Agile
EDUCATION MARKETING ™

Make Marketing and Sales Meaningful with School Performance Data

**ACCESS TIMELY INFORMATION ABOUT SCHOOL PERFORMANCE AND ACCOUNTABILITY**

ALIGN BUSINESS STRATEGY AND PRODUCT DEVELOPMENT WITH SPECIFIC MARKET NEEDS

TARGET MARKETING MESSAGING TO IMPROVE ENGAGEMENT

CRAFT MORE COMPELLING SALES CONVERSATIONS

What's the number one factor driving educator buying decisions? The product or service must align with the specific needs of an individual district or school. But there are 19,000 K-12 districts and 132,000 K-12 schools in the U.S. It's not practical — or even possible — to research and organize every one according to their constantly shifting priorities.

Not without data from Agile Education Marketing — now more drilled-down than ever. Tap into our school performance data for greater insights to guide your marketing and sales.
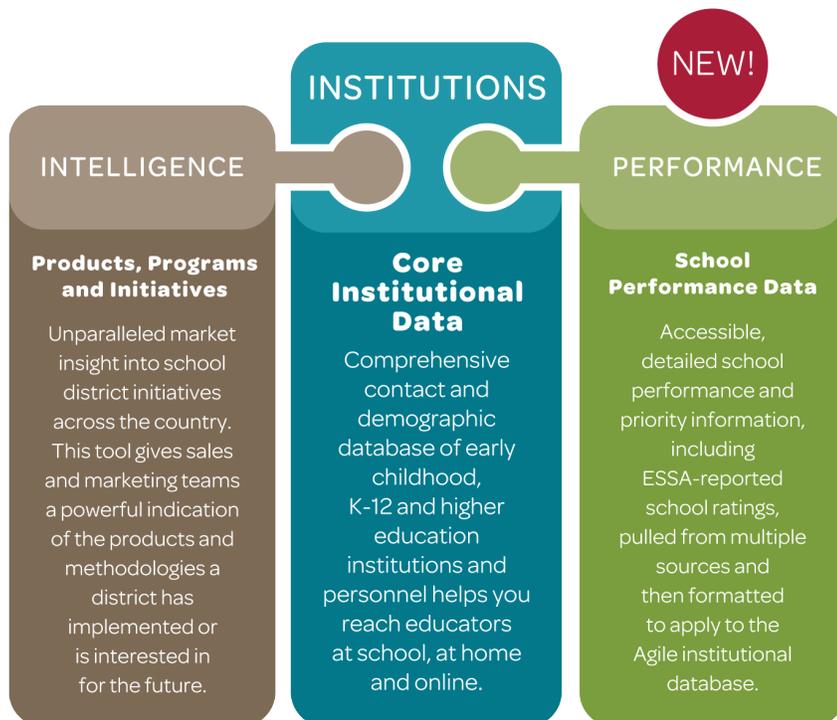
With school performance data, business, marketing and sales teams can easily access valuable information, from student performance metrics to academic indicators to school and district comparisons. Understanding and utilizing this information will help you develop deeper connections through targeted marketing campaigns and sales initiatives that truly resonate with your audience's core interests and needs.

BUSINESS LEADERS
Tap into information around specific district and school priorities, and align your strategies and product road maps to those distinct market needs.

MARKETERS
Understand, in aggregate, school performance and use it to optimize your marketing and channel strategy to achieve maximum lead generation and ROI.

SALES PROFESSIONALS
Prepare for meetings within the context of a school's struggles and successes, and create personalized pitches that are intelligent and meaningful to educators.

INSTITUTIONS

INTELLIGENCE

Products, Programs and Initiatives

Unparalleled market insight into school district initiatives across the country. This tool gives sales and marketing teams a powerful indication of the products and methodologies a district has implemented or is interested in for the future.

Core Institutional Data

Comprehensive contact and demographic database of early childhood, K-12 and higher education institutions and personnel helps you reach educators at school, at home and online.

NEW!

PERFORMANCE

School Performance Data

Accessible, detailed school performance and priority information, including ESSA-reported school ratings, pulled from multiple sources and then formatted to apply to the Agile institutional database.

---

www.agile-ed.com • 866.783.0241

School Performance Data:
Deliver the Information That Matters

Agile's school performance data has applications across your organization. Knowing a district's or school's specific performance challenges and successes — and talking about how you can address them — makes your company, your products and your services more valuable to educators. Use school performance data to access detailed insights you can weave into your business, sales and marketing strategies.

Rely less on marketing jargon; focus more on what matters most to educators.
The result will be **stronger lead generation, shorter sales cycles and higher conversions**.

How School Performance Data Works:

STEP 1: Agile collects school and student performance data directly from states, monitoring for updates regularly and verifying that new information is accurate and useful.

STEP 2: We normalize performance data to make it easier to understand and compare to school performance nationwide, regardless of the state scoring methodology.

STEP 3: Data is integrated into the Agile institutional database and is available immediately.

STEP 4: Bring performance data into your systems to power sales and marketing. You can do that by:

• Hooking up ConnectLink to automatically update Salesforce with new data as soon as it's available.

• Directly importing the data into your CRM or marketing automation system, either through your own file upload process or through Agile-connected APIs.

School performance data is integrated into the Agile institutional database so you can use it on its own, combine it with other building demographic information, or use it to select which personnel to reach through your marketing and sales teams. No matter how you apply it, Agile's school performance data can help you identify the best opportunities and win them with highly relevant business, marketing and sales strategies.

WHAT CAN YOU LEARN FROM SCHOOL PERFORMANCE DATA?

1. State-specific, ESSA-reported school ratings

2. ELA, Math and Science proficiency scores for nearly all states; Social Studies and Writing proficiency scores where available (3rd – 8th grade, high school and school cumulative)

3. High school-specific metrics, including average ACT and SAT scores and graduation rates*

Where provided by the state.