



- **Leads:** qualified, segmented producers to fuel personalized and customized direct marketing, e-mail, & telesales campaigns;
- **Data:** demographic, consumer, behavioral, & relationship data for analysis, segmentation, targeting, and modeling;
- **Data Services:** hygiene, merge/purge, data appends, reverse appends, radius/geo mapping, etc.
- **Dynamic Mapping:** Pulling our data and customer data into a dynamic mapping tool allowing for visual confirmation of customer, prospects and territory management.
- **Research:** resources to perform written, phone, e-mail, or web surveys→ Opportunity identification, brand monitoring, reputation management, benchmarking, forecasting, etc.
- **Tools:** to search, sort, analyze, and display data;
- **Expertise:** analysts, editorial staff, & ag professionals who bring the data to life with meaningful context.