

Agriculture

SIGMA helped a major crop protection company consolidate and utilize its data to effectively target and communicate with their retailers and growers and increase brand awareness.

Objective:

Increase effective audience targeting – bring independent data sources together into one comprehensive database to enhance data by consolidating purchase transactions, contact records and market data.



Approach:

SIGMA created a singular database to host all available data that could be used to increase effective targeting. Data available from purchase transactions and contact records were enriched with third party market data to check accuracy and add information on specific crops.

Using the data, SIGMA Data Scientists developed visual dashboards to help our crop protection partner easily see trends and important metrics like distributor and retailer sales data by geography, grower transactions by product and overall revenue based on internal sales territories.



Outcome:

The data consolidation provided SIGMA's crop protection partner with a more comprehensive profile of its customers while our visual dashboards allowed for quick and easy insights.

These insights were used to better understand the company's customer and more effectively target specific audiences for multichannel marketing campaigns.



Insights:

With the consolidation of data into one comprehensive database and development of dashboards-

Bounce rates decreased for direct mail and email

Audience interaction increased due to better insight into customer interests and better targeting

Communication relevance and timeliness increased due to easier identification of sales and market trends



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