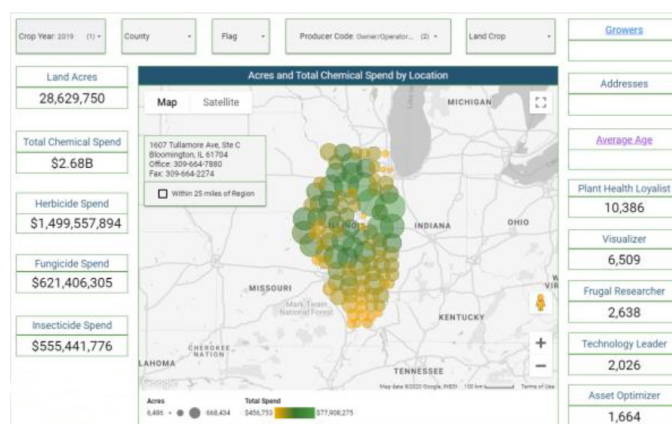
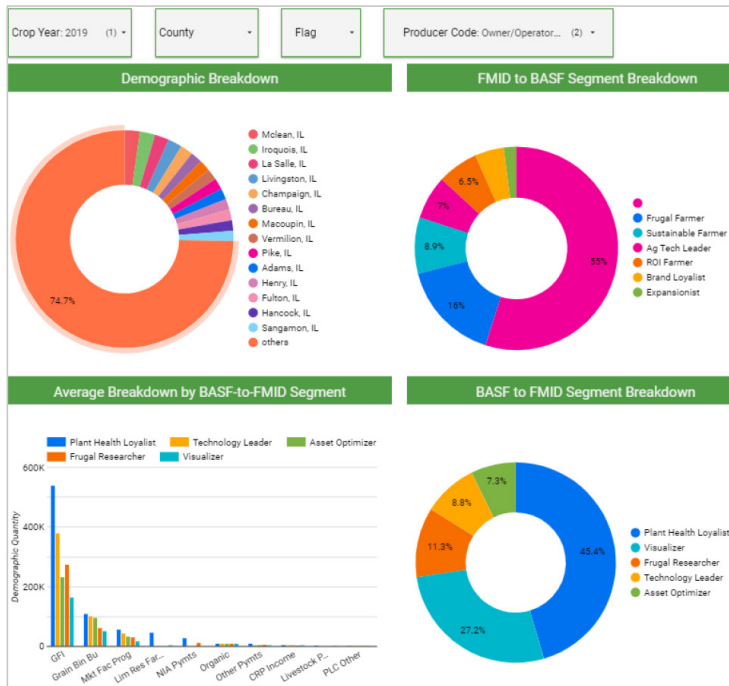


