

Data-Driven Strategies for the Student Travel Market

MCH Strategic Data and SYTA

Introduction



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Introduction



Since 1928, MCH has been serving the K-12 data market. Began as a children's book publisher and education journal publisher.

Evolved into a mailing list company and then added email addresses for educators.

Added a data solutions suite of solutions that include:

- Customer Data Analysis
- Data Delivery & Integration Solutions

We are a SYTA Strategic Partner and help student and youth travel companies uncover new opportunities with our data and technology solutions.

Your Data Strategy Is Critical To Your Growth Strategy

- 75% of B2B companies with advanced data strategies indicated they have a better market position than their competitors.
- Companies with advanced customer/prospect data strategies accomplish the following:
 - Achieve revenue growth
 - Acquire new customers
 - Increase retention rates, customer loyalty and enhanced customer experience
- Data driven marketing is only as successful as the quality of the data that underpins it.



Challenges Student Travel Market Faces



Diagnosing
and fixing data
gaps



Uncovering the
total market
potential



Orchestrating
multi-channel
campaigns

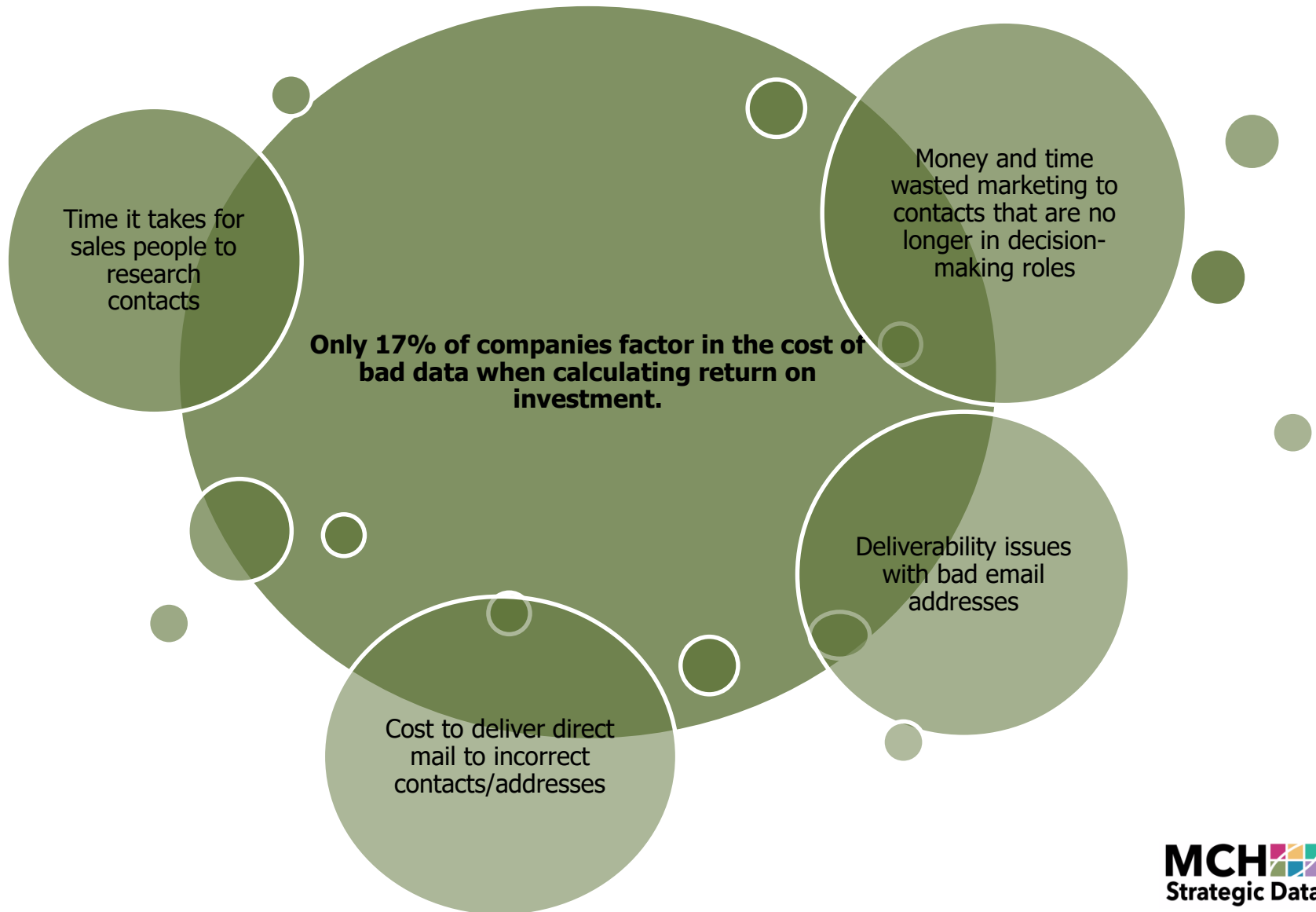


Challenges



- Hobbled by data silos.
- Have trouble melding data from disparate sources.
- Data that is:
 - Inaccurate
 - Incomplete
 - Out of date

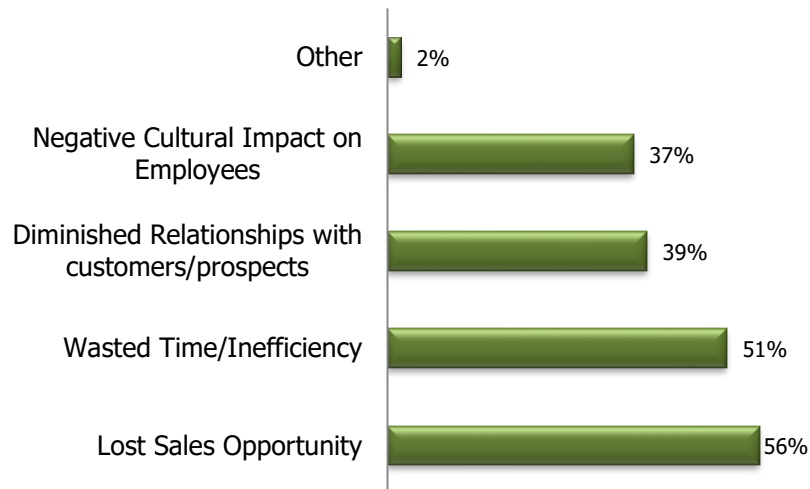
Diagnosing and Fixing Core Data Gaps



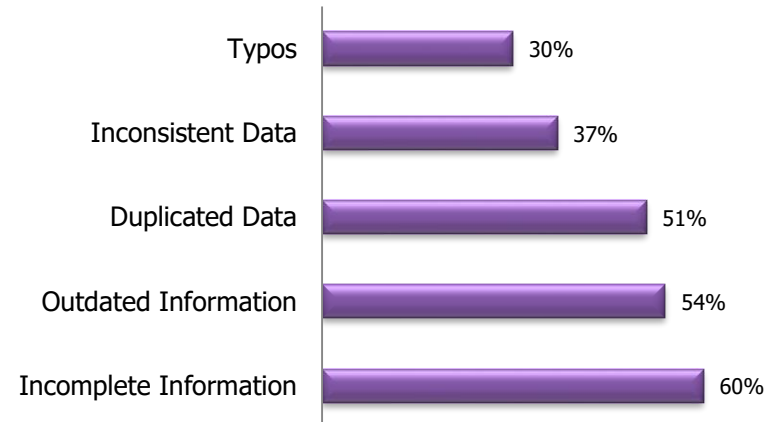
Bad Data Leads to Revenue Loss

- Poor quality data costs American businesses up to \$600 billion per year.

