



Competitive Intelligence Report Q1 2021

Executive Summary

Social

Every brand employed a strategy that emphasized video or image, but Corteva, BASF, and Bayer’s imagery reflected a seemingly more personable tone, focusing on the people under the umbrella of agriculture, rather than products. This is something Syngenta should consider in the future while monitoring its impact on engagement.

SEO/UX

Each brand incorporates a level of SEO best practices from within the different categories, but the ultimate performance levels are not consistent and need improvement. This could be an area where Syngenta really takes the lead in implementing and testing. The same results reflect in UX; all brands showed inconsistency in performance. This is another area as we continue to move forward where Syngenta can improve and take the lead not only within design, but development, testing and ROI perspectives as well.

Email and SMS

Bayer is the only company that had subsequent email messaging after the initial signup. We have not yet received any SMS activity from any organization. Automated responses from Corteva were through Microsoft for account validation (with no unsubscribe options) and BASF had no automated response.

Form Submission/Data Collection

Bayer and Corteva operated off of an account creation model whereas BASF had email subscription forms for some brands, but not crop protection. Forms were difficult to find or presented for poor user experiences (Corteva resulted in error). All privacy policies referenced the California Consumer Privacy Act. Bayer uses Marketing Cloud but has stylized account creation and property entry.

SOCIAL

Audience Analysis - Syngenta

TWITTER

- @SyngentaUS's followers are relatively mature (in their mid-thirties), typically married men with above average income. The top 5 highest concentration of followers in the US are located in Iowa, Illinois, Nebraska, Missouri, and North Carolina. The account has a notable audience concentration in Buenos Aires.
- **Professionally**, the followers of @SyngentaUS are employed in the Farming & Fishing, Chemicals, Biotechnology and Industrial Goods & Services industries well above the average for Twitter. Typically, they work as Farmer/Farm Hand, Sales Representatives, Sales Managers, Superintendents and District Manager/Directors. The account has a particularly high concentration of Biologists (within the top 10% of all Twitter accounts in this respect).
- **In their spare time** they enjoy science news, political news, home improvement, wine and outdoor activities

INSTAGRAM

- @syngentaus's followers are in their late twenties with average income. Followers in the US are concentrated in NC, California, Illinois, Iowa, Kentucky, and Minnesota. The account has a notable audience concentration in Sao Paulo.
- **Professionally**, the followers of @syngentaus are employed in the Farming & Fishing industry well above the average for Instagram. Typically, they work as Farmer/Farm Hand, Vice Presidents, Marketing Coordinators, Editors and Sales Representatives. The account has a particularly high concentration of Biologists (within the top 10% of all Instagram accounts in this respect).
- **In their spare time** they particularly enjoy science news, outdoor activities, beer, wine and technology news.

FACEBOOK

- @syngentaus's fans are in their late twenties, typically white/caucasian men with average income. The account has a notable audience concentration in Lincoln, NE.
- **Professionally**, @syngentaus's fans have a relatively high proportion working within the Farming & Fishing and Chemicals industries. Typically, they work as Interns, Farmer/Farm Hand, Biologists, Principal/Owners and Machinist/Operators. The account ranks within the top 10% of all Facebook accounts in terms of density of Sales Representatives.
- **In their spare time** they enjoy nightlife/partying, outdoor activities, cars/driving, cooking and family life.

Audience Analysis – BASF Ag Solutions

TWITTER

- @BASFAGProducts's followers are relatively mature (in their mid-thirties), typically married men with above average income. The account has a notable audience concentration in Buenos Aires.
- **Professionally**, the industries that employ a relatively high proportion of @BASFAGProducts's followers include Farming & Fishing, Chemicals, Biotechnology and Industrial Goods & Services. Typically, they are Farmer/Farm Hand, Sales Representatives, Sales Managers, District Manager/Directors and Territory Managers. The account ranks within the top 10% of all Twitter accounts in terms of density of Biologists.
- **In their spare time** they enjoy science news, political news, cars/driving, cooking and outdoor activities. @BASFAGProducts followers are charitably generous, very environmentally aware and health conscious.

