

# The MCH Difference

## Future-Ready K-12 Data for the AI Era



**10 unique ways MCH Strategic Data separates itself from the competition — through data, technology, and humanity.**



## A Message from Peter Long, CEO

# The Future Belongs to the Pivot.

A new era is upon us. The landscape of educational marketing is being reshaped by Artificial Intelligence at a speed that is both exhilarating and unforgiving. The future will be brightest for those companies that can fully embrace this shift—and darker for those clinging to the "old ways" of doing business.

If you are reading this, you are likely navigating a marketplace that demands more precision, more speed, and better insights than ever before. You need a partner, not just a vendor. You need data that is alive, not static.

At MCH Strategic Data, we made a choice. While others in our industry are cutting support, rolling up into massive conglomerates, and resting on the laurels of decades-old methodologies, we pivoted. We chose to charge full steam into a new world powered by AI.

The enclosed material outlines why MCH stands alone. We have identified **10 unique ways** our data, our technology, and our humanity separate us from the competition. We don't just sell data; we fuel the engines of the smartest education companies in the world.

If you feel like your current data partner is NOT solving today's problems and just wants you to re-order last year's approach, you owe it to your organization to turn the page.

**Welcome to the MCH Difference.**

**Peter Long**  
CEO, MCH Strategic Data

# Our Data: The Pulse of Education

Every competitor in our industry claims data superiority. "Unparalleled quality" is a phrase so overused it has become background noise. We will spare you the hype and give you the engineering reality.

**MCH is the only educational data provider that has successfully automated the capture of teacher roster data for approximately 80,000 schools.** We don't wait for annual updates. Our proprietary Python-generated ecosystem re-validates 4,000,000 educators every single month.

## 80K

**Schools**

Automated teacher roster capture

## 4M

**Educators**

Re-validated every single month

## 1 Year

**Head Start**

Ahead of competitors' customers

While other providers are selling you a snapshot of a school from six months ago, MCH is capturing new educators days after their public posting. When a teacher leaves, we know. When a teacher joins, we know. This means MCH customers establish connections with key decision-makers a full year ahead of companies relying on our competitors.

We backfill in missing schools where digital access is limited, utilizing state licensing data and rigorous verification methods (just like the rest of the industry) to distinguish true job *roles* from mere job *titles*. But these are the 20% of the file that is left. The 80% that gets updated monthly drives a new world of marketing opportunities. Any now powered with potential AI solutions - the winners in this space are those firms that can embrace the future - like MCH has.

In a world where data sits at the center of every marketing decision, freshness isn't a luxury—it is the difference between ROI and a bounced email. Decision made on last years data vs last weeks. Leads generated from fresh educator information gathered a week ago vs using data that is a year old. Does your company want to get a full years head start in the race against your biggest competitor - or - do you want to be a full year behind them. The choice is a clear ROI booster for those that understand the power in the data.

# AWS & Azure Cloud Databases: Data at the Speed of Business

The data business has been stuck in the past for too long. Why are you still downloading static CSV files or wrestling with spreadsheet formats of data that are obsolete the moment you open them?

MCH saw a unique opportunity to stop delivering files and start delivering a *stream*. **We stand alone as the provider of constantly updated, cloud-hosted databases on AWS and Azure.** We now host over 100 companies with customized databases that live in the cloud, updated weekly, and available 24/7.



## Market Insights

Drive real-time market intelligence



## Leadership Dashboards

Power executive decision-making



## API Lookup Engine

Feed automated data pipelines

This is interoperability at its finest. Whether you need to drive market insights, power a leadership dashboard, feed an API lookup engine, or just have the best campaign data available at all times, our data exists where you need it. As the world moves toward AI-driven solutions, the requirement for real-time data ingestion will explode. MCH is already there, waiting for you.

# API Customization & AI Empowerment

## 03. API: Customization Without Compromise

In today's ecosystem, having data is not enough; you must be able to move it. Many data providers offer an API—usually a rigid, "take it or leave it" pipe that forces you to change your workflow to match theirs.

