



# Higher Education

THE PRECISION DATA ADVANTAGE

## OVERVIEW



Purchasing decisions in U.S. colleges and universities are typically complex processes that involve a variety of considerations and stakeholders. These decisions can range from buying educational resources and equipment to selecting service providers and contractors for campus facilities. The decision-making process generally involves the following steps.

# HIGHER ED ECOSYSTEM

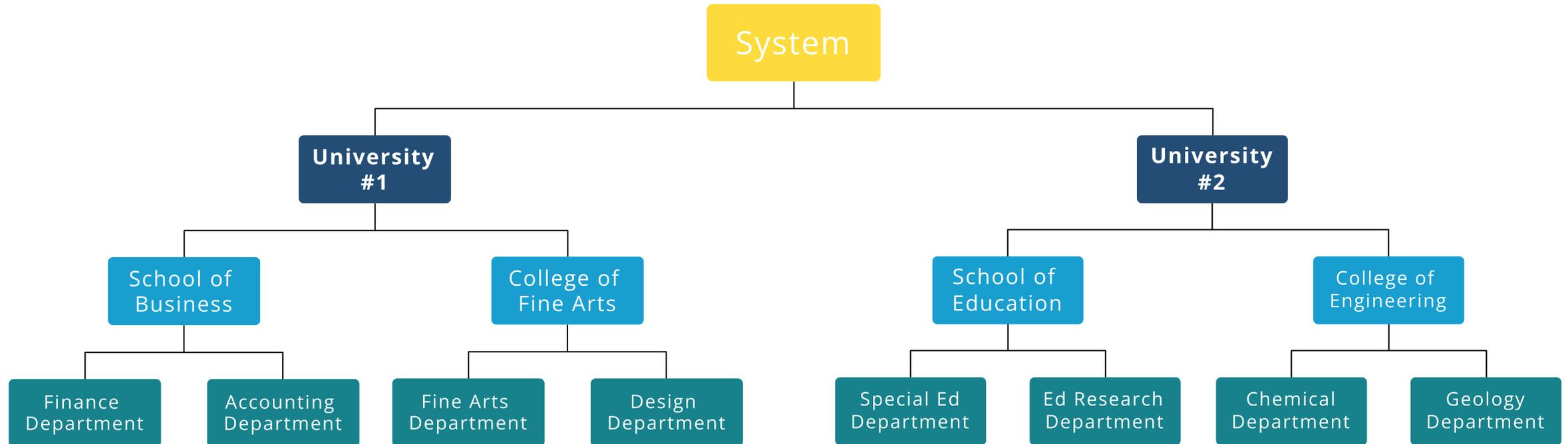
In the Higher-Ed ecosystem, digital tools, learning platforms, and online resources that enhance the learning experience play a pivotal role in purchasing decisions.

Government policies, accreditation bodies, and funding mechanisms influence the market's structure and competitiveness.

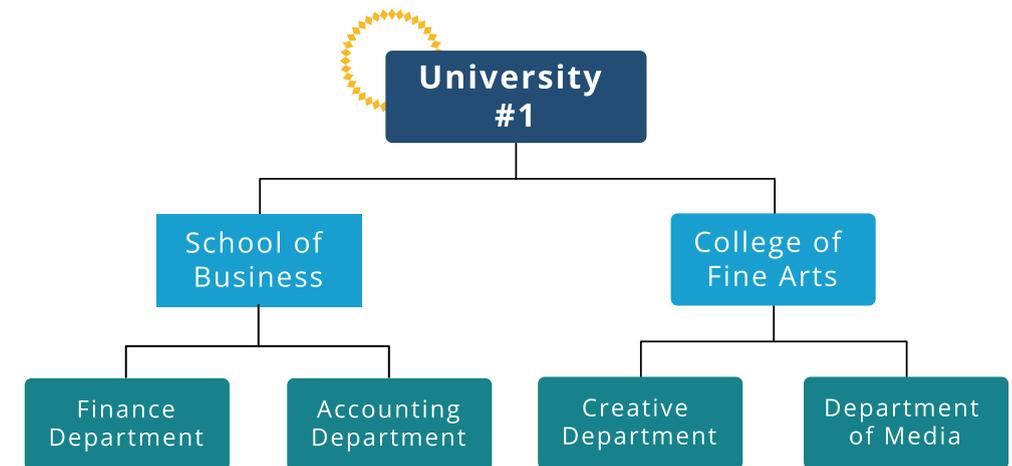
Agile's tiered Higher Education Data Hierarchy provides you with valuable data points and insights to catapult your outreach efforts.