INSTAGRAM

- @basf_agproducts's followers are in their early thirties, typically married men with very low income. The account has a notable audience concentration in Sao Paulo.
- **Professionally**, Typically, they work as Biologists, Farmer/Farm Hand and engineers.
- **In their spare time** they enjoy science news, technology news, wine, beer and cooking. People following @basf_agproducts are charitably generous and very environmentally aware. Analysis...

FACEBOOK

- @BASFAGriculturalSolutionsUSA's fans are in their late twenties, typically white/caucasian men with above average income. The account has a notable audience concentration in Raleigh.
- **Professionally**, the industries that employ a relatively high proportion of @BASFAGriculturalSolutionsUSA's fans include Farming & Fishing and Chemicals. Typically, they are Machinist/Operators, Sales Representatives, Biologists, Principal/Owners and Managers. The account has a notably high concentration of Farmer/Farm Hand (within the top 10% of all Facebook accounts in this respect). Analysis...
- **In their spare time** they enjoy outdoor activities, cars/driving, beer, wine and eating out. Analysis...

Audience Analysis – Bayer Crop Science

TWITTER

- @Bayer4CropsUS's followers are comparatively mature (in their mid-thirties), typically married men with above average income. The account has a notable audience concentration in Buenos Aires.
- **Professionally**, the industries that employ a relatively high proportion of @Bayer4CropsUS's followers include Farming & Fishing, Chemicals, Biotechnology and Industrial Goods & Services. Typically, they are employed as Farmer/Farm Hand, Sales Representatives, Superintendents, District Manager/Directors and Territory Managers. The account ranks within the top 10% of all Twitter accounts in terms of density of Biologists. Analysis...
- **In their spare time** they particularly enjoy science news, political news, wine, home improvement and outdoor activities.

INSTAGRAM

- @bayer4cropsus's followers are in their early thirties, typically married with above average income. The account has a notable audience concentration in Sao Paulo.
- **Professionally**, @bayer4cropsus's followers have a relatively high proportion working within the Farming & Fishing and Chemicals industries. Typically, they are employed as Biologists, Dietitians, Vice Presidents, scientists and Researchers. The account has an exceptionally high concentration of Farmer/Farm Hand (within the top 10% of all Instagram accounts in this respect).
- **In their spare time** they particularly enjoy science news, technology news, cooking, wine and history. People following

FACEBOOK

- Audience on Facebook was too small to conduct a full demographic analysis

Audience Analysis – Corteva US

TWITTER

- @CortevaUS's followers are relatively mature (a median age of 34.6), typically married men with above average income. The account has a notable audience concentration in Buenos Aires.
- **Professionally**, the industries that employ a relatively high proportion of @CortevaUS's followers include Farming & Fishing, Chemicals, Biotechnology and Industrial Goods & Services. Typically, they are Farmer/Farm Hand, Sales Representatives, Sales Managers, District Manager/Directors and Superintendents. The account ranks within the top 10% of all Twitter accounts in terms of density of Biologists.
- **In their spare time** they enjoy science news, political news, cars/driving, cooking and wine.

INSTAGRAM

- @cortevaus's followers are in their early thirties with above average income. The account has a notable audience concentration in Indianapolis.
- Professionally, the industries that employ a relatively high proportion of @cortevaus's followers include Farming & Fishing and Biotechnology. Typically, they are employed as Biologists, Sales Representatives, Communications Specialists and Principal/Owners. The account ranks within the top 10% of all Instagram accounts in terms of density of Farmer/Farm Hand
- In their spare time they enjoy beer, history, political news, dating/romance and keeping pets.

FACEBOOK

- @cortevaus' audience analysis for Facebook is unavailable at this time.

Audience Figures

as of May 20*

	Facebook*	Twitter	IG
Syngenta	22,957	42,956	10,256
BASF Ag Sci	27,343	32,897	5,722
Bayer CropSci US	3,014	63,788	8,643
Corteva US	18,136	54,197	3,085

Findings:

- With the exception of Bayer Crop Science on Facebook, audience figures are generally comparable across the board.
- These audience figures potentially signal a pretty comparable type of audience demographic across the board, but we can't really make too many assumptions based on these figures.