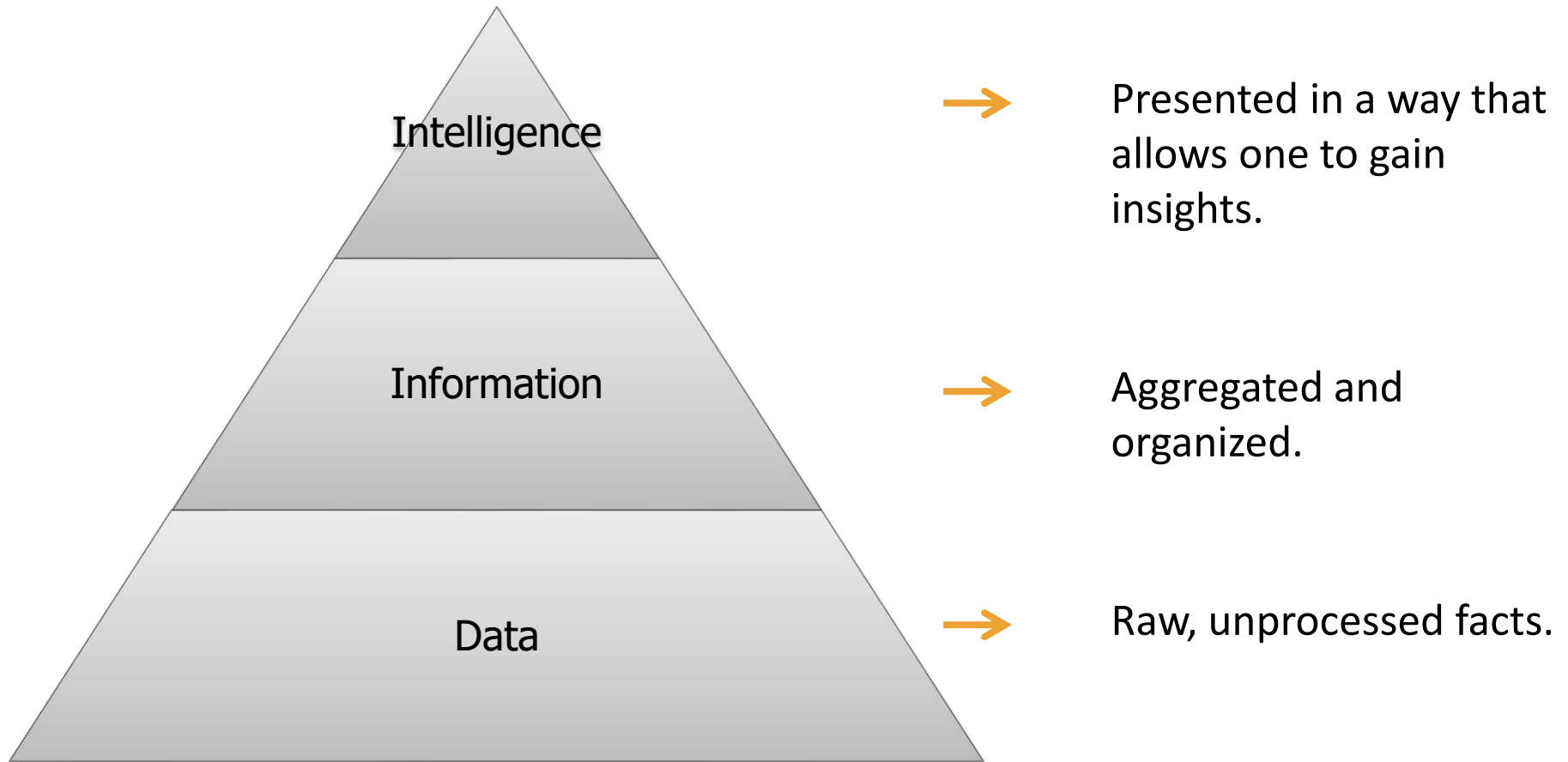
Impact on businesses (according eMarketer).



Most common data errors (according to CIO Insight).



