

Data Services

AGILE DATA EXPERTS

Inefficient data management can lead to financial losses and poor decision making, negatively impacting an organization's competitiveness and reputation. The success rates of data-driven businesses are undeniable, but the insights driving their success must be based on solid, reliable information. **Expert data support** is a powerful part of the equation.

FILE APPENDING SERVICES

This service, **essential for maintaining** an accurate and complete database, appends existing records with up-to-date information and enriches datasets with additional data points, ensuring businesses have access to the most current and relevant information for informed decision making.



Fill + Enhance Existing Data

Fill missing fields, such as:

- Email address
- Role/Title

Refresh out-of-date fields, like:

- School/District name
- Email address
- Phone number



Enrich Existing Record Details

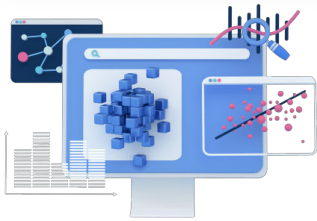
Agile can amplify your data with additional fields, entries, or attribute information to enrich existing records.

Add actionable details to existing records (from **900+** available data points), like:

- Enrollment
- Finances
- Demographic information

FILE MATCHING SERVICES

Agile's **File Matching** services seamlessly evaluate your in-house data against our comprehensive database. This process provides clients with valuable insights into the composition of their data and highlights gaps or inaccuracies to address.



Make Your Data Actionable

- Determine whether personnel contacts are currently active or inactive
- Determine any buildings or institutions in your database that have closed

DATA HYGIENE SERVICES

Well-cultivated data facilitates better decision making and more successful business outcomes. Agile can help you maximize the value of your data by ensuring it remains accurate, up-to-date, and error free.

Value of Duplicate Detection

- Reduce record storage costs in Marketing Automation and CRM
- Eliminate duplicates caused by multiple data entry sources
- Ensure data updates are accessed in one correct record
- Eliminate overlap of multiple entry sources
- Reduce inefficiencies due to incorrect lead assignments



Data File Updated

Inaccurate or out-of-date addresses, phone numbers, email addresses, titles, and/or personnel names updated. Missing data points filled, appended, and new data points added upon request.

Duplicates Identified + Flagged

Reduces marketing automation and CRM record storage costs by eliminating duplicates resulting from multiple data entry sources.

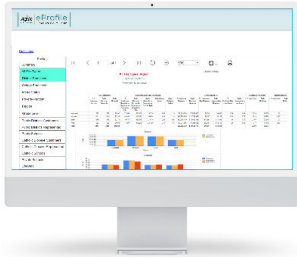


Data Hygiene Maintenance

Option for recurring data maintenance available.

DATA INSIGHT SERVICES

Clear insights depend on clean data. Through decades of experience converting raw data into meaningful insight, we have learned a thing or two about effective data management.



eProfile

Analyze Your Market Reach + Turn Customer Data into Action

Use Agile's analysis tool to evaluate your current market penetration and spot growth opportunities. **eProfile's** cloud-based interactive dashboard synthesizes data trends you can leverage for:

- Improved targeting
- Deepened understanding of current market position and opportunities for new business expansion
- Optimized campaign response



Job Code Analysis

Enrich Lead Generation by Combatting Deficient Data

Identify **educator title gaps** between your CRM data and Agile's comprehensive database. Gain insight into your customer list's title coverage and missing titles you should add to your license.

- Attribute unique educator titles to email engagement
- Track unique opens and clicks per title
- Discover new ways to improve digital engagement



AgileInsight

Effortless Data Health Assessment

Easily assess the breadth and accuracy of your database with **AgileInsight's** automated Data Health Report. Run its automated file match to:

- Securely assess data accuracy and completion
- Identify growth opportunities to expand marketshare
- Leverage data analysis to inform sales planning and strategy

**START MAKING YOUR
DATA ACTIONABLE
TODAY**



**CONTACT AN
AGILE EXPERT**

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