

Teachertapp

The Brands That Rule The Classroom

What We Learned From Brand Tracker

2025 Edition



Learn more at:



teachertapp.co.uk

“Teacher Tapp's Brand Tracker has been **invaluable** to us in understanding the impact of our marketing activities within the sector. As a national organisation, it has allowed us to observe the aggregated impact and **make more informed decisions** going forward.”

Alistair Wood, CEO, Edapt



Key findings 2024

Products that supported remote learning during the pandemic are seeing lower recognition and usage. This reflects a more 'natural' state for the market, rather than a rejection of the solutions offered.

The teaching profession is tough right now; teachers don't necessarily have the time to learn about new products, ironically even ones that are designed to save time! Teachers are using media and social media less, so brands need to find new ways to reach their customers.

Teachers don't buy from brands, they buy from other teachers.

That's why the Teacher Tapp Brand Tracker recommendation score is so **powerful**. There is no better advocate for your product or service than another teacher, 62 brands were awarded the gold recommendation award in 2024.

Could your brand feature next year?

Methodology





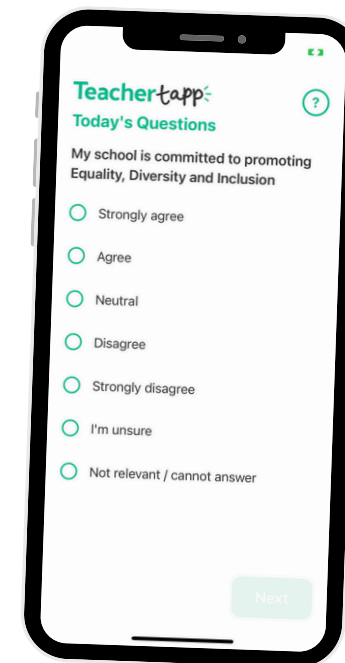
What is Teacher Tapp?

Our mobile app, **Teacher Tapp**, surveys over 10,000 teachers with three multiple choice questions every single day...

(Yes, even Christmas day!)

We have every type of teacher on our app, from primary through to every subject at secondary phase, and at every level of seniority too.

We've collected **more than 80 million data points** already so we know our teachers *really* well!



Founded by experts



Professor Becky Allen and **Laura McInerney** set up Teacher Tapp in 2017 as an experiment when Becky was running Education Datalab and Laura was editor of Schools Week.

Teacher Tapp surveys have been featured on the *BBC*, *Sky News*, *Radio 4's More or Less*, *The Guardian*, *The Times*, *TES* and *Schools Week*.



What is Teacher Tapp's Brand Tracker?

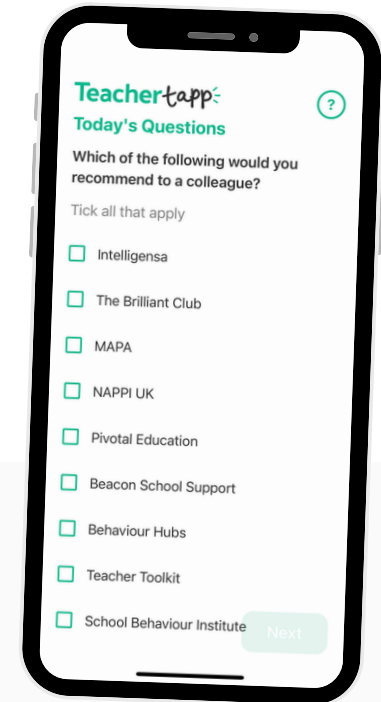
Once a month we ask our panellists a set of questions known as the Brand Tracker Questions. We ask questions about **30** different education organisations each month - and cover around **280 organisations per year**.

Our questions ask if teachers have:

- heard of
- use, or
- recommend

any organisation, product or programme. On average each brand is polled by **~3,000 teachers**, including senior and headteachers. From this data we create a variety of brand tracking tools.

We select brands to include based on a variety of measures, including popularity, increasing interest in a market, and client need. All organisations in the report can purchase a subscription to the Tracker and in-depth analysis for their own company. BUT, this is not a requirement for entry into the tracker!



