

Agile | THINK differently

EDUCATION MARKETING

JANUARY THROUGH DECEMBER
UNIVERSE UPDATES IN 2022



2.4M

Personnel Changes



20K

Address and Phone
Number Updates



84K

Universe Changes

Agile's extensive portfolio of solutions and services provides superior data, flexible solutions, and cost-effective programs so our clients achieve the growth they need, on their terms—with a partner who delivers. Agile is the success machine behind the scenes for organizations in the education business.



WHY ARE PERSONNEL UPDATES SO IMPORTANT?

You don't want old data propagating in your system. If you aren't adding relevant new personnel and removing old personnel, you are not reaching your correct target market, and your time, money, and efforts are being left in the open.

WHY UPDATE YOUR SCHOOL AND DISTRICT PROFILES?

We don't want you wasting money where it shouldn't be wasted. But more importantly, we don't want your reps to miss out on the knowledge they should have readily available.



1.2M

Personnel Added



1.2M

Personnel Removed



2M

Personnel with
New Roles

Personnel Updates: You have valuable content for this group. Don't waste your time by reaching out to contacts who aren't there anymore.



1.4M

Email Added



1M

Email Removed

Email Changes: Don't waste your efforts and risk your domain reputation by sending to dead inboxes that bounce.



44K

Institutions Added



40K

Institutions Closed

Institution Changes: Don't miss updating your school and district profiles. Higher Education, K12, and ECCs included in Universal Changes.



12K

Address Updates



8K

Phone Number Updates

Address and Contact Number Changes: Don't waste your resources reaching out to the wrong physical address or contact number.



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