# INSTITUTION HIERARCHY DATA STRUCTURE



Use <b>University</b> Level Data such as:	Leverage the Value by:
<b>Browse Through 9 Institution Types</b>	Identify institutions by highest degree offering or specialty focus that best fits your service/product.
<b>Sift Through 30+ Carnegie Classifications</b>	Segment target schools based on specific education or research focus areas.
<b>Review Enrollment Data Points by Semester</b>	Target your next campaign around enrollment data points, such as distance, sex, undergrad/graduate status, and more.
<b>Explore Financing Options for Students</b>	Find financial pain points, such as student loan totals, Pell grant recipients, and retention rates. Address them in your marketing outreach.
<b>Administrative Job Titles (University Only)</b>	Engage administrative contacts with influence in the decision-making process.



At the highest level, Agile's University data can be used to target higher education audiences and pain points.

Adjust campaigns, marketing efforts, outreach, and advertising based on precise demographics, university/student behaviors and interests, and student population.

Use **School** and **Department** Level Data such as:

Leverage the Value by:

**Mailing Addresses**

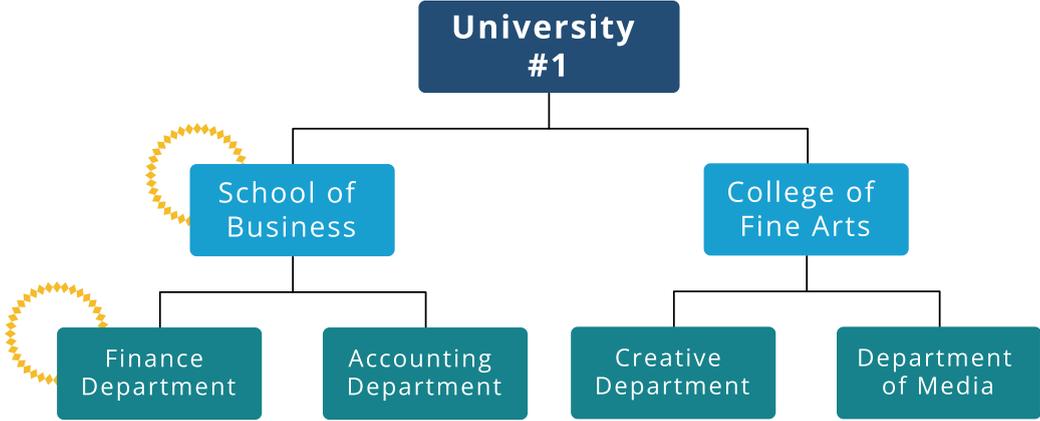
Each university has its own specific schema. Save research time and money on returned mail with complete PO Box, Street Address, Campus Box, Specific Hall data.

**Institution Phone Numbers**

Contact the right institution the first time. Each institution and university hierarchy is unique. Agile takes the hassle out of finding them.