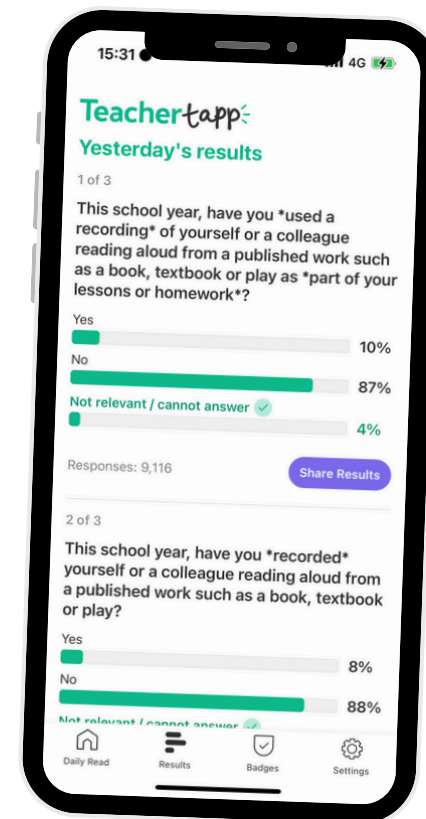


How do we know our data is reliable?

Our daily surveys fairly represent the teaching population overall, so you can have confidence in our results.

1. **We 're-weight' our sample each day.** This means we statistically re-balance the results, using the Workforce Census, to ensure we have the right proportion of teachers by gender, age, phase, job seniority and region.
2. **We check results from key questions against other national surveys.** We can show that we get very similar results to other 'random sample' surveys.

With over 10,000 daily participants in over 4,000 schools, we have a wider reach than any other regular teacher survey.



How we wrote this report

Teacher Tapp's Brand Tracker looked at **286** separate educational brands in 2024.

For 231 of the brands, we held data from earlier academic years. These are the brands that feature in this analysis.

The 231 brands were grouped into 30 product types. For each product type, we looked at how teachers awareness, use, and opinion of these products had changed, drawing out key themes and trends.



If you would like to know if your brand was included and what teachers think of it, contact hello@techartapp.co.uk



The 30 product groups



These are the 30 product types we looked at.

Their size in the diagram represents the number of brands offering these products. I.e. there are more training, maths, assessment and classroom tools than, say, safeguarding brands.

The analysis takes account of this by weighting results within each product type.

2024

Brand Tracker

winners



Here are the most *recognised* brands in education

Over **90%** of teachers recognised these education brands:



Google Classroom



Expert Analysis

Breaking Through The Big Names In Education

Once again, this year's most recognised education brands are dominated by familiar names. Long-established players like TES and NASUWT hold strong, while newer entrants like Microsoft Teams and Oak National Academy solidified their status after a pandemic-driven rise.

Breaking into this exclusive group remains a challenge, requiring decades of trust or a standout response to key moments.



Karen Wespiesser MBE
COO, Teacher Tapp

Will AI shake things up next year?



The Brand Tracker **High Riser Awareness** Winners 2024

High Riser awards go to the organisation with the **largest awareness score increase**. Increases compare current score to the previous time asked.



The Brand Tracker **High Riser** **Recommendation** Winners 2024

High Riser awards go to the organisation with the **largest recommendation score increase**.
Increases compare a brand's current score to the previous time asked.



The Brand Tracker Gold Award Winners 2024

Gold Recommendation Awards go to any organisations with at least a **10% usage** rate and at least **90% of users also recommend it.**



Heard of

Used

Recommended

Teachertapp
Today's Questions



Which of the following would you recommend to a colleague?

Tick all that apply

- Intelligensa
- The Brilliant Club
- MAPA
- NAPPI UK
- Pivotal Education
- Beacon School Support
- Behaviour Hubs
- Teacher Toolkit
- School Behaviour

Next

Have you heard of...

Across 2024, we saw an overall reduction in teachers' awareness of educational brands: of the 214 brands we looked at, **half** had **reduced awareness**.