*In order to properly measure U.S. only pages on Facebook, we are using total likes to gauge the Facebook pages separate from their global page structure on the platform. Some pages will show larger audience sizes when viewed in-platform, but that is because they are a part of a global page structure and will show numbers based on collective pages.

Engagement Rates - Syngenta

Platform	Post Impressions	Likes	Comments	Shares
Facebook	367,420	442	19	124
Twitter	11,602,807	638	17	194
IG*	67,835	3,052	17	

Platform	Applause Rate	Conversation Rate	Amplification Rate
Facebook	0.16	0.00	0.04
Twitter	0.05	0.00	0.02
IG*	4.59	0.05	NA

Findings:

- We could benefit from highlighting more educational and “people-based” content as the numbers suggest a strong correlation between engagement and posts that primarily focus on the people who use Syngenta’s products and not necessarily the product traits themselves
- The posts that generated the highest amount of likes tended to be educational and informative, while also placing the focus on the people within Syngenta’s ecosystem, whether it be growers, retailers, or other specialists.

Engagement Rates - Bayer

Platform	Impressions	Likes	Comments	Shares
Facebook	1,286,201	6,823	245	551
Twitter	11,465,707	1,695	51	481
IG*	29,294	1,022	1	NA

Platform	Applause Rate	Conversation Rate	Amplification Rate
Facebook	0.33	0.01	0.03
Twitter	0.11	0.00	0.03
IG*	5.63	0.02	NA

Findings:

- Bayer has generated a lot of applause on Facebook in this time period. That could be a result of their content approach on the platform as they tend to focus on people stories, families, and promoting the importance of the agriculture vertical in general. As noted in the previous slide, this is a common tactic undertaken by Syngenta's competitors
- Bayer in particular rarely talks about any of its brands. Content is typically taking a bird's eye view of farms or a hi-res zoomed in view of particular crops which highlight the things their products service and not the products themselves – something mentioned a few times throughout this deck
- One could assume that the audience they are talking to sees themselves in the posts they publish – they don't often post product specific content.

Engagement Rates - BASF

Platform	Impressions	Likes	Comments	Shares
Facebook	403,990	610	27	167
Twitter	3,747,778	1,069	65	195
IG*	NA	NA	NA	

Platform	Applause Rate	Conversation Rate	Amplification Rate
Facebook	0.26	0.01	0.09
Twitter	0.08	0.00	0.02
IG*	NA	NA	NA

Findings:

- BASF did not post in Instagram news feed in Q1 2021.
- BASF also takes a similar approach to its content strategy as Bayer did, choosing to focus mainly on the people who make the crops (harvesting, primarily) rather than product specifically.
- However, they did demonstrate the tendency to integrate product specific messaging into their content more often than Bayer does, a trait they share with Syngenta.
- BASF's content tone and underlying messaging bounced around somewhat – some products like Revytek employed a more self-serious tone whereas Status used a more irreverent, comedic tone. Engenia's tone was more heartfelt and earnest, focusing on family, purpose, and values.
 - Because of this constant shifting of messaging (as referenced later in the deck), it's difficult to attribute the engagement rates seen here to any particular thing.

