



Turn Customer Data Into Actionable Information

IMPROVE TARGETING
PRIORITIZE LEADS
FOCUS MARKETING & SALES EFFORTS

What do you want to know about your customers?

- How your customer universe compares to the overall education universe?
- Common characteristics of the schools and districts that purchase from you?
- How revenue is represented by various demographics?
- What the demographic makeup is of responders to specific marketing campaigns?
- If there are opportunities you're missing out on?

The answers provide valuable insight into how to best target the education universe, and you can get them with help from Agile. Our online e-profile system provides a simple-to-use way to analyze your customer base by key education market demographics.

Here's how it works:

1. Agile matches the customer files you provide to the overall education database of institutions.
2. Matched records are loaded into e-profile.
3. Now the fun begins. Log in to e-profile and select the files you'd like to learn more about.
4. E-profile will generate profile reports – including charts and graphs you can use in presentations and marketing plans. You also can create comparison profiles using two different data sets. All reports are stored safe and secure in e-profile so you can access and refer to them as often as you'd like or download the reports to share them with others in your organization.



With the insight you gain from your e-profile reports you'll not only have a deeper understanding of your customers but also will be able to tailor your future marketing efforts to maximize response.



www.agile-ed.com

E-profile is available in a variety of subscription options, ranging from a single profile to unlimited use. For more information and to schedule a demo, call 866.783.0241.