



Agile VERIFIED

Leveraging Agile educator data to build digital *custom audience lists* delivers higher engagement, more qualified leads, and better ROI than platform-based native targeting by targeting the *real* decision-makers —*by design, not guesswork.*

Native Targeting

Native, platform-based targeting refers to the use of a digital advertising platform's ***built-in targeting capabilities*** to deliver ads. These platforms analyze user demographics, interests, behaviors, and sometimes contextual signals from the content itself to serve ads to relevant audience segments.

Custom Audience Lists

This option strategically creates **specific** groups of users to target by uploading their own customer or prospect data directly to the advertising platform. The platform then matches this data with its user base to build a tailored audience segment.

This method allows for **highly personalized targeting**, leveraging first-party data to reach users who have already shown interest in or engagement with the brand.

Target **verified** educators... not just assumed ones.



Native targeting relies on inferred interests or self-reported job titles, which are often outdated or inaccurate.

With Agile, you're working from a trusted, actively maintained database of **over 7 million verified educators**, including teachers, principals, superintendents, curriculum directors, and more.

What **custom audience list** vs. **native targeting** looks like in practice:



- You know exactly who you're reaching.
- You avoid wasted spend on non-educators or misclassified roles.
- You can confidently segment by title, grade level, school type, or district characteristics.



In short, you're targeting real decision-makers—by design, not by guesswork.



Customize campaigns by **role, region, and school profile.**

One-size-fits-all messaging doesn't work in education. A district-level technology director has different needs and buying power than a 3rd grade teacher or a high school principal.

From Agile's database, create **precise, segmented** custom audience lists:



- Target Title I schools for equity-based offerings.
- Reach STEM teachers with subject-specific solutions.
- Focus on administrators in high-growth districts for enterprise sales.



This level of targeting just isn't possible through native ad platform filters alone.



EDUCATION MARKETING

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