How Agribusinesses Leverage Big Data Insights to Better Serve the American Farmer

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The farmer is the only man in our economy who buys everything at retail, sells everything at wholesale, and pays the freight both ways.”

- JOHN F. KENNEDY
It’s a Big Market... Don’t Boil the Ocean

• Over 340 million planted acres
• Over $130 Billion of Gross Farm Income
• Over 2 million farmers
What’s Your Market?
Finding your Target Market and Next Customer

Strategic decision-making
Using terabytes worth of data going back 10 years with ¼-acre level field detail, including over 300 million acres, 2+ million farmers:
- Analyze market/wallet share
- Develop market segments
- Hunt for opportunity
- Create a goldilocks go-to-market strategy

Targeted omni-channel marketing
- Direct Mail
- Targeted digital ads
- Social media
- Phone

Boots-on-the-ground sales execution
- Who is the farmer?
- What are his/her crops, rotation?
- Understand the economics of decisioning
Determine your target market with focus on $ where you can compete

- Precise but large enough to be impactful
- Iterate and think about addressability and penetration

Select from over 340 million acres and 2 million growers, 150 crop types, rotations and filter/segment based on age, gender, growth rates, etc. and to determine the right market for sales and marketing.
Grower Demographics

Average Planted Acres: 929.84
Average Gross Farm Income: $492,736.69
Average Age: 61.16

Select Demographics

Company: 63.63%
Female: 9.04%
Initial: 5.65%
Male: 20.96%
Unknown: 0.72%

Details

Growers: 940
Customers: 316
Prospects: 624
Addresses: 913
Phones: 675
Mobile: 183
Email: 410
Digital: 164
Target Market
- GPS-powered location-based access to the data your boots on the ground need
- Data on all farm fields and growers displayed based on current or chosen location
- Search for specific growers
- Filter views (size of farmer, field, GFI) to highlight/target
- Access to GrowerProfile
- Mobile-responsive and accessible on all devices
Marketing and Sales Integration

MARKETING

- Direct Mail
- Email
- Phone
- Digital / Programmatic Marketing
- Social

SALES

- Sales and Marketing doubling down on the same prospects to drive engagement against the strategic target market

Know Your Customer
Using Data to Increase Revenue

**SMS**

- **Solutions**
  - Increase Market/Wallet Share; Launch new product; Markets Expansion; etc.

- **Applications**
  - MarketView
  - FARMFOCUS
  - FIELDVISION

- **Data**

**Strategy**

- Integrated Marketing; Build 360° database; Segmentation/persona marketing

**Marketing**

- Email Marketing
- Targeted Digital Mailing Lists
- AgAlerts (Q2 2019)

**Sales**

- Sales Prospecting
- Sales followup on marketing leads

**FMiD Database**

- 95% coverage of all farmers, farms, crops with detailed field level detail

*AgAlerts (Q2 2019)*
Moving from Strategy to Execution