Engagement Rates - Corteva

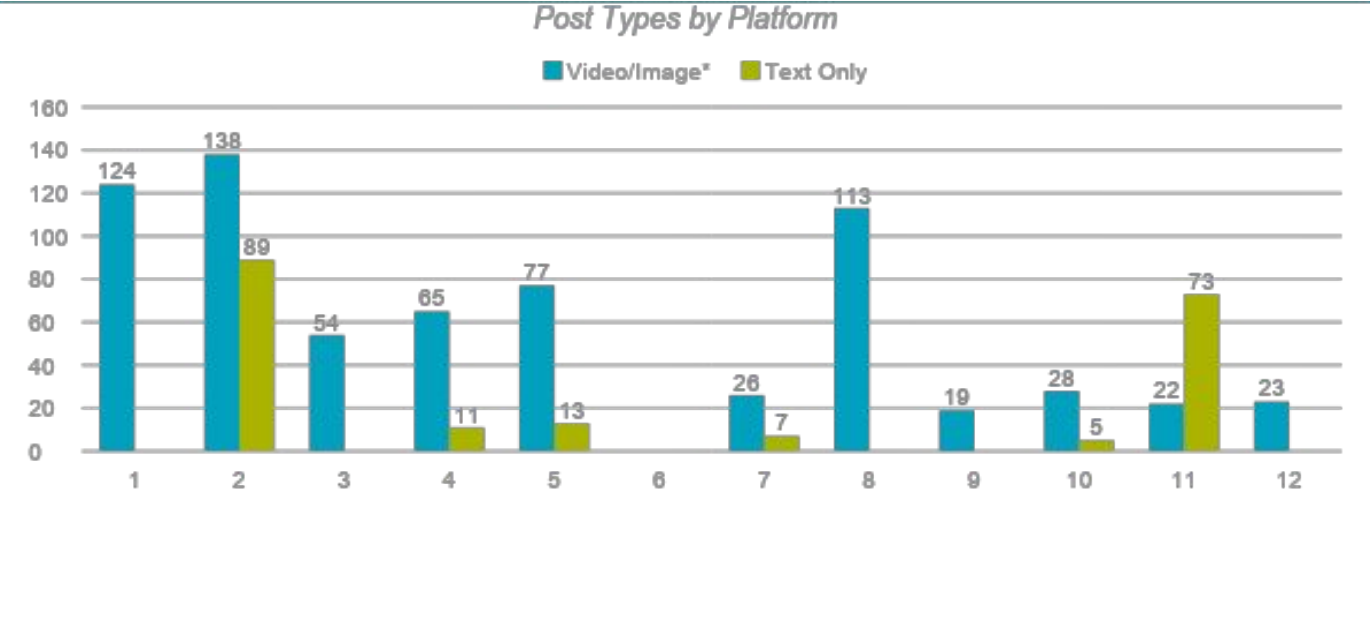
Platform	Impressions	Likes	Comments	Shares
Facebook	878,916	7,907	297	676
Twitter	8,142,476	2,255	71	269
IG*	108,631	5,687	52	

Platform	Applause Rate	Conversation Rate	Amplification Rate
Facebook	7.29	0.30	0.61
Twitter	0.15	0.00	0.02
IG*	9.29	0.08	NA

Findings:

- Corteva leads the pack in terms of likes across all three platforms. It appears that they may be boosting posts at a high rate based on organic performance; Over 50% of their likes are from three posts and 50% of their shares are from four posts.
- Looking at Corteva's Instagram handle, you may not realize they sell agriculture products as they, much like Bayer and BASF, rarely highlight specific brands choosing mostly to focus on the people and Families in the Agriculture field. Based on their vanity metrics like likes and comments (two areas they lead the pack of competitors in), this approach appears to be working for them. The caveat here is that they haven't posted very often on Instagram in Q1 2021 (21 times).
-

Post Type Q1 2021



Findings:

- With the context of the previous slides, this chart highlights that posting less often won't always lead to weak engagement. Corteva posts, in aggregate, less than its competitors, yet Corteva's engagement rates are among the highest. It is likely that Corteva is taking advantage of boosting their content on Facebook specifically platform in order to achieve the outsized engagement numbers highlighted here.
- Ultimately Syngenta and its competitors prioritized video, and in those videos, Syngenta's competitors leveraged an overall focus on agriculture as a concept and a smaller emphasis on any one brand. Analysis indicates highest activity between 8-10 pm on Facebook.

	Facebook	Twitter	IG
Syngenta	9P-10P (351 total engagements)	9P-12A (18)	8P-9P (119)
BASF	12P-1P (512)	6P-9P (37)	NA
Bayer	10A -11A (8,168)	3P-6P (45)	12P-1P (67)
Corteva	9A-10A (7,983)	9A-12P (65)	8A-9A (134)

Day with Highest Total Engagements

	Facebook	Twitter	IG
Syngenta	Tuesday (23 engagements)	Monday (18)	Sunday (79)
BASF Ag. Solutions	Wednesday (56)	Monday (37)	NA
Bayer Crop Sci.	Wednesday (534)	Tuesday (58)	Sunday (74)
Corteva US	Friday (986)	Sunday (90)	Tuesday (135)

