

Why Agile's Approach Outperforms Native Targeting in Digital Advertising

The Power of Verified, Custom Audiences

The Agile Advantage: Precision, Relevance + Results

Reaching educators with the right message at the right time is critical for success—something native targeting simply can't guarantee. Whether you're promoting curriculum tools, edtech solutions, or professional development resources, that's where Agile's educator database changes the game.

By leveraging Agile's verified, comprehensive PreK–12, Higher Education, and Public Library data to build custom audience lists, marketers can go far beyond the limits of platform-based targeting, driving higher engagement, more qualified leads, and better ROI.

Understanding Native Targeting: Convenient, but Limited

What is Native Targeting?

Native targeting refers to the audience selection tools built directly into digital ad platforms like Meta*, LinkedIn, and Google. They offer advertisers the ability to reach customers based on:

- **Demographics:** Age, gender, location, education level, etc.
- **Interests and Behaviors:** Pages liked, content engaged with, search history, or browsing activity.
- **Self-Reported Data:** Job titles, employers, or fields of study users have entered into their profiles.

**Meta includes Facebook, Instagram, and Threads.*

How Does it Work?

Native targeting relies heavily on algorithms and user-provided information. For example:

- **Meta** analyzes user activity and profile data to infer interests and professional roles.
- **LinkedIn** uses self-reported job titles, industries, and group memberships.
- **Google** leverages search history, browsing patterns, and contextual signals.

These platforms then use this data to show your ads to users who likely fit your desired audience profile.



The Drawbacks of Native Targeting

While native targeting is convenient and widely used, it has significant limitations—especially when marketing to educators.

- **Inferred or Outdated Data:** Job titles and interests are often self-reported and rarely updated, leading to missed opportunities or wasted impressions.
- **Broad Audience Buckets:** Platforms lump users into large, non-specific groups, making it difficult to reach niche or specialized educator segments.
- **Lack of Role-Specific Precision:** Targeting by exact role (e.g., curriculum director vs. classroom teacher) or by school/district profile is nearly impossible.

Agile Custom Audiences: Verified, Precise + Actionable

The Power of Verified, Custom Audiences

Native targeting relies on inferred interests or self-reported job titles, which are often outdated or inaccurate. With Agile, you work from a trusted, actively maintained database of over **7 million verified educators**, including teachers, principals, superintendents, curriculum directors, and more. That means:



You know exactly who you're reaching.



You can confidently segment by title, grade level, school type, or district characteristics.



You avoid wasted spend on non-educators or misclassified roles.

You're targeting your audience—by design, not by guesswork.



Next-Level Segmentation + Omni-Channel Reach

Customize Campaigns by Role, Region + 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. With Agile, you can create precise segmentation:

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

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

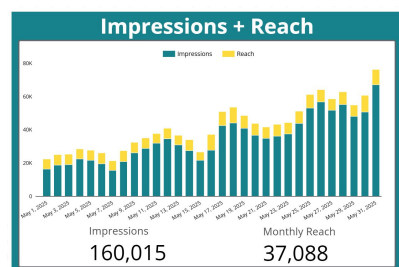
Run Cross-Channel Campaigns that Follow the Educator Journey

Educators don't live on a single channel. They check email, browse social platforms, attend virtual conferences, and conduct research online. Custom audiences from Agile can be activated across platforms like:

Meta Performance Overview

Engagement Metrics

Agile
EDUCATION MARKETING



Clicks

All Clicks	All CTR
4,247	2.65%
Link Clicks	Link CTR
3,997	2.50%



Meta



Google Ads (Search, Display, YouTube)



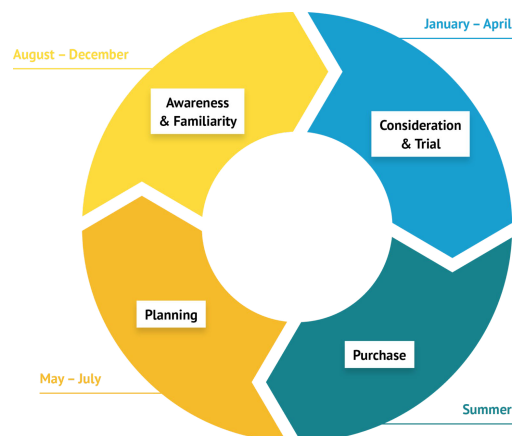
LinkedIn

You can ensure consistent, multi-touch visibility—tracking performance and frequency across all digital environments.

Align Messaging to the School Calendar + Decision Cycles

Educators operate on a unique schedule. Budget approvals, curriculum planning, and **purchasing windows vary widely by district** and time of year. Deliver ads timed to when educators are most likely to act. Agile's data allows you to tailor audiences to fit:

- Back-to-school planning
- Budget season or end-of-fiscal-year funding pushes
- Summer professional development initiatives
- Curriculum adoption timelines



Future Proof Your Strategy with First-Party Data

Be Ready For What Is Next

As privacy regulations tighten and third-party cookies disappear, licensing high-quality, compliant data is more important than ever. Agile's educator database is continuously verified, privacy-compliant, and ready for use in custom audiences, email campaigns, direct mail, and more. By building your strategy around Agile's data, you'll stay ahead of shifting privacy regulations while still targeting effectively.

Why Agile?

Results that Speak for Themselves

Agile's custom audiences consistently outperform native targeting:

- Up to 3x higher engagement rates
- 2x increase in qualified leads
- Superior ROI, with less wasted spend

Ready to Activate Agile's Custom Audiences?

Marketing to educators requires more than just digital reach—it demands relevance, timing, and trust. With Agile, you can **go beyond platform-native targeting and deliver messages that resonate with real educators** when it matters most and when they're ready to engage.

LET'S TALK ABOUT HOW
AGILE CAN TRANSFORM
YOUR NEXT CAMPAIGN



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