# Empowering companies to activate data and drive successful marketing campaigns

- Empower and enable your teams to have access the data, dashboards, maps, graphs and capabilities to activate the data
- Apply different filters, choose different personas and geographies to identify opportunities and to apply integrated marketing and sales strategies to these opportunities
- Drill down and view growers, spend, personas, etc. by each of your retail partners
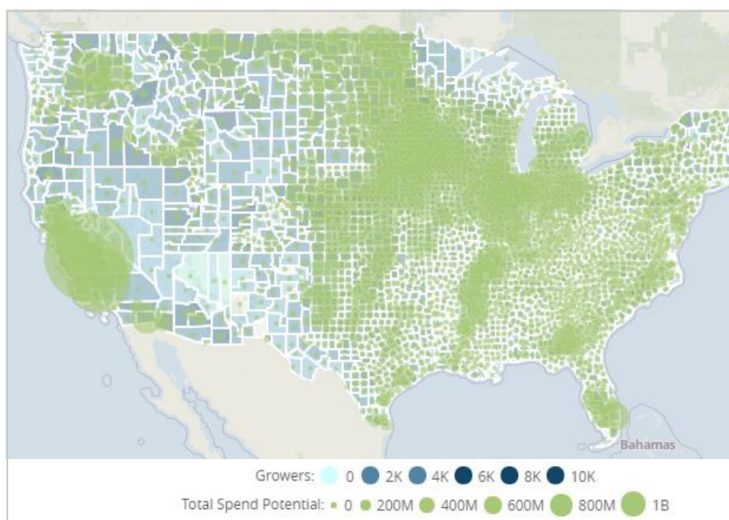- Customize your dashboard to meet your needs

DTN

![DTN logo]
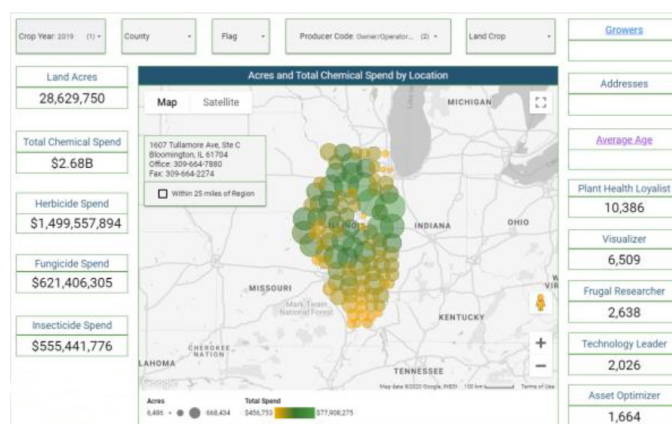
AgriBI
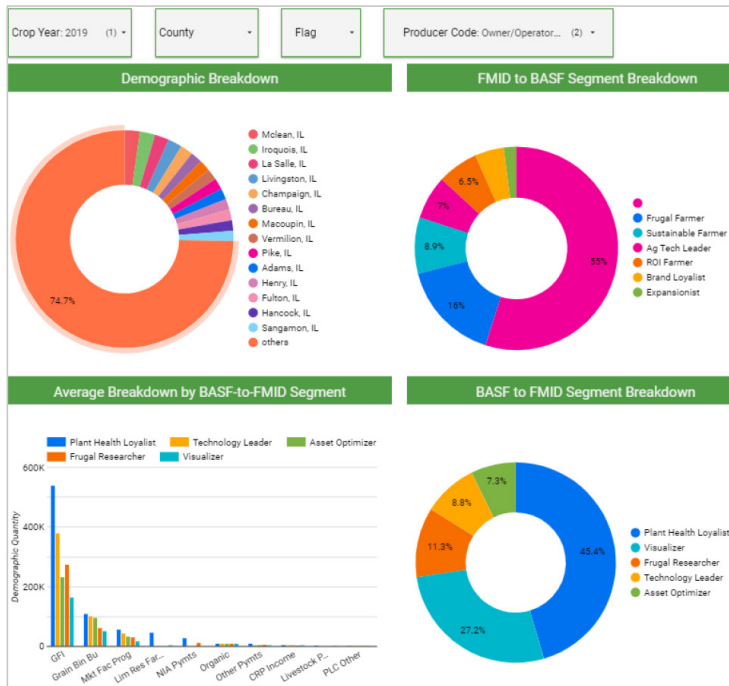
Analysis available

- Market share
- Wallet share
- Persona/segmentation
- Trends
- Age/education
- Heat maps
- And more benefits...

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Enable marketing teams to use any data/models to create targeted segments

- Get everyone on the same page and looking at the same data
- Replicate successes across marketing teams
- Integrate Marketing and Sales efforts
- Infinitely customizable

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Marketing campaigns integrated with sales efforts
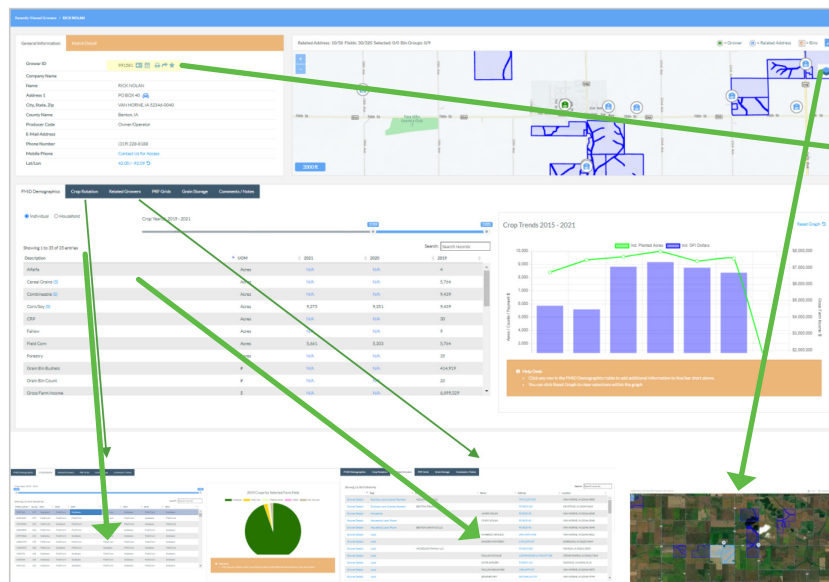
Curate the ideal segment to target using any of our data

Export list to send to Sales for follow-up

You can also share the list to Sales through our solution.

- Using the Microsoft® Excel file, sales reps can click on the embedded link to see the **Grower Profile**

- Sales reps can save the contact, share, print summary, save as favorite and even record sales notes

- Full 7-year history of farmer, related growers (family members business entities, etc.), crop rotation

- See field boundaries, acres owned vs. leased, irrigated land, and much more

Empower your marketing and sales program with unmatched data. Visit www.dtn.com/agribi to request more information today.