**Faculty Lists**

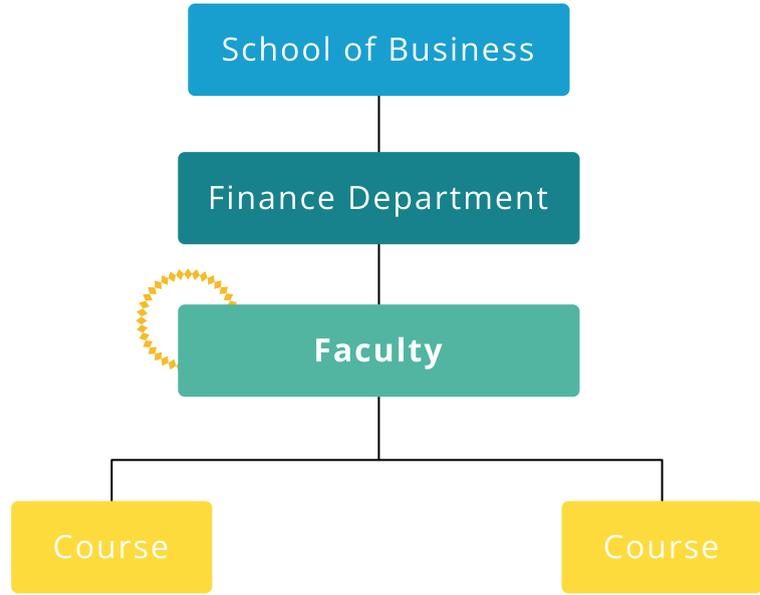
Faculty are your go to for selling textbooks, curriculum, or other course content.



Universities are comprised of a distinct array of schools and colleges. Casting a wide marketing net towards universities may prove inefficient, as the key decision-makers often reside within specific departments inside of a school or college. Departments within a school or college manage budgets independently, **making accurate relational data essential.**

Agile provides unparalleled insights at the school and department levels, offering data sets that are unavailable elsewhere. We've simplified the process by charting the schools/colleges and affiliated departments for each university.

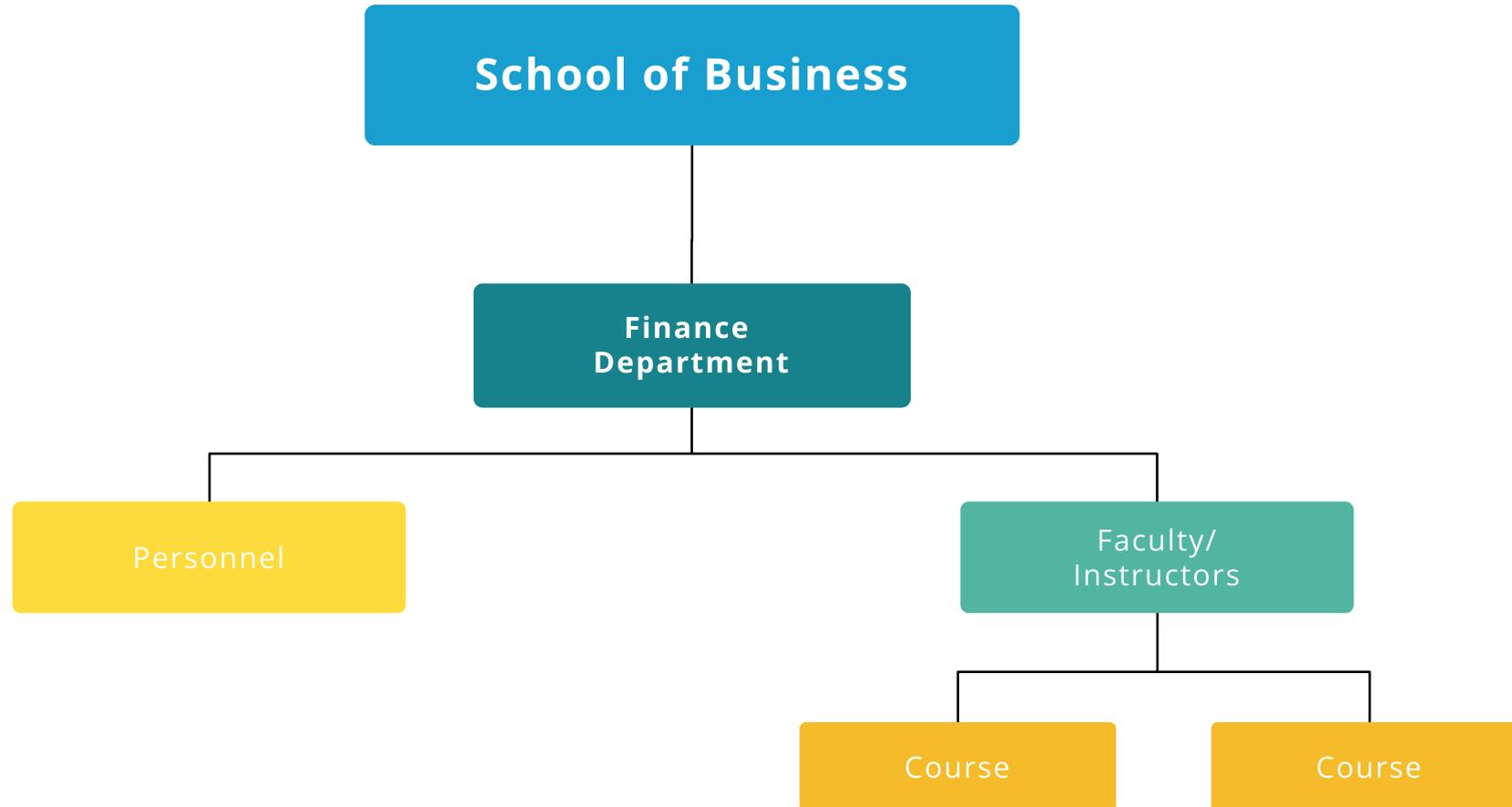
Use <b>Faculty</b> Level Data to:	Leverage the Value by:
<b>Find School/College &amp; Department Faculty</b>	Reach the faculty you need, the first time.
<b>300+ Faculty Job Codes</b>	Want to reach a specific decision-maker? Job codes are split into 3 groups: Department Chair, Professor + Instructor.
<b>Better Send Rates + Email Engagement</b>	With the most up-to-date faculty email addresses, your send and open rates will improve significantly.