**MCH takes a different approach.** We believe the technology should bend to the business, not the other way around. MCH stands alone in offering expert computer science professionals who build *customized* API solutions to meet your specific architecture.

Do you need to cut the line and inject data directly into a proprietary application? We build the bridge. When you combine our cloud-hosted databases with our ability to execute custom API pulls, the limitations on how you power your solutions vanish.

## 04. AI Empowerment: Fueling Your Innovation

The pace of innovation is currently moving at break-neck speed. Large Language Models (LLMs) like ChatGPT, Claude, and Gemini are democratizing the ability to create and analyze. But every AI model, no matter how sophisticated, is only as intelligent as the data it is fed.

**MCH is the data fuel for the AI engine.**

We are seeing our clients build internal AI solutions that were impossible two years ago—predictive modeling, automated content generation, and market analysis—all powered by MCH data. We don't view AI as a threat; we view it as the ultimate force multiplier for our clients. MCH stands ready to allow your AI-empowered solutions to ingest the most current, connectable K-12 data source on the market.

# K-12 Email Services: Stewardship Over Spam

K-12 promotional email is a minefield. Districts have locked down their servers to combat ransomware, and the "spray and pray" tactics of the past now result in immediate blacklisting.

Navigating this environment requires more than a template builder. It requires forensic knowledge of authentication, throttling, and randomization. While our competitors force you into self-service portals where you are left to figure it out alone, MCH provides **hands-on stewardship**.



## Authentication

Forensic knowledge of email security protocols



## Throttling

Precision delivery to meet school firewalls requirements



## 6x Response

Custom analytic models increasing response rates six-fold

We don't just send your emails; we engineer their delivery. Our team has over a decade of experience navigating school firewalls to inbox placement. We protect your brand reputation while ensuring your message reaches the educator.

Furthermore, MCH can design powerful custom analytic models that have, in some cases, **increased response rates six-fold**. This is accomplished by matching knowledge of past open rates among all educators on our file combined with targeted analysis of school types and job roles that have been the best customers for our customer. The MCH model cuts out the almost guaranteed set of known non-responders and then target the remaining pool on most likely to engage based on best customer performance information that each customer has. These models lower sending cost - significantly increase engagement and help sending reputation score increase with major ESP and with school districts that track engagement information.

# Programmatic Digital Advertising: Beyond the Inbox

Scale is the hardest thing to achieve in education marketing. Direct mail is expensive. Email has a saturation point. How do you reach the total market with repetition and control?

MCH has moved beyond simple list provision to become a **full-service programmatic advertising partner**. Through our partnerships (including LiveRamp) and our own capabilities on StackAdapt, we connect our 5 million+ educator database to over 25 million active devices.

