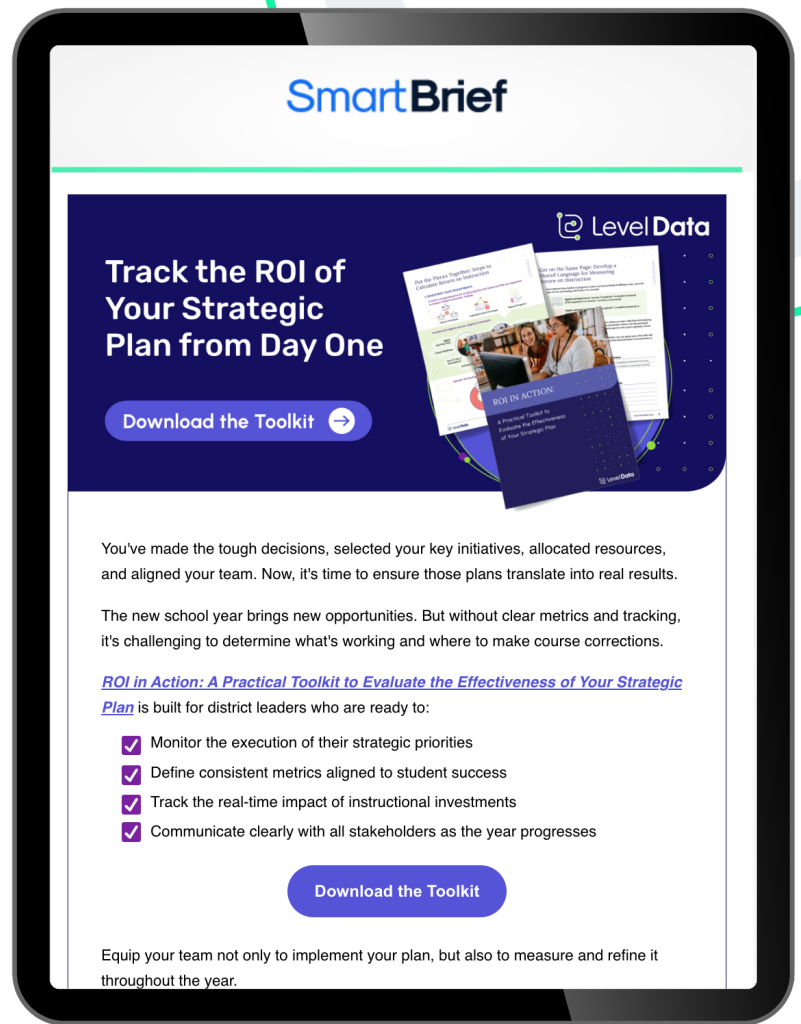


Level Data Drives 1,000+ Administrator Leads

Level Data helps schools and districts identify trends, measure student progress, allocate resources, and make informed instructional decisions.

THE CHALLENGE: BREAKING THROUGH TO DISTRICT DECISION MAKERS

Level Data partnered with SmartBrief to generate top-of-funnel leads and increase awareness with their ideal customer profile: verified K12 administrators with real purchasing influence and authority, including superintendents, curriculum directors, technology directors, and more. This is a hard-to-reach audience who have limited time, flooded inboxes, and can be skeptical of vendor outreach.



The advertisement is displayed on a tablet. At the top, the SmartBrief logo is visible. Below it, the Level Data logo is shown. The main headline reads 'Track the ROI of Your Strategic Plan from Day One'. A prominent button says 'Download the Toolkit' with a right-pointing arrow. To the right of the text are images of the toolkit documents, one of which is titled 'ROI IN ACTION: A Practical Toolkit to Evaluate the Effectiveness of Your Strategic Plan'. Below the images, there is a paragraph of text: 'You've made the tough decisions, selected your key initiatives, allocated resources, and aligned your team. Now, it's time to ensure those plans translate into real results.' This is followed by another paragraph: 'The new school year brings new opportunities. But without clear metrics and tracking, it's challenging to determine what's working and where to make course corrections.' Below this is a link: '[ROI in Action: A Practical Toolkit to Evaluate the Effectiveness of Your Strategic Plan](#) is built for district leaders who are ready to:'. A list of four bullet points follows, each with a checkmark icon: 'Monitor the execution of their strategic priorities', 'Define consistent metrics aligned to student success', 'Track the real-time impact of instructional investments', and 'Communicate clearly with all stakeholders as the year progresses'. Another 'Download the Toolkit' button is located below the list. At the bottom of the ad, it says 'Equip your team not only to implement your plan, but also to measure and refine it throughout the year.'



SmartBrief provides high quality leads as a result of their highly engaged and vetted audience. We rely on SmartBrief when looking to fill the top of funnel quickly. You cannot beat the value of SmartBrief advertising and the strategic partnership of their team.

Livy Traczyk

MARKETING MANAGER



THE SMARTBRIEF SOLUTION: A MULTI-CHANNEL APPROACH TO REACH ADMINISTRATORS WHERE THEY ARE ACTUALLY READING

SmartBrief's audience consists of K12 administrators, curriculum directors, and other school and district leaders, who actively opt-in to receive their daily newsletters. Level Data leveraged their existing content and a strategic mix of SmartBrief products for a turnkey campaign designed to maximize awareness, thought leadership, and conversion among this influential and engaged audience:

- **Native newsletter ads:** "Always on" approach using high-visibility, text rich ads embedded directly into SmartBrief newsletter sections multiple times per week.
- **Dedicated sends:** Full share of voice email delivered exclusively to K12 administrators in the SmartBrief network, driving high-intent clicks and leads.
- **SmartSocial:** Reaching SmartBrief verified administrators audience across social platforms, extending reach beyond the inbox.
- **Back-to-School eBook:** Full page ad and Q&A with a Level Data thought leader featured in SmartBrief's annual back-to-school digital magazine, generating turnkey and targeted leads.



THE RESULTS: QUALITY LEADS FROM THE RIGHT K12 AUDIENCE

In just 9 months, Level Data received over 1,000 unique form submissions that matched their ideal customer profile

6,000+ clicks

3 million+ impressions

across newsletters, email blasts, and social media

.20% CTR average

across all ads

3%+ CTR

on top performing email blasts

Ads directly aligned with influential associations in K12 Education including ISTE+ASCD, ILA, and more



I have partnered with SmartBrief for over 7 years, spanning a wide array of K12 products and companies and I have never been disappointed with the quality or quantity of leads. I consider them the must-have advertising partner for any demand-gen playbook.

Livy Traczyk

MARKETING MANAGER

