

Agriculture



We're a data and analytics firm obsessed with your growers' and retailers' experience. We're driven to turn data into powerful strategies that will deliver precision marketing to grow your product sales, strengthen your distribution and build grower loyalty.

Headquartered in Rochester, NY with a Boston office, we've worked with leading B2B and Agri-Marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the gnarly problems of the agricultural marketplace: How to incorporate layers of crop and grower data to target efforts to the right growers and retailers. How to leverage marketing tech to create demand and nurture. How to create a marketing machine that keeps running at the speed of change. Give us a call to find out how we do it at 585-242-4113 or visit us at www.sigmamarketing.com

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Boston

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Multi-Channel Activation



Better ROI

Data-driven Marketing and Sales Support

Making marketing automation work in a highly-regulated sales-driven culture can be tough. Our campaign engineers can help. We can help you build multichannel strategies that will lift your results across channels and deliver ROI.

Insights and Analytics



Stronger

Models and predictive analytics

Big Data is washing over Ag and marketers need to grow to love it. We are constantly on the hunt to pull insights from your grower and retailer databases. Get the maximum impact from your marketing spend by focusing where the greatest yield can be harvested.

Streamlined Marketing Operations



Seamlessly Manage

complexity to drive revenues

Too many products to support? Competing priorities between retail and distribution promotional efforts? Our marketing operations experts can help your team excel, or we can become your back office operations team.