## 5M+

**Educators**

In our connected database

## 25M+

**Active Devices**

Reachable across platforms

## 1000s

**Publications**

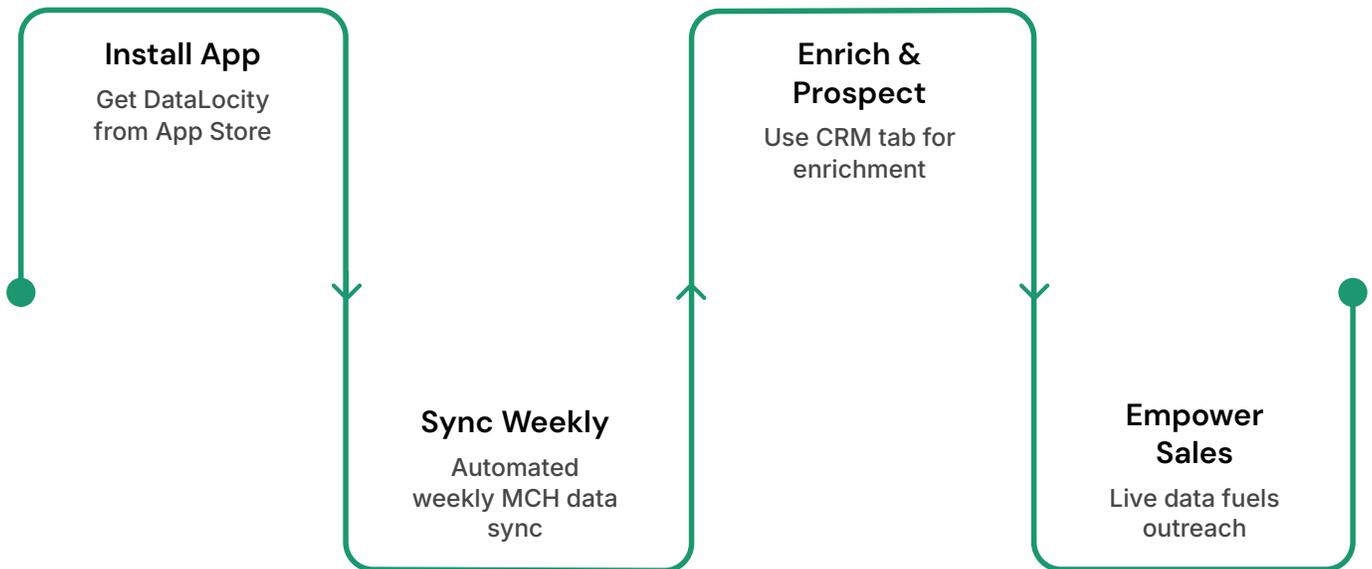
Digital banner ad placements

We help you construct custom audiences and deliver digital banner ads across thousands of publications and even onto Connected TV (CTV). This allows you to cap spend, control costs, and build brand ubiquity without the risk of email fatigue. **MCH offers true end-to-end programmatic capability.**

# DataLocity: True CRM Integration

Your sales team lives in their CRM. Your data should too.

Over a decade ago, MCH created the first K-12 integration for Salesforce. We haven't stopped innovating since. With the release of our most current integration platform **DataLocity 2.0**, MCH offers the most sophisticated integration for HubSpot and Salesforce available today.



DataLocity sits literally at your sales team's fingertips, residing in a tab within their CRM. It syncs weekly with our compilation efforts. It requires no complex programming to set up—it sits in the application store and can be running in less than a day. Data enrichment and prospecting have never been more seamless. **We don't just give you data; we install it where you work.**

# MCH Data Experts: People, Not Portals

In an era of automation, the "human touch" has become a rare commodity. Our competition has moved decisively away from people, forcing customers into rigid online portals and automated ticket systems.

At MCH, we zig where they zag. We believe that when you are using data to make million-dollar decisions, you deserve a real expert on the phone. We have no account minimums for a representative. Whether you are a startup or a Fortune 500 firm, you get access to our bench of K-12 data experts.

**We embrace "People + Process." We use automation to compile the data, but we use humans to help you strategize how to use it.**

## No Account Minimums

Every customer gets a real representative

## Startup to Fortune 500

Same expert-level access for all

## People + Process

Automation compiles, humans strategize

# Infinite Access: Seeing the Opportunity

**Data in a spreadsheet is information. Data on a map is intelligence.**

MCH has been a leader in the geospatial aspects of K-12 data for 20 years, recruited by the Department of Homeland Security and the CDC to build critical visualization tools. We have poured that experience into **Infinite Access**.



## Visualize Territories

Your sales teams can visualize their territories in the real world, seeing the market as it truly exists geographically.



## District Boundaries

See district boundaries, identify adjacent prospects near your top customers, and uncover geographical opportunities.



