

MDR Core Data

Direct Access to 95% of the U.S. Educator Market

OUR DATA

The MDR education database spans preschool to college to public libraries with over 300 building-level indicators, more than 400 K-12 job titles, 5,000 college courses, 35 demographic characteristics, and persona selections to help you precisely define and reach your desired audience. MDR takes you inside the education market with in-depth data:

- 7.5+ Million educator names
- 13.6k Districts
- 114k Schools
- 7k Higher ed institutions
- 103k Day care centers
- 17k Public libraries

You can trust MDR data. The education market is in constant motion with personnel shifts, institution changes, new funding, technology advances, and program changes. Our systems and processes create unmatched accuracy, quantity, and quality in our education data—achieving 90%+ accuracy for three years running in third-party audits.

MDR data is

- **The Best.** Data quality that can't be beat.
- **The Most.** Complete coverage of the entire U.S. Education Market PK-20, including libraries and day care centers.
- **The Fastest.** Data collection speed and timely delivery ensure the freshest contacts are available directly in your tools.

WHY EDUCATORS?

Educators are ideal consumers, active purchasers, and powerful community influencers. Educators hold themselves to high standards and expect the same of the companies they work with. Once earned, their brand loyalty is strong.

Educators are loyal **consumers**. While educators are highly-educated, big readers, and frequent patrons of the arts, they might not be the first audience you think of for travel, health & fitness, and online shopping offers. Educators, by profession, are committed to knowledge, facts, and long-term rewards. This makes them savvy shoppers who do the research and value quality.



SOLUTION:

MDR Core Data.

USE CASE:

Targeted outreach to an engaged audience with varied interests.

DELIVERY

MECHANISM:

MDR ConnectED Cloud marketing platform, an easy to use, 24/7 online tool providing self-service access to the MDR database.

UNIQUE VALUE:

The largest, most complete, and accurate database of education market data.

Educators are **professionals**. All educators—from district supervisors to teachers—are involved in the purchase of instructional materials, technology, textbooks and supplemental products, school supplies, digital resources, assessment tools, and professional development/training programs.

Educators are **influencers**. Trusted in their communities, educators reach beyond school walls. Schools are the hub of life for children, their families, and entire communities. Topics introduced in the classroom naturally flow home and throughout the neighborhood. This creates a unique opportunity to reach a wide audience with a targeted message.

KEY CONTACT

Sean Mulvey
RVP, S&MS Sales
S&MS Field Sales
MulveyS@DNB.com
+1 (781) 570-8032