



Opening
the world
of **Education.**

Catalog

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Meet AGILE

Agile is the success machine—behind the scenes—for organizations in the business of education. As the only market insight experts focused solely on education, Agile brings an unparalleled depth of marketing strategy and wisdom to every engagement, working tirelessly for our clients' success through collaboration and creative thought partnership.

Anchored by its comprehensive and continually updated education database, Agile's business model continues to evolve with the ever-changing landscape to offer enriched services, like market insight, integrations, and omni-channel digital marketing services, to maximize customer success.



Learn about Agile:
www.agile-ed.com/about

01 Education Data

Overview

You need an expert in the market to ensure your strategy is on point. We take pride in our unmatched ability to provide the cleanest, most insightful data available to fuel your path to success.

With 20-25% attrition annually, Agile's continuous update strategy captures critical changes to district demographics and personnel, so that we always maintain consistent data quality and optimal deliverability rates.

DATA CAPTURE

- 1,000+ Federal + State Files
- Continuous Web Research
- 750,000+ Phone Calls to Validate Data
- Email Bounces

Agile
EDUCATION MARKETING



Education Data

Leverage Agile's impeccable data collection to understand your target market and develop the kind of customer-informed outreach that drives business results.



**K12
Education**



**Higher
Education**



At-Home



**Early
Childhood**



**Public
Libraries**



**Premium
Data**

Data-Informed Strategy

SALES

Increase rep productivity with improved territory planning.

MARKETING

Improve the quality of your MQLs, don't just increase the quantity.

LEADERSHIP

Leverage current and relevant information to run your business.

IT

Increase efficiency, reduce costs, and improve decisions.

Data Products

We know that great data alone only goes so far. Agile data products remove barriers to entry and action with frictionless access to our robust data collection. Leverage Agile integrations or our on-demand market research tools to enhance your strategy today.

INTEGRATIONS

Directly link your accounts, contacts, and leads to Agile's database with our marketing automation integrations.

PROSPECTOR

Quickly create email, direct mail, or telemarketing lists for K12 or Higher-Education institutions and personnel.

DATA EXPLORER

Take advantage of the most robust, flexible, and cost-effective option to search, analyze, and use education data.

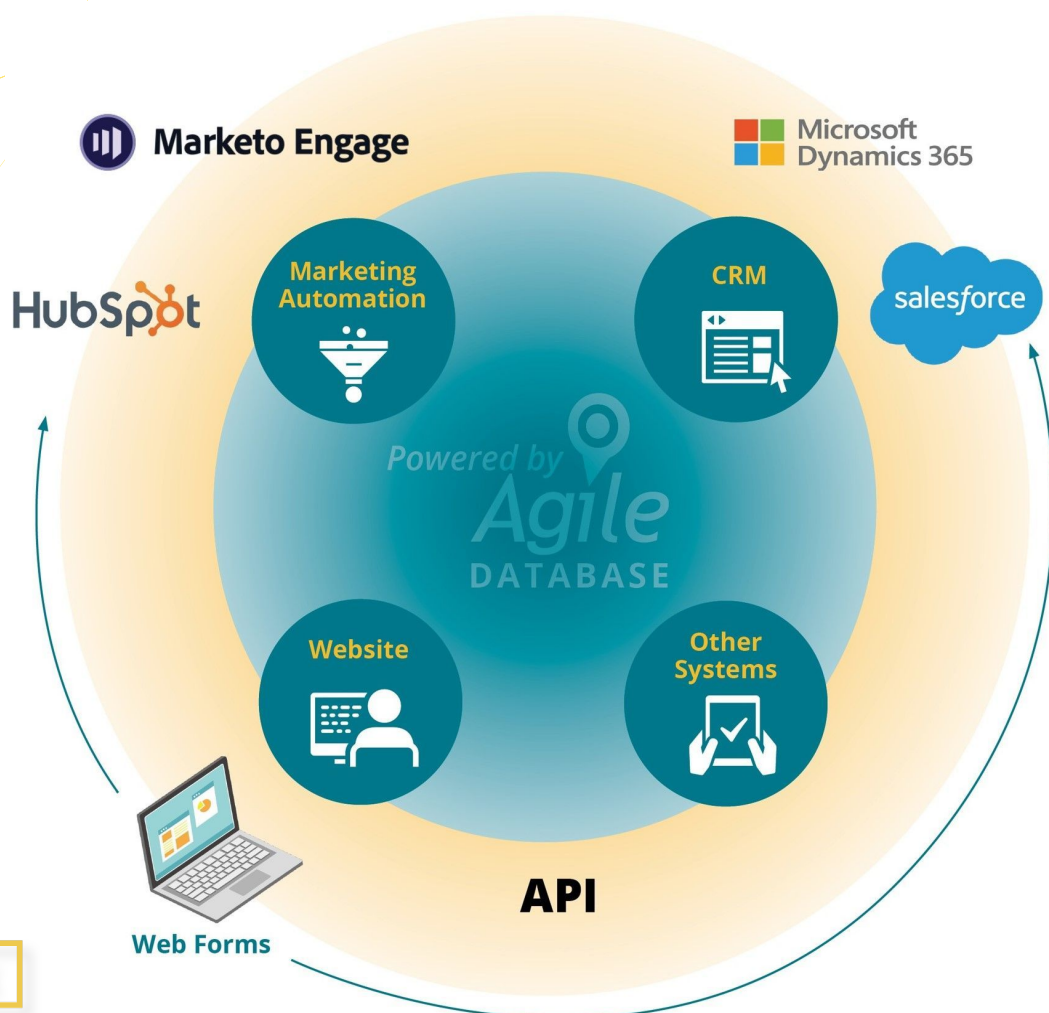


LEARN MORE:

www.agile-ed.com/data-products



Data Products INTEGRATIONS



CONNECTLINK

Up-to-date and accurate contacts with Agile's premier Salesforce integration

AGILECONNECT

Match, enhance, manage, and update data in HubSpot, Marketo, and Microsoft Dynamics

CUSTOM API

Streamlined data processes with Standard or Custom API

03

Data Services

Agile
EDUCATION MARKETING

Get clean data and keep your in-house data current with a variety of hygiene + enhancement services.



- File Matching, Data Hygiene + Append



- Eprofile



- Job Code Analysis



LEARN MORE:

www.agile-ed.com/data-services

Data Services

Data Clean-Up + Enhancement

- Reduce record storage costs in Marketing Automation & CRM
- Eliminate duplicates caused by multiple data entry sources
- Ensure data updates are accessed in one, correct record
- Remove sales conflict over incorrect lead assignments



Turn Customer Data Into Actionable Information

- Improve targeting
- Prioritize leads
- Focus marketing & sales efforts
- Deepen understanding of customer
- Tailor marketing efforts for optimized impact

04

Omni-Channel Marketing

Agile
EDUCATION MARKETING

Engagement

Stay connected with the right educators in and outside their inboxes. Optimize your channel mix to open the door for more traffic, better lead quality, greater brand awareness, and higher sales.

Agile's digital marketing offerings include email marketing, social media marketing, digital advertising, and more.

MEET CUSTOMERS WHERE THEY ARE

- Curated email list from Agile's database of more than 7 million educators
- Unlimited, perpetual use of email addresses
- Campaign Reporting
- Google, Facebook, Instagram, Pinterest, LinkedIn
- Campaign Deployment
- Creative Services Option



LEARN MORE:

www.agile-ed.com/engagement



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