Data is Critical for Drawing Insights and Market Potential



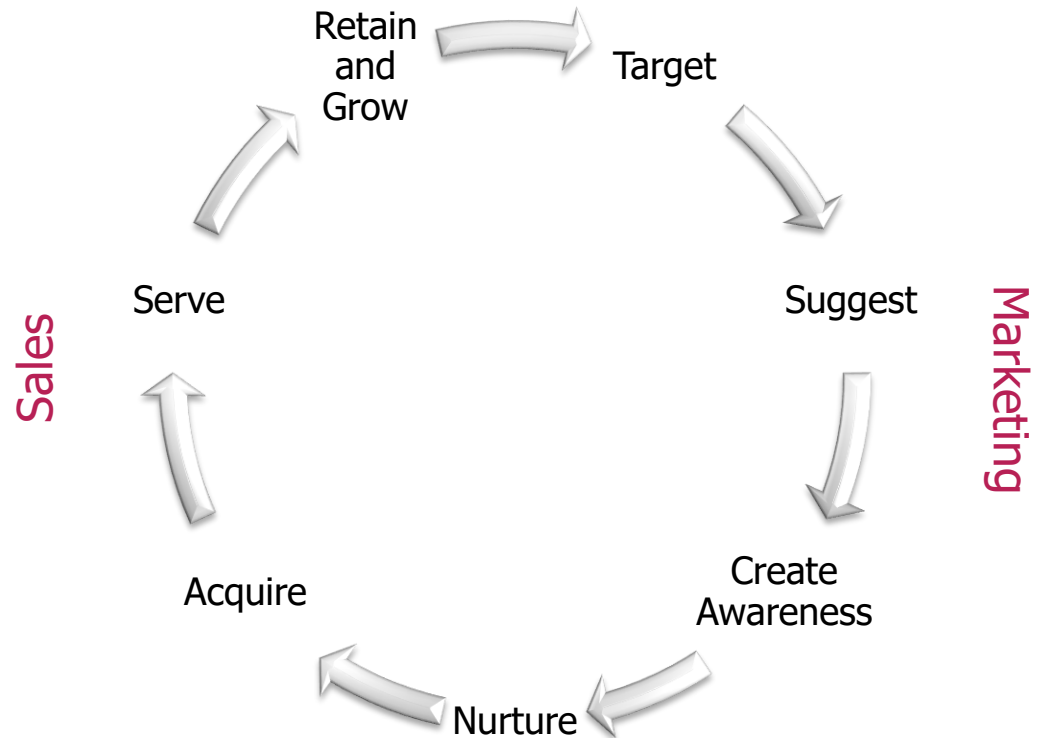
Uncovering total Market Potential

- Find customers who look similar to your best customers

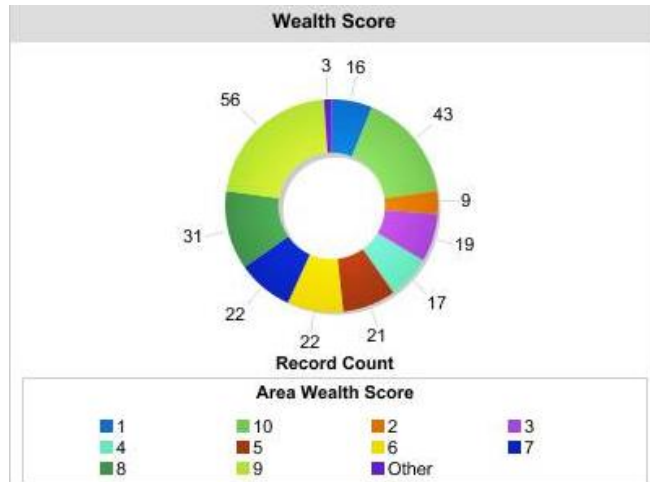


Use Data to Understand Your Brand Story

- Use external data to supplement internal so that you can get a 360 degree picture of your customers.
- Need to invest the time and/or resources to take advantage of the data available from third party resources.