Findings:

- Corteva engagements seem to work best towards the end of the week – Thursday, Friday and Sunday. Saturdays do not seem to work for anyone.
 - Across their primary platforms, Corteva’s engagement outpaces everyone else’s which, as noted earlier, runs counter to their audience size. This suggests a content boosting strategy and one that may not be rooted in a particularly focused strategy.
- Syngenta follows the trend and posts just on the weekend but perhaps a little lead up may also work well.
- BASF & Bayer focusing their campaigns at the beginning of the week, doesn't seem to be a strategy that works.

Promoted Social – Syngenta

Syngenta US (US) Sponsored ·  

Want to 🌾 higher numbers on your yield monitor this harvest? Try Acuron corn herbicide.



SYNGENTA-US.COM
Find More Bushels
See Your Revenue Potential [LEARN MORE](#)

 Willie Dejoode and 3 others

 Like  Comment  Share

syngentaus Sponsored 



[Learn More](#) 

syngentaus Consult with the #SpudDoctor before choosing a dry or liquid #potato seed treatment.

Syngenta US (US) Sponsored ·  

Planting LibertyLink soybeans this season? See all of the residual herbicide options from Syngenta that fit your trait.



Flexible Options for Soybeans
Plan Your Progra... [LEARN MORE](#)



Flexible for Soy
Plan Your

 Like  Comment  Share

Syngenta US (US) Sponsored ·  

Tell tough weeds time's up. Apply Tavium Plus VaporGrip Technology Herbicide in 2021.



SYNGENTA-US.COM
Contact + Residual
First Dicamba Herbicide Premix [LEARN MORE](#)

  Leander Schieffer and 13 o... 2 Shares

 Like  Comment  Share

Findings:

- The majority of promoted content was promotional/product focused when it comes to creative. very few times does Syngenta focus on the people who use the products versus the product itself. There's potential to leverage a more people focused approach on social which could drive an increase in engagement
- Promoted content on the Syngenta US page was fairly straightforward and focused on facts with a lot of reliance on still photos featuring things like the winners of the Yield Challenge and highlighting what makes particular brands effective. As our campaign objectives tend to be focused primarily on driving traffic to a website, this particular creative approach has historically yielded good results.

Promoted Social – BASF

BASF Agricultural Solutions
Sponsored

Cotton is your calling, and it's our calling too. Go to cottonweedcontrol.com today to learn how our powerhouse combination of Engenia®, Liberty® and Outlook® post herbicides gives you the broadest spectrum of in-season weed control on the market.



It's not a crop.
It's a calling.

AGRICULTURE.BASF.US
CHOOSE A HIGHER LEVEL OF WEED CONTROL

[Learn More](#)

BASF Agricultural Solutions
Sponsored

With Status herbicide, you get what you pay for. Put performance first and do weed control right the first time.



AD.DOUBLECLICK.NET
Faster knockdown + Controls bigger weeds

[Learn More](#)

BASF Agricultural Solutions
Sponsored

With Status herbicide, you get what you pay for. Put performance first and do weed control right the first time.

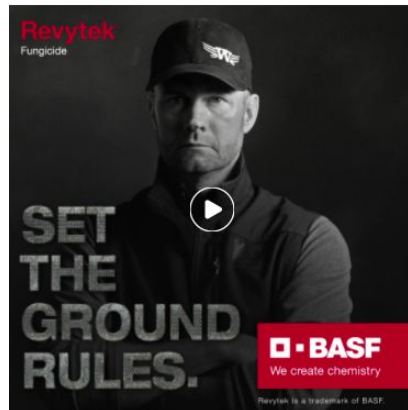


AD.DOUBLECLICK.NET
Faster knockdown + Controls bigger weeds

[Learn More](#)

BASF Agricultural Solutions
Sponsored

You don't take days off. Neither does mother nature. Get confident, season-long protection when you put Revytek(TM) fungicide to work.



AD.DOUBLECLICK.NET
Uncompromised Performance

[Learn More](#)

BASF Agricultural Solutions
Sponsored

With Status herbicide, you get what you pay for. Put performance first and do weed control right the first time.