There is no strong pattern about the type of product where awareness reduced, however the companies were typically smaller and so may have reduced marketing spend during the year due to uncertain economic conditions and the continued squeeze on school budgets.

Just over a **third of brands** saw awareness amongst teachers increase during 2024. Data-tracking and safeguarding products were more likely to feature in this category, though there were also substantial gains for some curriculum and assessment products (with substantial decreases for others).

Just under **one in five** brands saw no change in how aware teachers are of them. These were more likely to be established, long-running brands with popular subscription services, including parent communication tools, publishers and wellbeing services.



Why was brand awareness hard to build in 2024?

Teacher Tapp data shows teachers are leaving school less for events, squeezing opportunities to connect at exhibitions.

At the same time, inboxes are overflowing with email ads, and engagement is plummeting.

Social media had a rocky year too—X has slipped, and teacher appetites for these platforms are shifting.

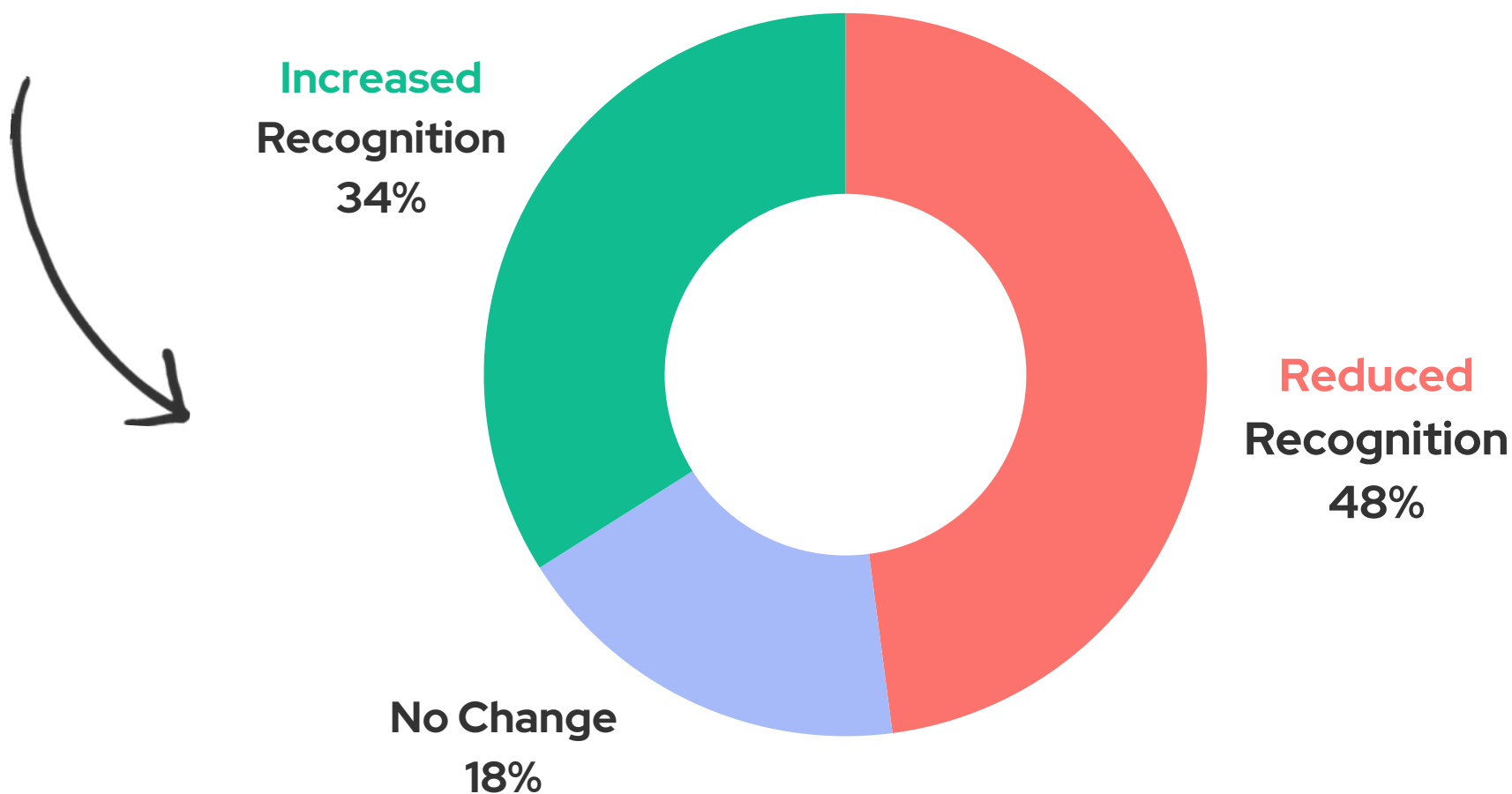
Breaking through the noise now takes sharper, more creative approaches than ever.