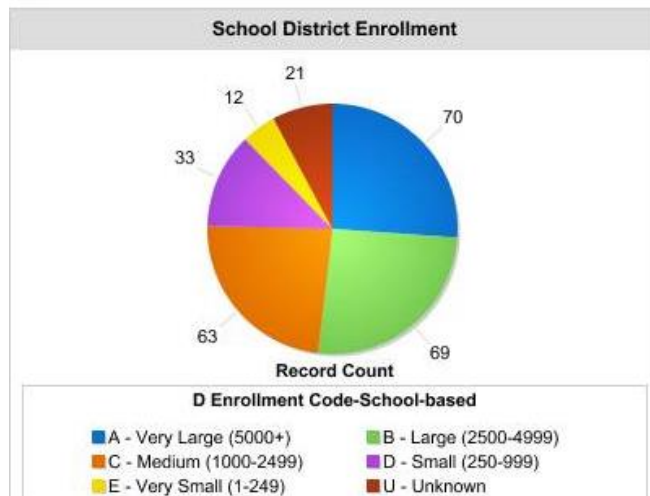


Uncovering total Market Potential

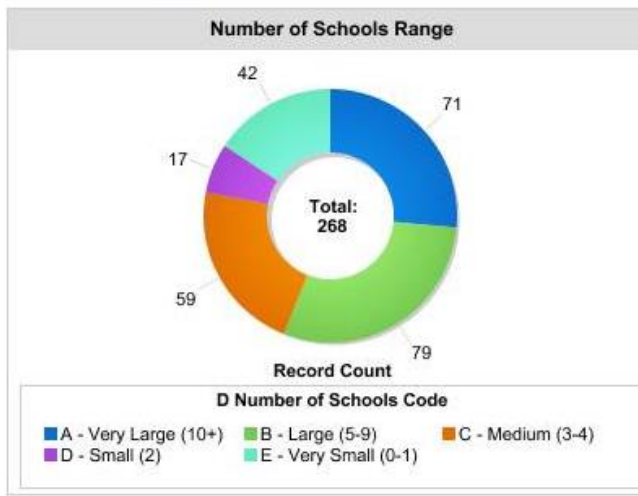


Dashboards present data visually to tell a story.

