

Beyond the School Inbox:

How Home Data Powers Continuous Educator Engagement Tool

Reaching Educators Where They Are

Education decision-makers engage with information both on campus and at home. True continuity requires reaching them across both environments.

Agile Education Marketing's Home Data goes beyond consumer data. It's directly tied to verified education professionals in our database, ensuring relevance and a clear connection to trusted education records.

You can expect seamless outreach, designed to bridge the gap between an educator's professional role and their home environment. The result is a more complete, coordinated engagement strategy.

What Is Home Data and How Does It Support Outreach?

Home Data enhances education marketing strategies by *expanding where and how audiences can be reached*.

Strategic Value and Key Use Cases

- **Get a jump start on back-to-school:** Market effectively during the summer months when educators are away from their institutional inboxes but planning for the year ahead.
- **Capture out-of-pocket purchases:** Reach teachers directly for classroom supplies and personal professional development purchases.
- **Maximize bi-directional marketing:** Leverage personal demographics to inform school-based outreach, and use institutional data to refine home-based targeting.
- **Boost multi-channel reinforcement:** Maintain visibility outside of working hours, reinforcing messaging when educators have more time to evaluate new solutions. Integrates easily into existing workflows for both small teams and enterprise organizations.

How Home Data Fits Into Agile's Data Ecosystem

- **A game-changing enhancement, not a replacement:** Supplements institutional and personnel data to provide a 360-degree view of the prospect.
- **Verified linkage:** Every record includes a link to the specific institution where the individual works, helping to maintain professional context.
- **Comprehensive data attributes:** Includes personnel records, all standard contact information, and demographic variables.

Flexible Licensing for Your Channel Mix

Agile offers Unlimited Use Personnel Licenses tailored to your specific outreach goals:

- **Email + Digital Advertising:** Take your online presence and inbox reach to new levels.
- **Postal + Email:** Combine the high impact of physical mail with the speed of digital.
- **Postal + Email + Digital Advertising:** Lean on the ultimate omnichannel solution for total audience coverage.
- **Standalone Options:** Explore individual licenses for Postal or Email for your targeted, channel-specific needs.

Turning Expanded Reach Into Smarter Engagement

Knowing who to reach is only the first step. The real advantage comes from knowing how and when to engage educators to build stronger, returns-friendly partnerships.

Here's how Home Data streamlines and amplifies the outreach process:

Execution Value: Reducing Fragmentation

- **Coordinated messaging:** Align your direct mail, email, and digital ads so they tell a single, cohesive story across environments.
- **Increased recall:** By appearing in both professional and personal spaces, your brand stays top-of-mind throughout the long education buying cycle.
- **Efficient media planning:** Use a single, verified data source to fuel multiple channels, reducing data silos and wasted spend.

Why Responsible Use and Data Integrity Matter

- **Professional focus:** Specifically designed for education marketing, prioritizing professional access over invasive consumer profiling.
- **Data accuracy:** Benefit from Agile's rigorous update schedules and commitment to maintaining verified linkages between home and work records.
- **Market trust:** Ensure your outreach remains compliant and respectful of the educator's journey.

Built for Flexibility and Scale

- **Works with your existing stack:** Home Data integrates seamlessly with your current Agile licenses and marketing automation tools.
- **Adaptable strategy:** Whether you are pushing a high-value institutional sale or a high-volume teacher purchase, the data scales to match your goals.
- **Freshness guaranteed:** All licenses include regular update schedules to ensure you are always reaching the right person at the right address.

Explore Smarter, Broader Education Outreach

Extend your reach without losing focus! Home Data helps you stay connected to the nation's educators 365 days a year.

Ready to bridge the gap? Whether you need to boost summer engagement or support a year-round omnichannel strategy, our team is ready to help.

Connect with an Agile Education Marketing expert today to find the right Home Data license for your revenue goals.