Iain Ford
Senior Data & Reporting
Analyst, Teacher Tapp



Awareness of educational brands **reduced** in 2024



Do you use...

Usage of **half** of tracked educational products and services **declined** in 2024.

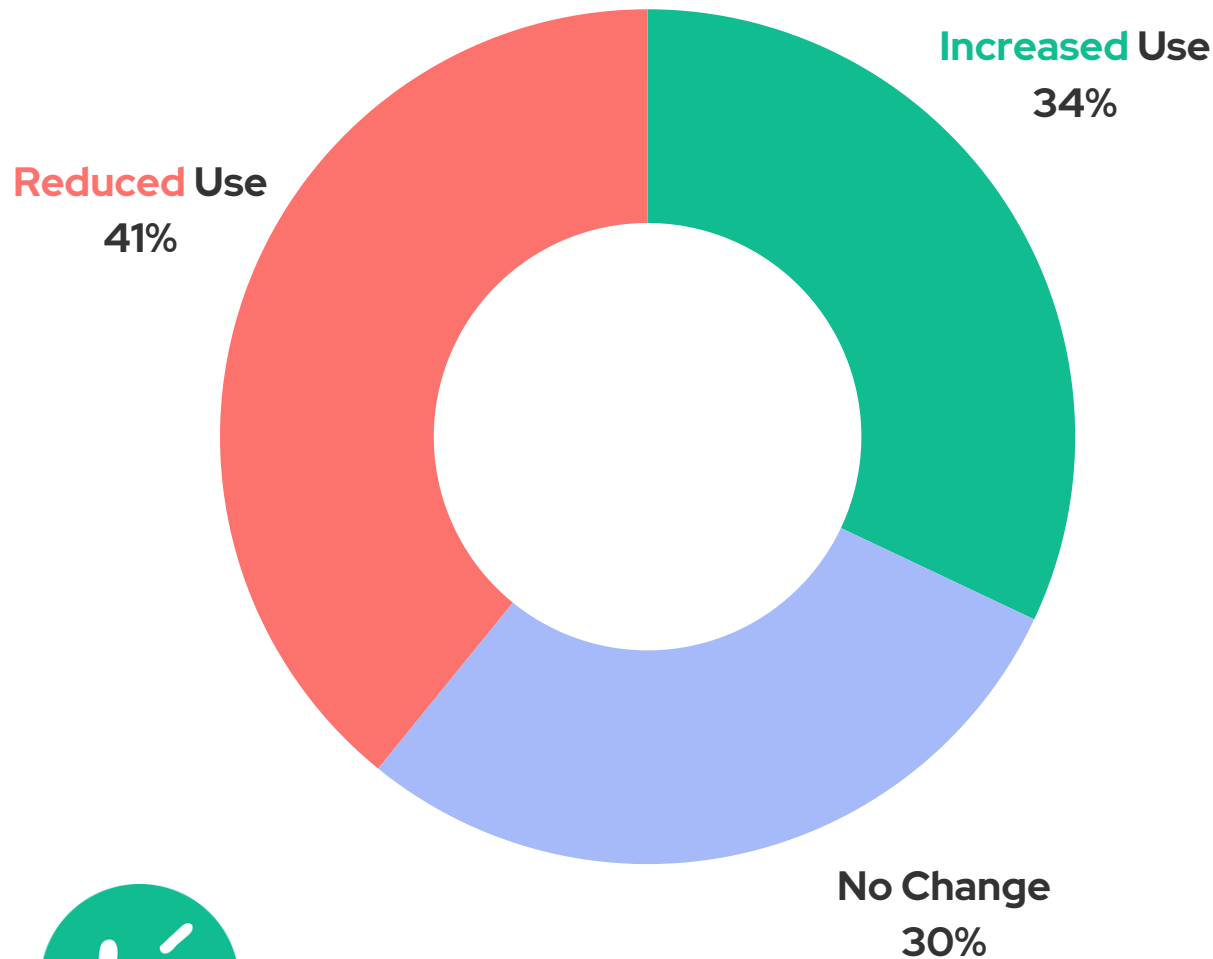
In 2023, usage rates were relatively stable, but by 2024, half of companies saw declines as schools faced increasing pressure to cut costs due to tight budgets.