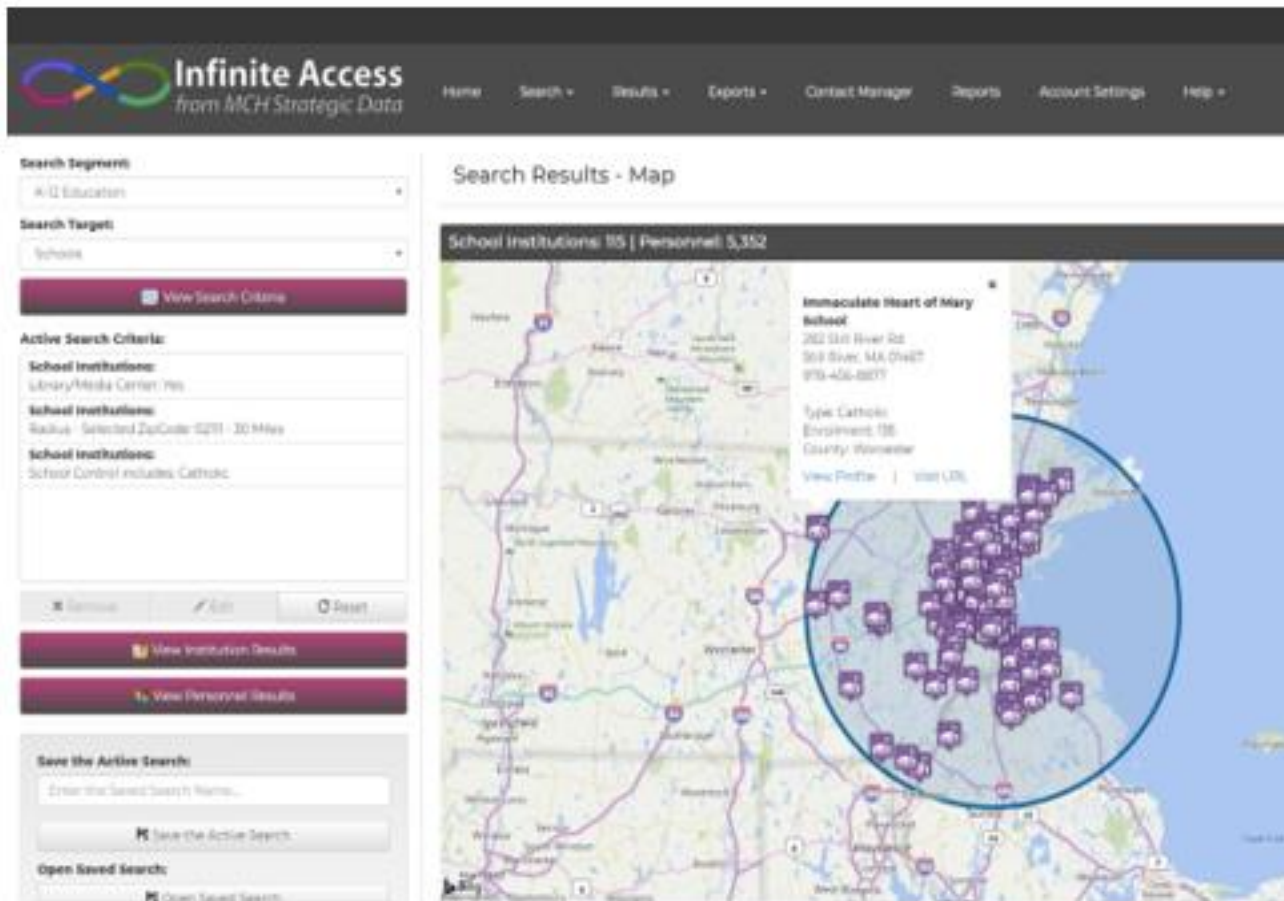
MCH



MCH School District

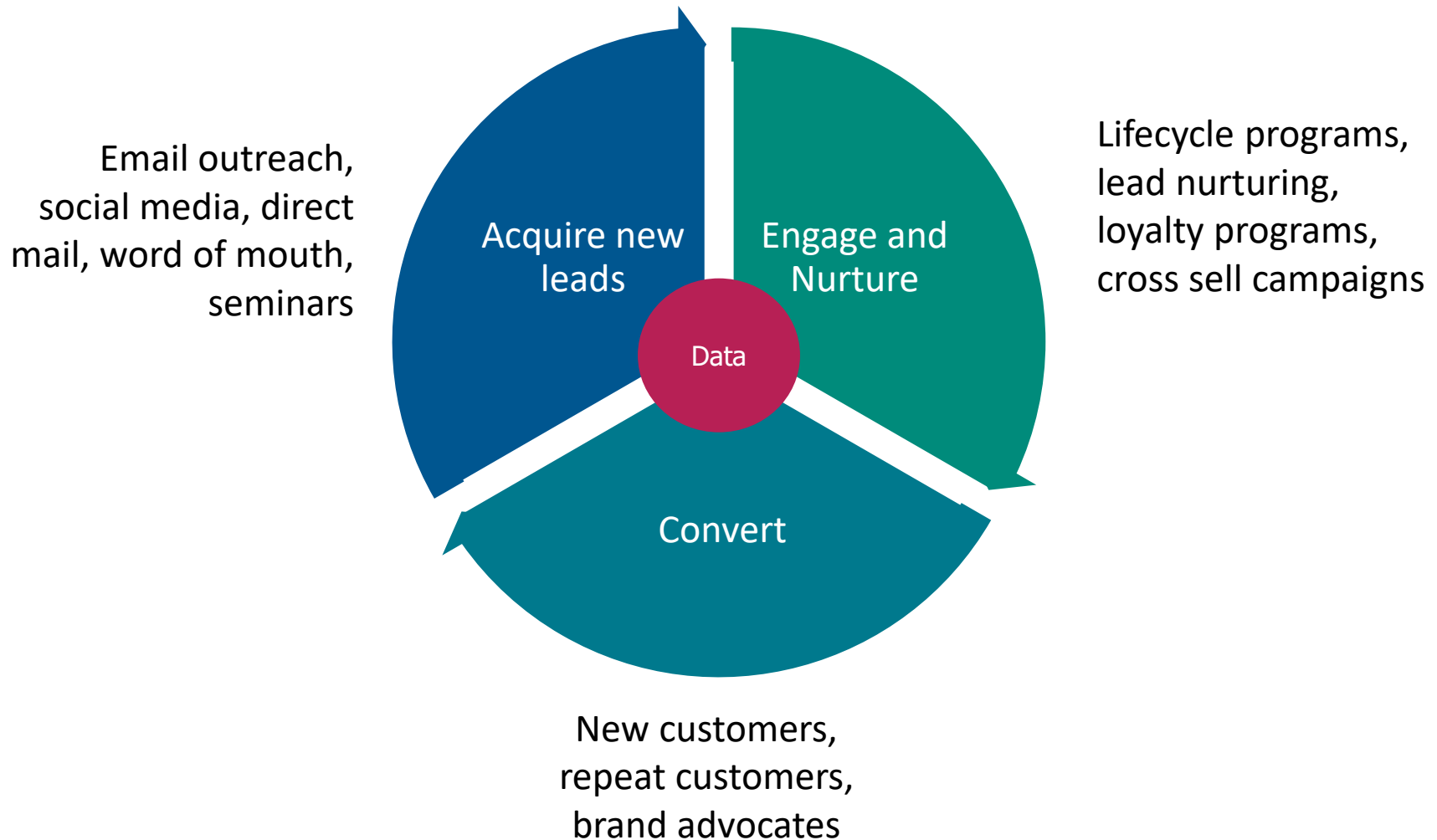


Uncovering total Market Potential



Visually
identify
prospects
within a radius.

Orchestrating Multi-Channel Campaigns



How To Improve Your Data Driven Strategy

- Break down data silos and improve the integrity of your existing data.
- Identify external data source providers that enhance the value of your internal data.
- Invest in systems & technologies that extract intelligence from your data.

Two Solutions to Ingest Quality Data



Access our education data through our online portal, Infinite Access. View and export data with a click of a mouse. Get detailed demographic information on schools and districts. Access to this portal includes geospatial mapping capabilities to get a bird's eye view of schools.



Get fresh, accurate data on demand with DataLocity™ from MCH EDUCATION. Automatically deliver to your CRM or marketing automation platform to increase your data velocity. DataLocity reduces the number of people needed in a typical data integration process, ultimately leading to improved accuracy and efficiency. Keep the top of the funnel full while reducing errors and down time.

Special Offer to SYTA Members

Email CODE: MCHSYTA
Info@mchdata.com

10% off subscription price for
DataLocity or Infinite Access

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Questions?



SYTA Resources

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Safety Resource Guide

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SYTA ANNUAL CONFERENCE

BALTIMORE, MARYLAND
AUGUST 24-28, 2018

REGISTRATION IS NOW **OPEN!**

- ▶ **OVER 20,000** Pre-scheduled business trade meetings
- ▶ **50+ HOURS** of Networking Opportunities
- ▶ **EDUCATION SESSIONS**
- ▶ **SIGHTSEEING** around Baltimore
- ▶ **FIRST TIMER?** We offer pre-conference webinars in advance, as well as opportunities to meet onsite.

Upcoming Webinars

SYTA Annual Conference Preview Webinar for New Attendees

June 6, 2018, 3:00 PM EDT

July 10, 2018, 3:00 PM EDT

Google Analytics Workshop

Wednesday, June 13, 2018

1:00 – 2:00 PM EDT

Tips on How to Build an Itinerary

Wednesday, June 20, 2018

1:00 – 2:00 PM EDT

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SYTA Strategic Partners

strategic PARTNERS

