

EDUCATION

Programmatic Digital Audiences



MCH Strategic Data is a leading K-12 education data provider. All audiences are **deterministic**, validated and verified using NCES and state education agencies, phone verification by real people, online research, and cutting edge proprietary information gathering technology.

Audience Description	Full Segment Name	LiveRamp Segment ID
K-12 Athletic Directors & Coaches	MCH Strategic Data > B2B > Education > K-12 > K12 Athletic Personnel	1012864931
K-12 Career & Technical Vocational Teachers / Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Career & Technical Vocational Educators	1012864941
K-12 Early Childhood Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Early Childhood Educators	1012864951
All K-12 School & District Personnel	MCH Strategic Data > B2B > Education > K-12 > All K12 School & District Personnel	1012864961
Elementary School Teachers	MCH Strategic Data > B2B > Education > K-12 > Elementary School Teachers	1012864971
K-12 STEM Educators - Science, Technology, Engineering and Math teachers	MCH Strategic Data > B2B > Education > K-12 > K12 STEM Educators	1012864981
K-12 Special Needs Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Special Needs Educators	1012864991
K-12 Science Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Science Educators	1012865001
K-12 School & District EdTech Decision Makers	MCH Strategic Data > B2B > Education > K-12 > K12 School & District EdTech Decision Makers	1012865011
K-12 School & District Senior Administration	MCH Strategic Data > B2B > Education > K-12 > K12 School & District Senior Administration	1012865021
K-12 Mathematics Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Mathematics Educators	1012865031
All K-12 School Teachers	MCH Strategic Data > B2B > Education > K-12 > All School Teachers K12	1012865041
K-12 Fine Arts Educators	MCH Strategic Data > B2B > Education > K-12 > K12 Fine Arts Educators	1012865051



Need a custom segment?

Reach out to an **MCH** Specialist, and we can create a custom segment tailored to your specific needs and sent to the DSP or social media platform of your choice.



Expand to a multi-channel audience

Our K-12 audience is available for postal, email, and phone. More rich data and detailed attributes to choose from, giving you the sharpest tool for targeting the best audience for your campaign.