part of the day, no scheduling gain); ad strength (mostly Good/Excellent); flagship Meta September trend (cost per result improving); Meta geography (99.99% England); Google spend abroad (≈£3); Google “area of interest” targeting (£87 per conversion, cheaper than presence); Meta 45+ audiences (cheapest); Reels overlay, Marketplace and in-stream placements (£53–£65); main-account landing rates (85–95% of clicks reach a tracked page).	Data corrections applied Holme Court rows holding sheet totals removed; May Shebbear Senior Google and June Derby Full School Meta duplicates removed (confirmed against API); Clayesmore and Full School enquiries excluded from trends.	Earlier versions Corrected in v7: Google platform-vs-Digistorm ratios included camp and swim conversions (July 1.93× → 1.01×); “tags cannot see the iframe” → tags do load inside the Digistorm form; Kew and Westbury Search are unsignalled but their accounts do record conversions in PMax. Withdrawn earlier: “40% August collapse”; “£45–59k zero-lead Meta spend”; “camps 40–80× cheaper, shift budget”; “August tracking rebuild made it worse”; “Yateley/Derby are templates”; “exclude Reels overlay and Marketplace”.
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Limits

- No controlled incrementality tests; cut and grow decisions rest on observed May–August data.
- May–July reports do not state how ad-lead columns were filled; August states Digistorm.
- Enquiry stage, visits and enrolments were not available.
- Forms were inspected in a browser but not submitted, to avoid creating false enquiries.
- Cluster analysis uses Meta targeting overlap; it shows competition is possible and enquiries shifted, not which families switched.
- Eton End, St Francis Pewsey and St Francis College Meta accounts could not be read via API.
- Page speed: Google’s speed score returned no values and the PageSpeed Insights API was over its shared daily quota; pages were checked in a browser for content, forms and phone links instead.
- Raw, enquiry-level Digistorm data (source, stage, date) could not be read — the Digistorm connector is not connected. Export or connect it to measure lead quality and lead-to-visit rates.
- Google change history is only available for the last 30 days; call logs cover Google call assets and call ads only, not calls from the website.
- Search-term and keyword analysis covers terms costing £15+ and keywords costing £20+, which is £35.7k and £116k of Jun–Aug Search spend respectively.

- Royal Hospital School is Google-only and not in the Digistorm reports; its “Competitor Campaign” mostly buys its own name and counts email clicks as conversions. New RHS nursery campaigns started 11 September.