AGILE KNOWS EDUCATION

Agile Education Marketing is the only education market data provider to focus exclusively on education, and compiles data from hundreds of sources to provide the most complete and accurate information on marketing and selling to education.

Agile has led the market with great customer service and technical innovation allowing automated updating of all leading sales and marketing platforms.

B2E Is Not B2B

It's clear that the business landscape in Higher Education is unique, yet many organizations still approach the space using **B2B** methodology. Often it's not until after money and opportunities have been lost that companies realized they've been trying to fit a square peg into a round hole.

At Agile we provide a strictly **B2E** (*Business to Education*) foundation for your most valuable prospecting asset— Data.

The latest release of Agile's exclusive **Higher Education** data enhances our college & university addresses for clients by creating improved *address hierarchies* and adding *course level data* with courses taught, their full descriptions, and full contact information for key faculty. Plus, with Agile, you can count on *real-time updates* of Higher Ed data points, so you'll never have to wonder if your institutional data is out-of-date or inaccurate.

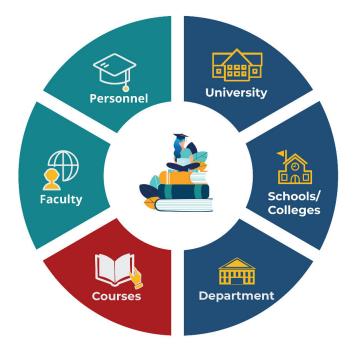**Agile**
EDUCATION MARKETING

HIGHER EDUCATION DATA

UNIVERSITIES - 160+ data points available for export, including Revenue, Enrollment, Highest Degree Offering, Carnegie Classification

SCHOOLS/COLLEGES and DEPARMENTS - Within the multitude of specialized colleges, schools, and departments, Agile HE data includes standardized, university-specific address schemas + direct addresses specific to how each school wants mail to be labeled

COURSES - Attached to personnel and faculty | Full Text Search capability for course descriptions and course names | Courses categorized by **CIP Codes**[1]

FACULTY - University, School, and Department assignments for Deans/Chairs, Professors, and Instructors | Reach them all directly at specified addresses + emails

PERSONNEL - 11 job categories, including Administrative, Academic Affairs, Technology, Admissions, Education Services, and more | 500 specific job codes in each category for key decision makers

THE INFORMATION TO SUCCEED

SEARCH
Detailed course descriptions for a full scope of a course

ACCESS
Add to your existing CRM and marketing systems

CONTACT
Three levels of bldg addresses, faculty phone, and email

Save time and resources by reaching intended parties the first time and increase the value by delivering support materials and information to accounts. Agile Education Marketing is the success machine, behind the scenes, for organizations in the business of education.

Connect with us today!

Agile
EDUCATION MARKETING | THINK differently