

Seeking a High-Value Audience

To reach a group of larger acre growers, this client deployed a total market solution that generated a ~3.88% conversion rate. To date, the client has added more than \$30M to their prospect pipeline from this partnership.

Challenge

The client was well-known in the space but looking to engage more with high-acreage growers. They sought to engage in a pilot lead generation campaign to 2,000+ acre growers in six key states by scheduling on-farm appointments between prospects and sales reps.



Solution

A total market solution was developed to supplement the current go-to-market strategy, including:

- A targeted calling campaign pilot, as well as a small tBlast and eBlast campaign, to introduce the client and the fact that the growers may receive a call in the coming days.
- One-year data license
- A detailed phone script and supplemental eBlast/tBlast copy



The client has added \$30M+ to their prospect pipeline



Outcome

- Conversion rate of ~3.88% of those contacted in the pilot resulted in client meetings
- Chose to extend the calling pilot to a year-long campaign, now investing 10x original investment to reach more high acreage growers
- To date, the client has added \$30M+ to their prospect pipeline from this partnership