AD.DOUBLECLICK.NET
Faster knockdown + Controls bigger weeds

[Learn More](#)

BASF Agricultural Solutions
Sponsored

Fungicide performance that gets headlines with superior disease control and unmatched Plant Health benefits. Headline AMP, read all about it!



AD.DOUBLECLICK.NET
Headline AMP
Read All About It

[Learn More](#)

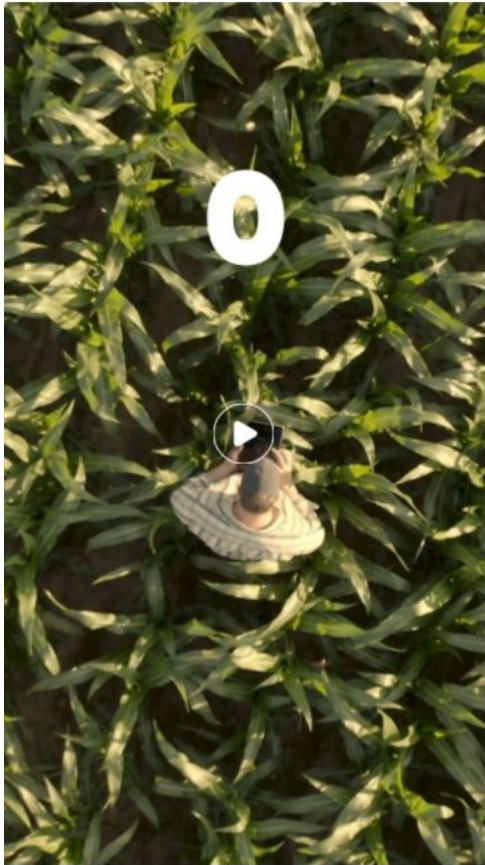
Findings:

- BASF promoted social activity seemed to focus primarily on Facebook (Twitter's ad library is no longer active so we are unable to see their promoted content) and appeared to make heavy use of video in Q1 of 2021.
- BASF struck different tones depending on what they were promoting – for Status, the tone tended to be on the humorous side and struck an irreverent tone. For Revytek, very serious, almost hyper-masculine in nature. For cotton weed control products like Engenia, Liberty, and Outlook, you can see the visual style was far more reverential and evoked a strong sense of values.
- They used a ton of video content, in Q1 2021 and did not deviate much from that at all. There were some still here and there, but for the most part BASF focused on promoting video content.

Promoted Social – Corteva

Corteva Agriscience
Sponsored
ID: 779678706017116

This spring, make weeds wish they'd chosen another field. With our corn herbicides, you can forget about weeds and Power On. FulTime® NXT is a Restricted Use Pesticide.



POWEROVERWEEDS.COM
The power is in your hands
Find your corn herbicide

Learn More

Corteva Agriscience
Sponsored

This weed is a pest to both humans and crops - it's known for causing allergy flare-ups in humans and can reduce crop yields by up to 55% in corn and 52% in soybeans. #FieldFacts Guess what it is 🤖 Then, see how to control 🤖
<http://spr.ly/6187HgXGc>

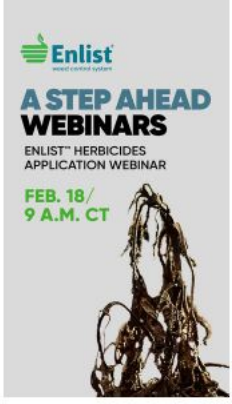


Field Facts

- a Common Ragweed
- b Giant Ragweed
- c Marestalk

Corteva Agriscience
Sponsored

Join our Enlist™ Field Specialists to learn how to achieve effective weed control on Enlist E3® soybeans and Enlist cotton.



Enlist™
HERBICIDES
APPLICATION WEBINAR

FEB. 18 /
9 A.M. CT

CORTEVA.US
Attend Application Training
Save your seat.

Sign Up

Corteva Agriscience
Sponsored

Stop weeds early to maximize ROI. Get a strong start with solutions like Resicore® corn herbicide from Corteva Agriscience.



