



# Effortless Data Updates for Always-On Outreach

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UNLOCK CLEANER, SMARTER, AND MORE  
STRATEGIC DATA WORKFLOWS

# The Problem With Outdated Data

B2B contact data can degrade at a staggering rate—over **70% each year**.<sup>1</sup> In fact, nearly half of **companies lose more than 10% of their annual revenue** due to outdated or inaccurate CRM data.<sup>2</sup>

Your CRM should be your most powerful sales and marketing asset in education. But when it's filled with old contacts, duplicate records, and stale leads, it becomes a liability and slows down processes. Instead of building relationships and closing deals, your team ends up cleaning spreadsheets and troubleshooting manual imports.

Moreover, manual data management creates friction at every turn. Poor lead quality, mismatched contact info, and unreliable scoring can throw off even the best marketing strategy. And the longer bad data sticks around, the more damage it can do to your sender reputation, outreach efforts, and time.

If your sales and marketing teams are still wrangling CSV files, chasing missing contacts, or hitting “send” on outdated lists, it's time for a better way.

**AgileConnect™ can help.**

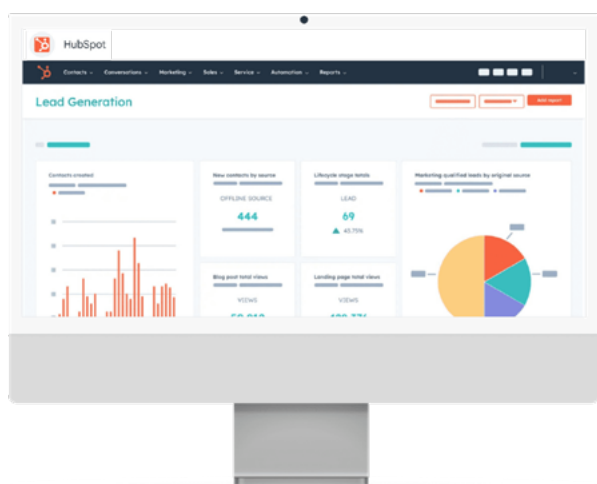
1. <https://www.forbes.com/councils/forbesbusinesscouncil/2024/04/18/the-b2b-data-decay-epidemic-how-to-protect-your-bottom-line/>

2. <https://www.validity.com/wp-content/uploads/2021/04/State-of-CRM-Data-Management-2022.pdf>

# What Is AgileConnect™?

AgileConnect™ is a smart integration tool that gives education solution providers on-demand access to current contact and institution data from Agile Education Marketing's trusted database. Built for HubSpot, Marketo, and soon Dynamics, it syncs leased records directly into your CRM—on *your* schedule and terms.

No more manual uploads or outdated lists; AgileConnect™ keeps your data clean, compliant, and campaign-ready. Whether enriching leads or launching outreach, you'll always have relevant data at your fingertips. This reduces bounce rates, helps you avoid “email jail,” and aligns teams around accurate data so you can focus on results, not cleanup.



## What AgileConnect™ Delivers:

- Seamless data sync between Agile and your CRM
- Smart deduplication, enrichment, and record-matching tools
- Flexible scheduling and field mapping tailored to your goals

## Built for Teams Driving Growth

AgileConnect™ is built for vendors who want a smarter, faster way to keep their CRM data clean and current. It streamlines workflows for sales, marketing, and IT teams while giving C-suite leaders and analysts the insights to drive strategy.



# Features That Make the Difference

AgileConnect is a behind-the-scenes data engine that simplifies your workflow—from automatic record cleanup to enriched prospecting—so you can simplify your workflow while keeping your outreach sharp.

## Data That's Always Current

Maintain clean, compliant lists by identifying outdated, inactive, or duplicate records before they cause problems. That means fewer bounces, blocks, and wasted messages.

## Smarter Prospecting + Lead Enhancement

Enrich inbound leads with detailed contact information, like job title and institution. Need to go beyond your licensed data? You can—with optional controls in place.

## Seamless Setup + White Glove Support

White Glove onboarding and InCycle integration ensure a fast setup tailored to your needs. Access pre-built “recipes” that simplify deduplication, field mapping, and hierarchy management—with real experts just a call away.

## Benefits That Power Performance

- Seamless, secure integration—no manual uploads
- Custom rules for updates, matching, and hierarchy
- Full access to Agile’s accurate, education-focused database
- Audience segmentation by role, institution, and more



# Getting Started + Technical Insights

AgileConnect™ is designed for fast, low-lift implementation—so you can start working with cleaner, smarter data in days. Whether you're enriching inbound leads, syncing weekly updates, or exploring new contacts, setup is simple and streamlined.

## 4 Steps to Smarter Syncing With AgileConnect™

To get started, you'll need an active Agile data lease (starting at \$15K), a \$7,500 AgileConnect license, and CRM admin access. From there, just follow four easy steps:

1. **Build your data license:** Select the institutions, roles, and market intelligence that align with your goals.
2. **Set your sync rules:** Define how often updates occur and how duplicates are handled.
3. **Map your fields:** Align Agile's data with your CRM structure for seamless imports.
4. **Go live:** Once setup is complete, AgileConnect™ handles the rest.



You'll receive login credentials, access to enriched and prospecting-ready records (with optional controls for data usage), and hands-on support through White Glove onboarding. Most teams are live in just 1–2 business days with minimal IT involvement.



# The Agile Advantage

AgileConnect™ isn't just another plug-in or generic CRM integration. It's a purpose-built tool that combines Agile's precise education data with the flexibility education vendors need to grow.

## Smarter Workflows, Right Out of the Box

Access advanced deduplication logic, flexible field mapping, and the ability to segment contacts by role, institution type, and more. It's designed to fit the way your team works, not the other way around.

## Support That Feels Like a Partner

Enjoy hands-on support from day one with guided onboarding, role-based training, and follow-up to ensure smooth operation. Expert help, clear documentation, and ongoing updates driven by user feedback keep your team supported as your strategy evolves.

## A Competitive Edge for Education Providers

Unlike one-size-fits-all connectors, AgileConnect™ gives you full control over how your data flows. It's a smarter, more tailored way to power your outreach and stay ahead of the competition.

## Ready to strengthen your data strategy?

Discover how **AgileConnect™** can streamline your outreach and keep your CRM effortlessly up to date. Or, **reach out** to connect.