No single product type dominated among those least affected. Small tech offerings seemed as resilient as high-investment tools like MIS and data tracking services, which are typically “sticky” products.

The biggest declines were seen in curriculum products, literacy resources, and online learning platforms. These student-focused tools were heavily relied on during the pandemic, and their reduced usage may reflect a return to pre-pandemic norms. However, teachers also report that schools are scrutinising every resource and cutting lesser-used or “nice-to-have” products to prioritise statutory essentials.

Conversely, data-tracking and safeguarding software, as well as assessment products, saw some of the largest increases in usage.

Brand use declined in 2024



The Rollercoaster Future for Curriculum

Laura McInerney
Co-founder, *Teacher Tapp*



Curriculum brands have had a lumpy year – some have achieved gains but many have seen declines in usage.

The government's new curriculum and assessment review may continue to dampen enthusiasm for new curriculum purchases until it reports the findings.

The new curriculum is likely to be decided and announced in September 2025, after which there is likely to be a rush from all providers to create new materials ready for the start date.

Would you recommend...

Teachers don't buy from brands, they buy from other teachers. That's why our Teacher Tapp Brand Tracker recommendation score is so powerful. There is no better advocate for your product or service than another teacher.

Four in ten of the brands included in our Tracker saw a reduction in the proportion of teachers recommending them in 2024, similar to previous years. EdTech products saw some of the biggest reductions in their scores; a broad collection of products, it can be difficult to draw assumptions about the reasons for dropping recommendations.

Three in ten saw an increase in recommendation, also similar to last year. Again, data tracking and safeguarding software tended to be at the forefront along with some curriculum products.

Recommendations can be a tricky metric to shift, as it often relies on teachers having direct experience with a product or feeling confident enough in its value to recommend it to others.

Quirky
finding

Why Recommend Sometimes Beats Usage Scores!