POWEROVERWEEDS!
Powerful Yield Potential

Learn More

Strengthen Your ROI

POWEROVERWEEDS!
A Stronger ROI is Possible

Learn More

Strengthen Your ROI

Findings:

- Corteva employs a variety of content and ad types across Facebook and Instagram, most recently using their resources primarily for promoting video content about corn herbicides.
- Their use of carousels shows some level of creativity as you notice how the frames of the carousel lead into the other
- Content on the channel focused on audience interaction and education but also the people that use Corteva products and their interaction with the crops they grow

Most Used Hashtags – Twitter (findings on slide 20)

Hashtag	# of Tweets
#corn*	34
#soybeans*	20
#ag*	17
#soybean*	16
#farmers*	15
#plant21*	15
#cotton*	14
#yield*	14
#findmorebushels	14
#innovation*	11
#classic21*	11
#toughweeds	11
#grow21*	9
#aceyouracres	8
#agriedge*	7

Syngenta

Hashtag	# of Tweets
#basfdinnerisgrown	18
#ffaweek*	14
#fibermax*	12
#wireworms*	11
#onetontough*	11
#agriculture*	9
#teraxxa	9
#stem*	8
#stonevillestrong*	8
#watchilevowork	7
#womenshistorymonth*	6
#stoneville*	6
#sustainability*	4
#focusonthefacts*	4
#engenia*	4

BASF

Hashtag	# of Tweets
#aginnovation*	18
#ffaweek*	17
#agriculture*	16
#classic21*	15
#togetherwerise*	13
#corn*	12
#dyk*	9
#strongcotton*	9
#cotton*	8
#biodiversity*	8
#sciencematters*	8
#teambayer*	8
#plant21*	7
#cropprotection*	6
#4hagriscience*	6

Bayer

Hashtag	# of Tweets
#agday21*	6
#womeninscience*	5
#plant21*	5
#virtual*	3
#keepgrowing*	3
#womeninag*	3
#classic21*	3
#cortevaclean*	3
#agriculture*	2
#ffa*	2
#corn*	2
#blackhistorymonth*	2
#leadersinaction*	2
#decadeofag*	2
#spray21*	2

Corteva

Most Used Hashtags – Instagram (findings on slide 20)

Hashtag	# of Posts	Total Eng.
#agriculture	34	59
#farming	20	62
#farmlife	11	46
#farmers	10	69
#corn	9	46
#farm	8	54
#aglife	8	49
#plant21	8	40
#ag	7	68
#dyk	6	59
#soybeans	6	57
#seedtreatment	6	37
#soybean	6	34
#agriedge	5	82
#agtech	5	76

Syngenta

Hashtag	# of Posts	Total Eng.
#biodiversity	2	43
#ffaweek	2	43
#availablesoon	1	94
#cotton	1	94
#agriculture	1	65
#dyk	1	65
#aginnovation	1	63
#digitalfarming	1	63
#AgInnovations	1	58
#climate	1	57
#nationalagday	1	56
#cropprotection	1	53
#FFAAalumni	1	34
#nationalnutritionmonth	1	33
#4hagriscience	1	30

Bayer

Hashtag	# of Posts	Total Eng.
#GlobalFoodSecurityIndex	4	434
#keepgrowing	3	433
#blackhistorymonth	3	116
#water2me	1	525
#worldwaterday	1	525
#lunarnewyear	1	488
#farmingsimulator	1	302
#TeamCorteva	1	302
#StopAsianHate	1	147
#learnaboutbutterfliesday	1	137
#tdov	1	121
#transdayofvisibility	1	121

Corteva

Hashtag Findings

- No clearly defined strategy for hashtag use across the brands as evidenced by the sheer volume of hashtags used across the board
- Although this notion persists across the competitive set, for Syngenta, it's worth using this as a prompt to examine the volume of impressions connected to a hashtag as we examine the hashtags the brand chooses to use
- Branded keywords don't appear to be used very often by any of the big four companies here with #BASFDinnerIsGrown being the most used branded hashtag across Twitter or Instagram.
 - This hashtag generated 104 likes, 14 retweets, and 5 likes over the course of the quarter. This looks like a popular hashtag that BASF often goes back to and they even used it as part of a grower engagement event that encouraged growers to answer important questions about the industry.
 - The event itself occurred in November and BASF continued to use this hashtag through Q1 2021 and beyond. This event kicked off the use of this hashtag (no posts cover this before Nov. 10, 2020). Now, BASF uses this branded hashtag in a variety of ways primarily the farms many crops like lemons and wheat come from.
 - Syngenta can take this as inspiration for its own grower engagement strategy or hashtag and content launch strategy.