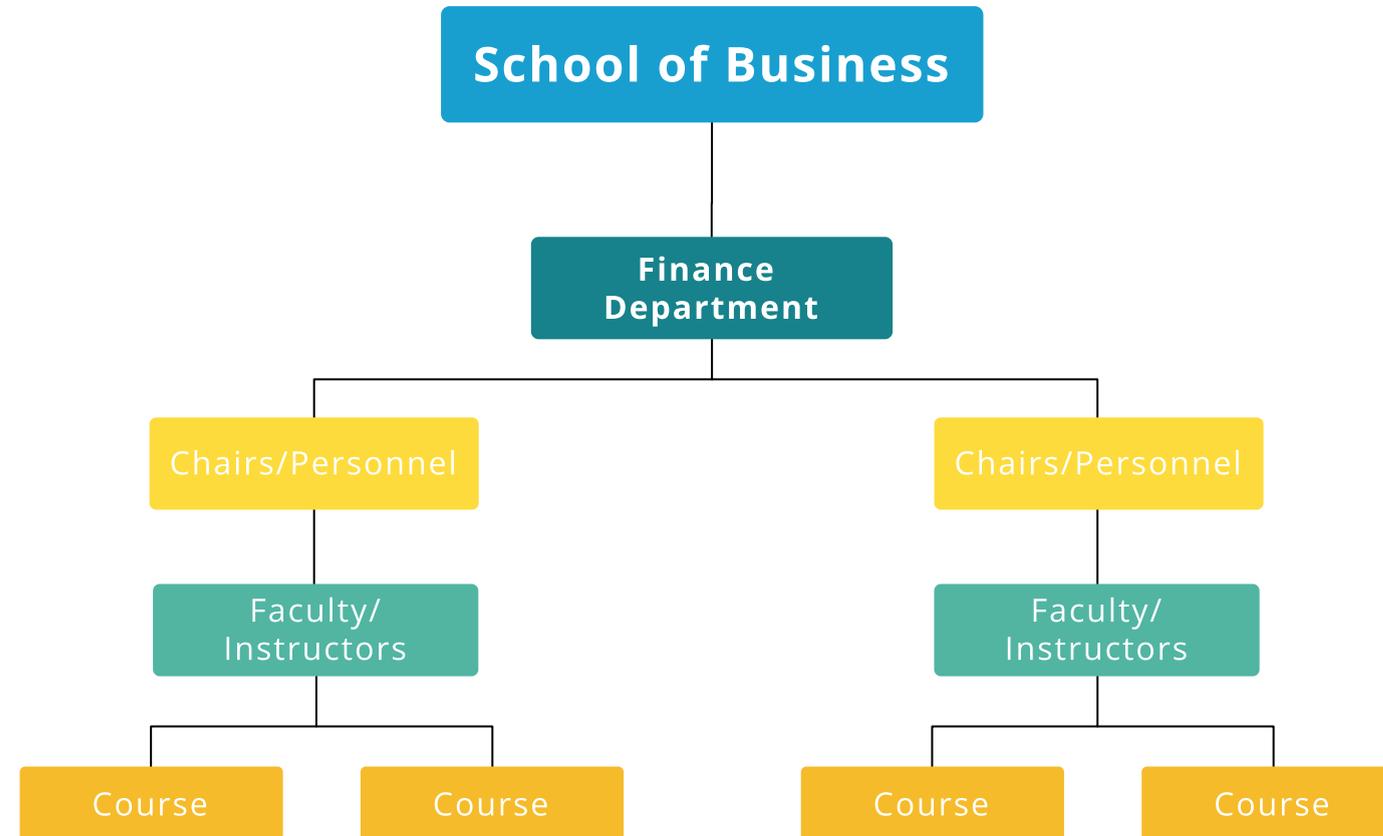
Faculty data is a valuable and often underutilized resource that contains actionable insights into how a department's financials, decisions and internal hierarchy operate.