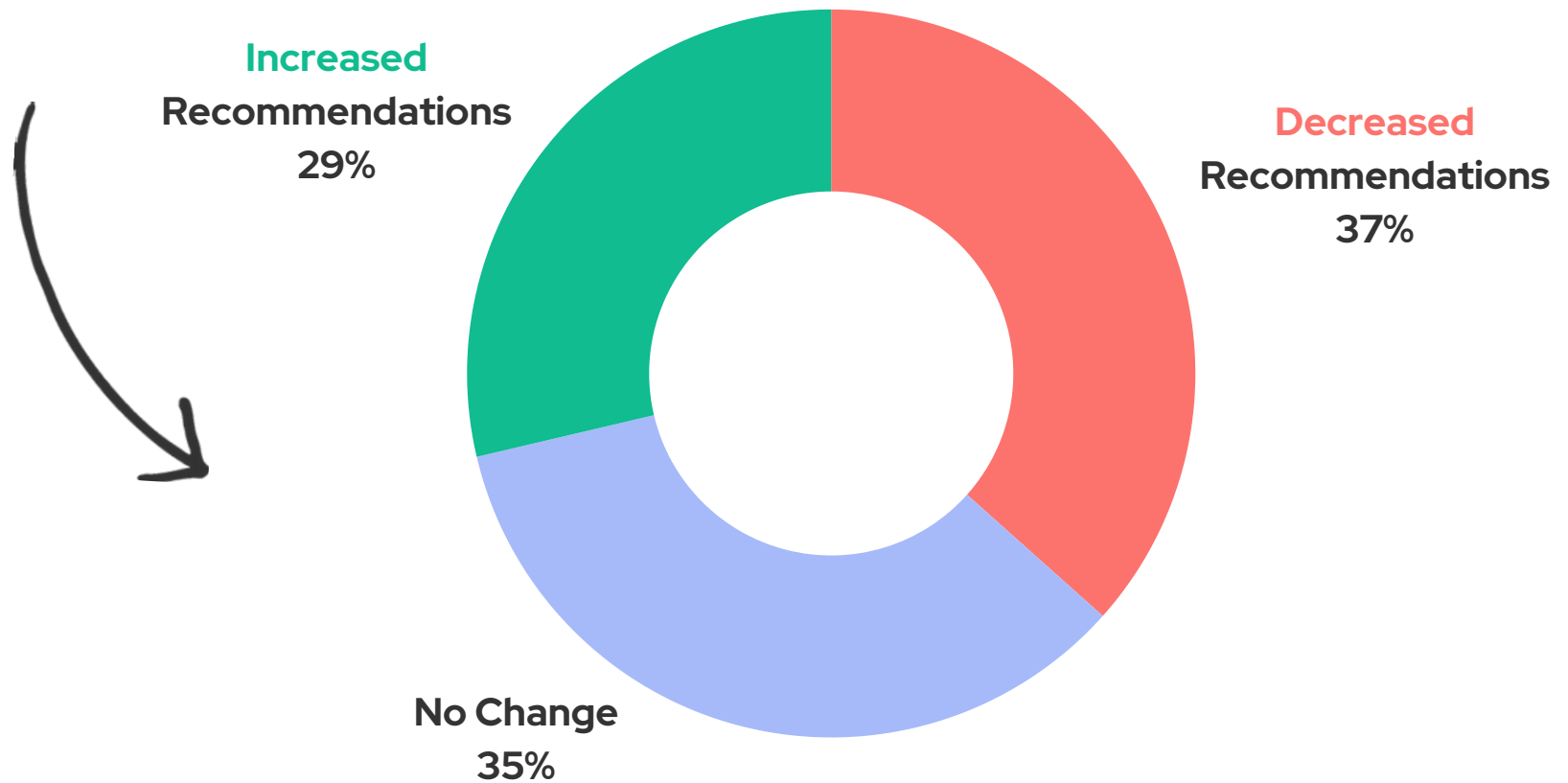
Some brands achieve higher recommendation scores than usage rates.

This can happen with expensive products like MIS systems, where teachers recommend based on past positive experiences, even if their current school doesn't use them.

Subject- or phase-specific tools (e.g., maths or primary) are also recommended when teachers see their impact in lessons or hear praise from colleagues.

Finally, teachers who are parents may encounter EdTech at home via their children, further boosting recommendations.

Recommendations of educational brand remained stable in 2024



Would you like your brand to feature in 2025?

Choose
between

Highlight Reports

Our expert analysts have formulated a set of comparable benchmarks to profile your target audience across 5 groups:

- perfect
- problem
- prevented
- possible, or
- potential customers.

You can request the highlights reports of **any** company.

Deep Dive Reports

Deep dive reports help you work out who most knows, likes and uses your product so you can make better marketing decisions. It shows findings by job role, school type, region, age, subject, phase, and we can add bespoke options as required.

Deep Dive reports are **only** available for organisations that you manage.

“

Teacher Tapp's reach and speed make them a good resource for anyone who wants to understand school perspectives. What takes them from good to amazing is the combination of their **strong understanding of issues** and their curiosity to learn more. I value their data and their insights incredibly highly.

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Ian Koxvold, Head of Education,
Strategy and Corporate Development,
Supporting Education Group





Ready to start learning?

**We love to answer your questions
it's **what we do best!****

If you'd like to know more about Teacher Tapp survey questions or our brand tracking service, get in touch:

Email hello@techartapp.co.uk