



Listware Gives EdVantage the Advantage with Accurate Data for Strategic Communications



Parents and voters need to know their options – both for the community and their children. To help parents and voters become aware of educational options and initiatives, school districts are responsible for effectively communicating relevant information to parents, but this can often be a tremendous challenge.

That's where EdVantage Strategy Group comes in. A full-service public relations firm serving educational organizations in Texas and Arkansas, EdVantage helps school districts get the word out about services such as pre-K educational options, enrollment opportunities, continuing education, professional tracks, and schools of choice.

"But you can't communicate with people if you don't know who they are, exactly where they live, and how to contact them," says Keith Annis, data director at EdVantage, based in Dallas. Upon joining the company, Annis immediately deployed Melissa's Listware product, which verifies, corrects, and standardizes addresses, even globally if necessary.

"Honestly, Listware is an essential part of our business. It just makes my job a lot easier and saves a lot of time. Listware's flexibility and accessibility are really where the greatest value is. Time is critical. Our clients want things as quickly as possible, and Melissa's Listware makes it easy to begin and continue the process."

**– KEITH ANNIS, DATA DIRECTOR
AT EDVANTAGE.**

AN EVER-MOVING LANDSCAPE

"I started with National Change of Address (NCOA) for us," Annis says, citing the ever-changing dataset of some 160 million change-of-address records of names and addresses of individuals, families, and businesses submitted to the US Postal Service.

"NCOA is especially critical here in Texas, where thousands a day are moving into the area from all parts of the country because of our well-paying jobs," he says. "We need to know who and where these people are to reach them effectively."

Listware not only searches multi-sourced data to return the current addresses of people who have moved, but also fills in missing elements such as current phone numbers, changed and alternative email addresses, and even precise latitude and longitude coordinates. "With all of these changes into and within our clients' districts, we needed the best contact information and addresses," Annis says.

The need extends to previously updated contact lists. Data goes stale very fast. Addresses, phone numbers, emails and much more are changing all the time. It's been estimated that a dataset will deteriorate by 2% every single month. Adweek notes that 43% of contact records are out of date or invalid.

"We also like to have parent and household status, including how many homes have children, how many there are, and whether they're of school age," Annis says. "Listware provides this data as well."

DEPLOYING LISTWARE EFFECTIVELY

EdVantage also helps in communicating educational options that are best suited for children's talents or interests. For example, many schools are recognizing the value of industrial opportunities, and the educational requirements they expect. Annis cites, in particular, the fast-growing aerospace industry in Texas, and EdVantage's work in spreading the word about training options.

The company even helps communicate about public funding initiatives, such as bond elections that support new buildings or the purchase of school buses. Beyond up-to-date contact records, having accurate voter roll data is key here.

Annis is particularly impressed with Listware's dashboard interface where he can "drive the process" himself, requesting specific data on certain demographics, areas, and missing elements.

"I also like that Listware gives you counts in a sample without charging for it," he says. "For example, I can go in and say, here is my list of contacts and here is what I want. Listware will report on how many names

will be added, and even provide a sample to see what I'll get."

AS LITTLE AS A PENNY A RECORD

Annis acknowledges that attributing campaign ROI to accurate contact data is difficult. The flip side of the coin, however, is his awareness that poor information would be disastrous.

Another Listware value-add that Annis recognizes are the Listware Credits, a block of credits that are used for data requests. It costs about \$3 for 1,000 credits and most data requests cost only 1 or 2 credits. Annis appreciates that he simply never pays for what he doesn't use.

"You can have a certain amount of credits in your account, and then you don't have to worry about finding a credit card at the last minute," Annis says. "This really helps control my costs."

About edVantage Strategy Group:

EdVantage Strategy Group are a full-service public relations firm specializing in the education industry based out of Dallas, TX but helping organizations all across the country. The firm has more than 95 combined years community and public service experience, along with non-profit leadership as parents and community members. Their successful public relations strategies have added almost \$4 billion into public schools and cities, and these dollars continue to have a generational impact on learning, teaching, and facilities for students, teachers and the community. To learn more, visit www.edvsg.com/

About Melissa:

Since 1985, Melissa has specialized in global intelligence solutions to help organizations unlock accurate data for a more compelling customer view. Our breadth of data and flexible API technology integrates with numerous third-party platforms, so it works for you and makes sense for your business. More than 10,000 clients worldwide in key industries like insurance, finance, healthcare, retail, education and government, rely on Melissa for full spectrum data quality and identity verification software, including data profiling, cleansing, matching and enhancement services, to gain critical insight and drive meaningful customer relationships.

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