Agile directly links Faculty Data and **CIP-coded** Course Data, giving you the most accurate and complete view of an institution's academic landscape.

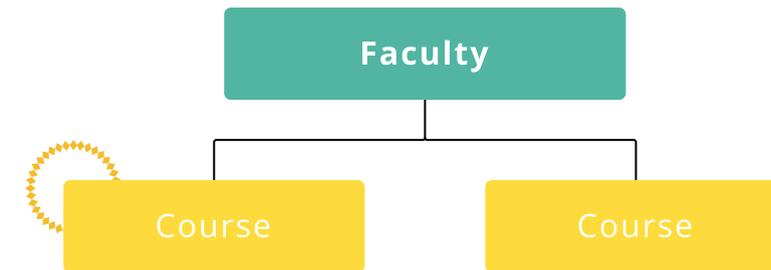
# FACULTY + COURSE HIERARCHY/DATA STRUCTURE



# FACULTY & COURSE HIERARCHY/DATA STRUCTURE



Use <b>Course Level Data</b> such as:	Leverage the Value by:
<b>1,100+ Universities</b>	2 million+ courses taught in the last 3 academic calendar years provide plenty of insight to laser focus your marketing outreach strategy.
<b>CIP Coded</b>	CIP codes make it easy to identify and organize courses by academic program.
<b>Quantity of Courses Taught</b>	Identify courses that instructors teach most frequently,
<b>Quantity of Students (Seats) per Course</b>	Want to target professors that teach high-enrollment courses? Segment by seats per course.
<b>Course Description</b>	All course descriptions are fully searchable for more accurate profiling.



Agile's course and faculty data are directly linked, providing a clear map of potential opportunities and contact to target.

Use this data set to personalize marketing and sales outreach for specific courses or programs. Conduct essential market research to spot enrollment trends or target high-demand courses and subject areas.

All courses are searchable by CIP code, making it easy to pinpoint the exact opportunities you want to target.

**Federal CIP Codes: 2,848**



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