## Uncover Opportunities

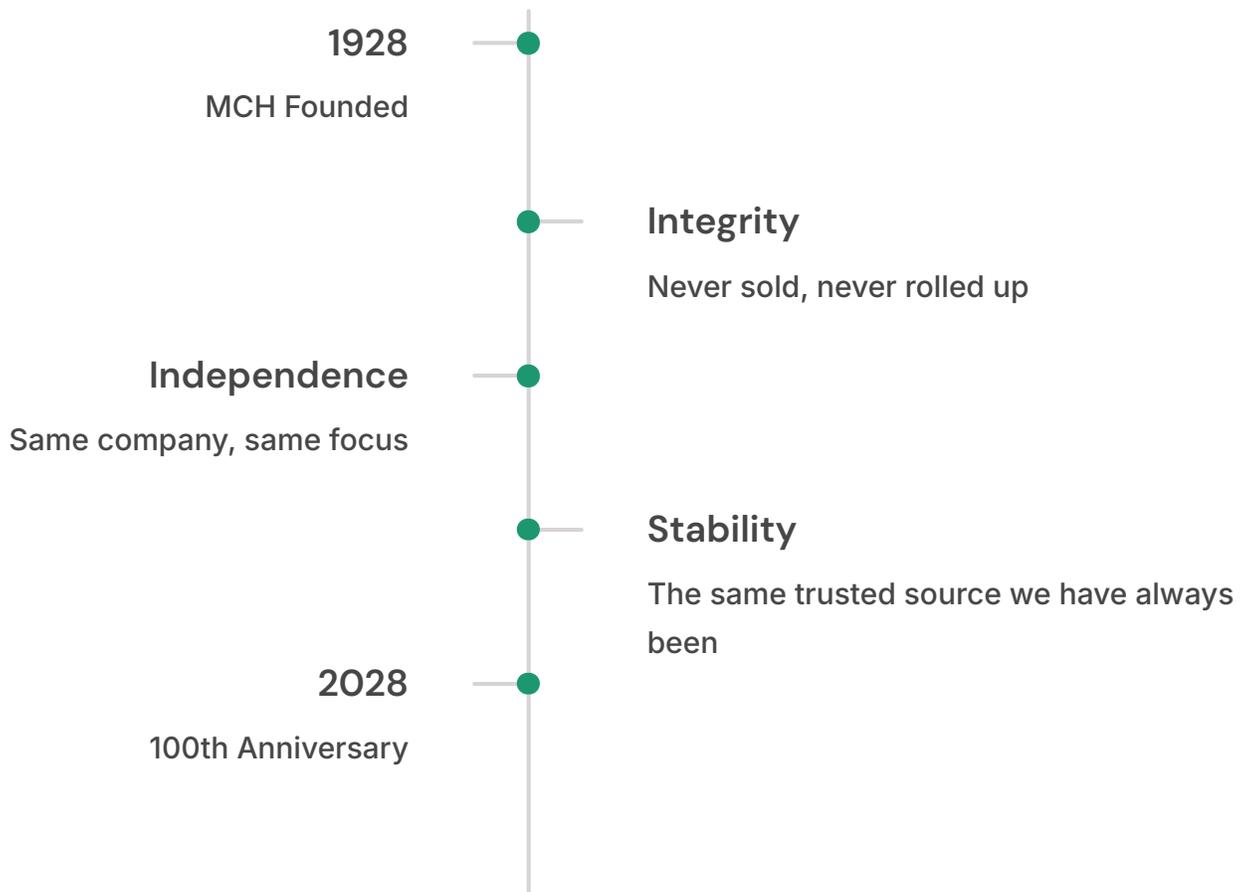
Discover geographical opportunities that a flat list would never reveal. MCH stands alone with this depth of geospatial pedigree.

MCH stands alone as the provider with this depth of geospatial pedigree, giving your team the power to "see" the market.

# 100 Years of Trust

We save perhaps the most important differentiator for last: **Certainty**.

MCH will celebrate our **100th year in business in 2028**. We have never been sold. We have never been rolled up. We have never been stripped for parts by a private equity firm.



In a market full of "fly-by-night" data scrapers and massive conglomerates that downsize their K-12 divisions annually, MCH is the rock. We are the same company, with the same focus, and the same trusted source we have always been.

When your company's ROI depends on your data partner, don't you deserve a firm that will be here to back you up? In a world of fakes and misinformation, **trust is the ultimate corporate asset**. We are here to help you win—today, tomorrow, and for the next 100 years.

TRY THE BEST FOR A CHANGE

# MCH

# Strategic Data<sup>®</sup>

It's Time to Switch.

If you are ready for a partner that embraces the future, prioritizes your success, and delivers the freshest data in the industry, let's talk.



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*Embracing the AI Future.*