Empowering companies to activate data and drive successful marketing campaigns

- 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

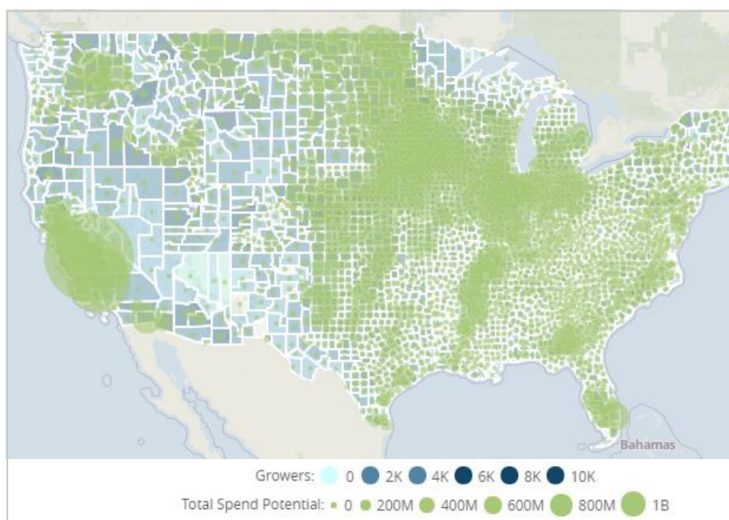


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Analysis available

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



		2018	2017	2016	2015	2014	Summary
Midwest	East North Central						
	Adams, IL	11.0%	12.7%	33.9%	15.2%	14.3%	(1) 15.4%
	Adams, IN	1.8%	4.0%	6.8%	3.0%	8.9%	(1) 4.2%
	Adams, OH	13.1%	15.8%	8.3%	15.9%	31.2%	(1) 14.4%
	Adams, WI	6.7%	2.7%	4.6%	3.1%	7.5%	(1) 4.3%
	Alcona, MI	3.3%	21.0%	0.0%	0.3%	0.3%	(1) 5.1%
	Alexander, IL	8.0%	9.5%	7.7%	7.7%	6.4%	(1) 7.2%
	Alger, MI	2.6%	4.1%	19.7%	3.2%	2.3%	(1) 5.9%
	Allegan, MI	1.5%	5.6%	2.7%	8.1%	6.9%	(1) 4.4%
	Allen, IN	2.1%	6.6%	7.1%	4.1%	3.3%	(1) 4.0%
	Allen, OH	11.0%	11.3%	10.3%	16.9%	16.0%	(1) 11.7%
	Alpena, MI	1.4%	4.6%	6.1%	2.0%	1.7%	(1) 3.0%
	Antrim, MI	18.4%	4.3%	7.3%	4.2%	29.1%	(1) 12.2%
	Arenac, MI	17.0%	6.7%	10.7%	12.6%	8.2%	(1) 10.4%
	Ashland, OH	28.3%	19.5%	26.4%	27.3%	25.6%	(1) 22.9%
	Ashland, WI	28.8%	2.1%	0.9%	3.0%	15.7%	(1) 9.4%
	Ashland, OH	0.2%	3.3%	1.2%	0.7%	2.0%	(1) 1.4%
	Athens, OH	19.5%	8.7%	18.0%	9.4%	10.5%	(1) 11.7%
	Auglaize, OH	1.8%	5.8%	20.4%	9.6%	8.6%	(1) 7.9%
	Baraga, MI	1.6%	0.2%	0.2%	1.6%	0.1%	(1) 0.7%
	Barron, WI	5.0%	5.7%	4.7%	3.5%	3.2%	(1) 3.8%
	Barry, MI	9.0%	12.7%	6.1%	5.2%	11.8%	(1) 8.2%
	Bartholomew, IN	12.2%	11.8%	15.4%	11.1%	9.8%	(1) 10.2%
	Bay, MI	40.4%	25.7%	21.2%	26.2%	26.6%	(1) 25.2%
	Bayfield, WI	0.2%	0.3%	0.3%	6.5%	0.2%	(1) 1.4%
	Benton, IN	24.8%	24.4%	32.1%	25.2%	19.1%	(1) 20.7%
	Benzie, MI	23.2%	14.4%	12.5%	24.9%	9.6%	(1) 16.3%
	Berrien, MI	17.9%	8.9%	8.3%	8.3%	10.5%	(1) 9.9%
	Blackford, IN	5.5%	20.1%	7.1%	4.9%	3.4%	(1) 7.2%
	Bond, IL	3.1%	2.9%	7.9%	5.0%	5.0%	(1) 4.0%
	Boone, IL	3.9%	3.2%	3.9%	0.7%	5.0%	(1) 4.2%

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

Crop Year: 2019 (1)	County	Flag	Producer Code: Owner/Operator... (2)
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Grower Counts by Acres								
Grower Size / Grower Count								Grand total
County	A: 0 - 249	B: 250 - 499	C: 500 - 999	D: 1,000 - 2,499	E: 2,500 - 4,999	F: 5,000 - 9,999	G: 10,000+	H: Non-Applicable
Adams, IL	849	125	106	52	1	1	-	297
Alexander, IL	58	4	5	2	-	-	-	53
Bond, IL	320	50	39	36	3	-	-	137
Boone, IL	287	38	22	14	3	1	-	170
Brown, IL	151	18	29	11	2	-	-	53
Bureau, IL	492	106	117	68	7	-	-	111
Grand total	38,657	6,444	5,788	4,162	531	85	10	16,857

