



A Dun & Bradstreet Division

Reach Educators All Year Long

The traditional wisdom in education marketing has been to catch educators' attention in the first two months of the school year. At MDR, we see educator engagement throughout the year. Our customers interact and engage educators all year long—including weekends, summer break, and holidays—through MDR and WeAreTeachers channels! Check out the top months in 2018 for reaching educators across channels.

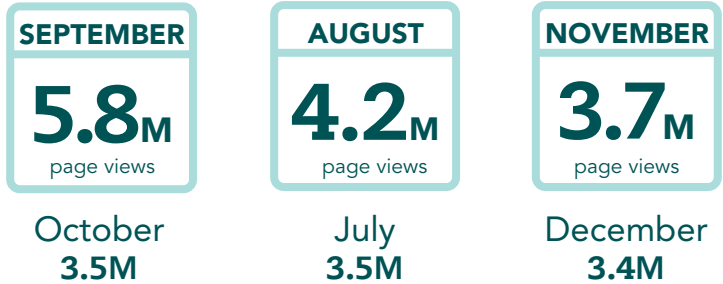
Website



40.7M
total pages views

3.4M average page views per month

Top 6 Months for Website Page Views



Social



23M
total engagements

on WeAreTeachers and School Leaders Now



Engagements = reactions, likes, comments, shares, replies, retweets

Top 6 Months for Social Engagement



Email

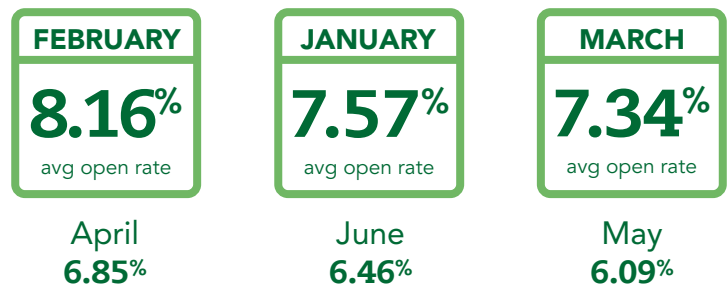


Teachers **open email at night** and on **weekends!**



We saw highest open and click-through rates from **9 – 10 pm and on Saturdays and Sundays**

Top 6 Months for Open Rates*



*Open rates are for MDR customer prospecting email campaigns.

Our channel audience continues to grow year-over-year. WeAreTeachers social followers increased by **21%** and website pages views increased by **33%** from 2017 to 2018.

Interested in planning a year-round campaign to reach educators with MDR? Email us at mdrinfo@dnb.com.