



Make Marketing & Sales Meaningful.

School Performance Data gives you the power to deliver the information that matters to target educators.

- ACCESS TIMELY INFORMATION ABOUT SCHOOL PERFORMANCE AND ACCOUNTABILITY
- ALIGN BUSINESS STRATEGIES 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 everyone according to their constantly shifting priorities.

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.

Tap into our school performance data for greater insights to guide your marketing and sales.

BUSINESS LEADERS

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



MARKETING

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



SALES

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



School Performance Data

Deliver the Information That Matters

School Performance Data from Agile Education Marketing 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.**



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 AgileConnect 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.*