BASF Primary Segment	BASF Secondary Segment	Demographic	Demographic Quantity
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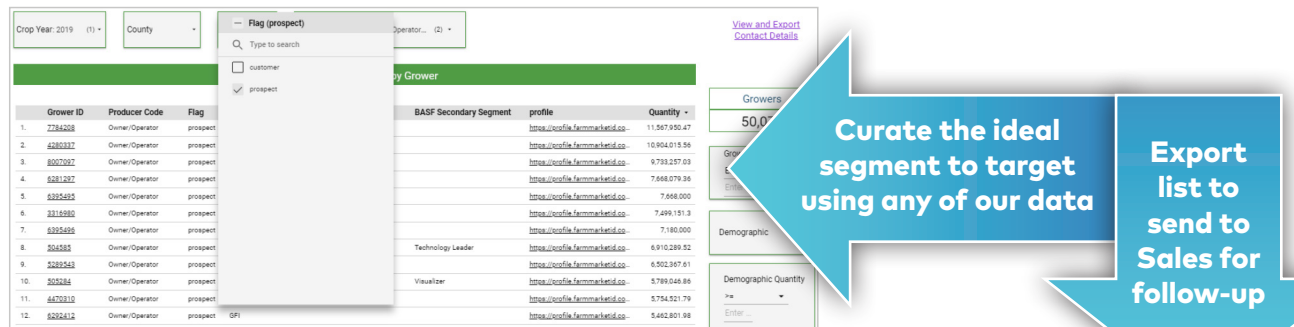
Grower Counts by Producer Code and Segment								
Producer Code / Count / Percentage / grower_id								Grand total
BASF Primary Segment	Count	Percentage	Owner/Operator	Operator	Count	Perc...	grow...	
null	46,073	65.52%	-36.48%		49,311	67.96%	-32.02%	
Asset Optimizer	1,426	1.97%	-98.03%		1,664	2.29%	-97.71%	
Frugal Researcher	2,509	3.46%	-96.54%		2,638	3.64%	-96.36%	
Plant Health Loyalist	9,624	13.27%	-85.73%		10,386	14.32%	-85.68%	
Technology Leader	1,702	2.35%	-97.65%		2,026	2.79%	-97.21%	
Visualizer	5,952	8.21%	-91.79%		6,509	8.97%	-91.03%	

Flag	Producer Code: Owner/Operator... (2)	Demographic... (1)	Demographic Quantity
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Contact Details							
Primary Segment	Secondary Segment	Demographic	Demographic Quantity	Company Name	First Name	Last Name	Email
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	370.63	-	TOM	HORTIN	-
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	1766.03	LOWELL E LARSON TRUST (NO I)	PAUL	FINLEY	KFINLEY07@GMAIL.COM
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	493.36	JINGER FARMS PARTNERSHIP	-	-	-
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	665.73	-	E	LEDFORD	egledford@gmail.com
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	5747.53	-	SCOTT	PAYNE	-
Asset Optimizer	Visualizer	Corn/Soy (S)	5848.88	FUNK'S FARMS A PTRP	JOHN	FUNK	beppogeid@aol.com
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	2026.12	-	JAMES	CULTRA	JCULTRA@ATTNET
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	283.06	-	JOEY	HUTCHCRAFT	-
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	258.28	-	DUSTIN	CAROLAN	-
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	491.16	-	ALLEN	WALTERS	adubdub1@hotmail.com
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	288.46	-	ADAM	CURRY	-
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	410.17	-	ALAN	KLEIBOEKER	spudki@hotmail.com
Asset Optimizer	Plant Health Loyalist	Corn/Soy (S)	456.86	-	ROBB	FOSTER	janefoster43@yahoo.com

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Marketing campaigns integrated with sales efforts

