Digital Advertising That Connects

MDR’s exclusive digital advertising solutions offer a unique advantage—we only serve your ads to known educators, guaranteed.

Traditionally marketers have identified their audiences based on site visits, browsing behaviors, and keyword searches. Improve the precision and ROI of your digital campaigns when you stop guessing about your audiences and start using reliable and verified data.

Only MDR can ensure that you are serving the right ads to the right audiences based on our unique ability to serve your banners to known educators as they surf the web.

With our millions of connections to educators each year, MDR gains unmatched insight into their online behavior. Insight that helps you reach known educators by the specific criteria you select—institution, job titles, or household demographics—wherever they go online.

Improve your campaign ROI by 14x and reach confirmed educators wherever they search the web.

DID YOU KNOW?

Facebook lists 12M people with a teacher job title.

MDR knows that there are actually 7.5M teachers.
Multi-Channel Options to Expand Reach and Engagement

At MDR, we’ve applied nearly five decades of exclusive focus on the education market to create multi-channel marketing solutions that deliver your best opportunities to reach educators.

Targeted Web Advertising
Display ads to your defined educator audience within a preset number of impressions.

Social Ads
Get visibility in Facebook and other social site feeds to a select targeted educator audience.

Digital Audience Direct Connect
Market to qualified audiences on the ad platforms you are already using with direct access to our educator audiences on Facebook, Pinterest, Google DoubleClick, and more.

WeAreTeachers and School Leaders Now
Serve your ads to a highly engaged audience on our two proprietary educator sites.

Retargeting
Stay top of mind with your audiences when you serve banner ads to your website visitors.

Additional Digital Support
Enhance your digital presence. MDR offers Google AdWords campaigns as well as digital ad creative services, including design, production, copy and graphic optimization.

Marketers in the Know
Email remains the backbone of any marketing campaign because educators rely on it as a resource to learn about new products. Digital ads complement email campaigns by generating awareness, clicks, visits, and engagement.

The combination of unique insight into teachers’ online behavior with our unrivaled educator database delivers a unique level of multi-channel precision targeting and optimization capabilities that no one in our industry can match.

TO LEARN MORE: Call your MDR Representative at 800-333-8802 or email us at MDRinfo@dnb.com