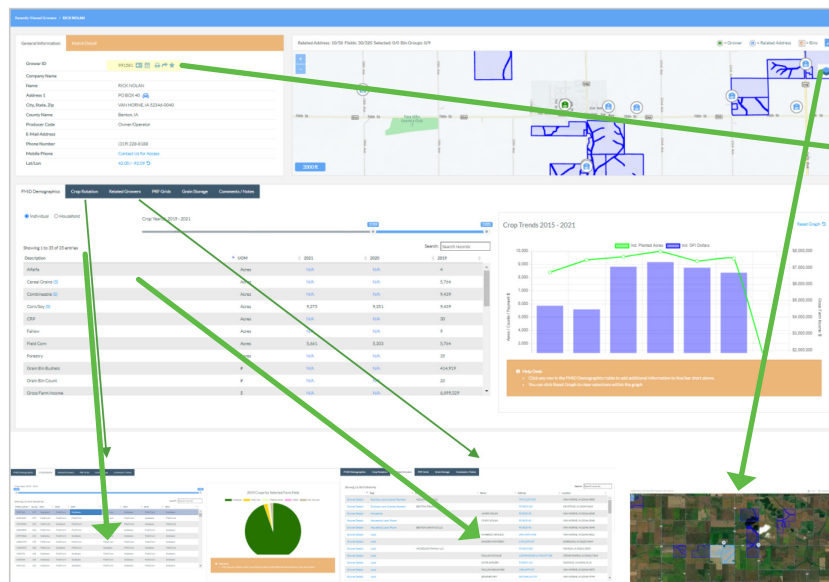


Curate the ideal segment to target using any of our data

Export list to send to Sales for follow-up

grower_id	flag	segment	walletshare	potential	full_name	co_name	addr_1	city	zip_cd	cnty_name	gfi	ent_long_desc	ent_cnty	phone	email_addr	alt
991581	Prospect	Asset Optimizer	0%	\$1,344,162	RICK K NOLAN		PO BOX 40	VAN HORNE	52346	BENTON	\$6,699,329	Planted Acres (S)		9444.7 (319)228-8188		41.90669692 -92.09130096
673029	Prospect	Asset Optimizer	0%	\$804,352	GOLDEN GRAIN ENTERPRISES		PO BOX 262	BLAIRSTOWN	52209	BENTON	\$4,029,023	Planted Acres (S)		5651.7		41.90669692 -92.09130096
581378	Prospect	Asset Optimizer	0%	\$716,225	RICK K NOLAN		7073 21ST AVE	VAN HORNE	52346	BENTON	\$3,484,875	Planted Acres (S)		5032.5 (319)228-8735	j5nolan420@aol.com	41.90669692 -92.09130096
5458917	Prospect	Asset Optimizer	0%	\$534,720	DIANA L JOHNSON		2166 62ND ST	VINTON	52349	BENTON	\$2,532,432	Planted Acres (S)		3757.2 (319)472-4969	kjp.johnson@comcast.net	42.12297821 -92.07250214
5923105	Prospect	Asset Optimizer	0%	\$507,767	LISA NOLAN		PO BOX 304	VAN HORNE	52346	BENTON	\$2,642,913	Planted Acres (S)		3567.8	l5nolanrealestate@gmail.com	42.00778858 -92.09130096
575398	Prospect	Asset Optimizer	0%	\$489,015	B J WAYSON		5233 22ND AVE	MOUNT AUBURN	52313	BENTON	\$2,488,913	Planted Acres (S)		3436 (319)475-2302		42.26311111 -92.06507111
1041470	Prospect	Asset Optimizer	0%	\$417,003	LARRY W JOHNSON		2166 62ND ST	VINTON	52349	BENTON	\$2,290,548	Planted Acres (S)		2932.2 (319)472-4969		42.12297821 -92.07250214
1628517	Prospect	Asset Optimizer	0%	\$374,052	LORI G LANG		6369 27TH AVE	VINTON	52349	BENTON	\$1,778,973	Planted Acres (S)		2628.3	lerlang@yahoo.com	42.098629 -91.97070313
727428	Prospect	Asset Optimizer	0%	\$344,670	RANDY L DERYCKE		7834 11TH AVENUE TR	BELLE PLAINE	52208	BENTON	\$1,607,258	Planted Acres (S)		2421.8 (319)444-2679	ryanderycke@yahoo.com	41.87855911 -92.26300812
722375	Prospect	Asset Optimizer	0%	\$318,554	PAUL GROVET	AGROLA LLC	2777 65TH ST	SNELLSBURG	52332	BENTON	\$1,707,423	Planted Acres (S)		2238.4 (319)436-3358		42.07965851 -91.95591736
533386	Prospect	Asset Optimizer	0%	\$305,330	DOUGLAS W SILHANEK INC	DOUGLAS W SILHANEK INC	2952 73RD ST	ATKINS	52206	BENTON	\$1,580,553	Planted Acres (S)		2145.4 (319)446-7734		41.96289063 -91.92092896
672497	Prospect	Asset Optimizer	0%	\$301,923	LARRY FLESHNER	FLESHNER FARMS INC	5480 12TH AVE	DYSART	52224	BENTON	\$1,669,583	Planted Acres (S)		2121.4 (319)342-2729		42.22797012 -92.25942223

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.