Top 5 Most Watched Videos on YouTube – Syngenta (findings on slide 25)

	Title	Publish Date	Duration	Views	Type	Avg. % Viewed
1	Flexible Herbicide Program for LibertyLink GT27 Seed	2/15/2021	0:25	124,202	Promotional	99.3%
2	The Importance of Weed Management	2/1/2021	0:30	33,976	Educational	98.8%
3	Flexible Herbicide Program for LibertyLink Seed	2/15/2021	0:25	30,534	Promotional	99.3%
4	Flexible Herbicide Program for Roundup Ready 2 Xtend Seed	2/15/2021	0:27	12,849	Promotional	98.8%
5	Flexible Herbicide Program for XtendFlex Seed	2/15/2021	0:27	7,919	Promotional	98.7%

Top 5 Most Watched Videos on Facebook – Syngenta (findings on slide 25)

	Title	Publish Date	Duration	Views	Type
1	Superior SDS protection can sound too good to be true. But, Saltro convinced these users of its benefits. See more results from the field ➡ http://ow.ly/u2yF30rB1j8	3/20/21	0:30	7739	Promotional
2	Superior SDS protection is a no-brainer for this Iowa soybean grower. See how Saltro can deliver upgraded protection in your fields next season: http://ow.ly/ZvCJ30rvrKj	3/2/2021	0:14	3024	Promotional
3	It's almost time to put Saltro to the test. In a LIVE experiment, we will see how Saltro emerges and grows in comparison to ILEVO. Follow along here ow.ly/3OGI30rxZ7j	2/23/2021	1:04	2375	Promotional
4	Superior SDS protection, robust nematode activity and no-early season stress ultimately pay off with higher potential yield. It's time to make the switch and upgrade your SDS protection to Saltro. Are you ready? ➡ http://ow.ly/fwLM30rB28Y	3/31/2021	1:31	2186	Promotional
5	Looking forward to a fruitful season with our valued AgriEdge growers! 🧑🏫 Cecil Farms Produce, LLC and Todd Hall	3/21/2021	0:45	1038	Promotional

Top 5 Most Watched Videos on Instagram – Syngenta (findings on slide 25)

	Title	Publish Date	Duration	Views	Type
1	Brand Matters: Highlighting Halex GT When your crop matters; brand matters! Highlighting Halex GT performance in the Midsouth.  #corn #farming #agriculture #midsouth #corncrop	3/10/2021	1:10	884	Promotional
2	Considering a new corn herbicide for this season? Here are 4 tips to keep in mind	3/4/2021	0:19	447	Informational
3	Saltro delivered upgraded SDS protection and yield in this #soybean trial. Talk to your dealer about switching to Saltro for #plant21.  #farmlife #agriculture #minnesotafarms #seedtreatment #farming #soybeandisease	1/20/2021	0:05	377	Promotional
4	Growers say Miravis Ace helps improve test weights, and it gives them the freedom of a more flexible application window. Talk to your local retailer and see how it could benefit your operation in #grow21. #AceYourAcres #wheat #agriculture #wheatfarmer #wheatgrowers #wheat2021 #wheatfield	2/27/2021	0:09	371	Promotional
5	We asked Dr. Erin Burns, Assistant Professor and Extension Weed Scientist at @canratmsu what she recommends for getting higher #corn yield.  (cont'd)	2/4/2021	0:32	335	Informational

Top 5 Most Watched Videos on Twitter - Syngenta (findings on slide 25)

	Title	Publish Date	Duration	Views	Type
1	In a few days, we will be going LIVE to see how Saltro #seedtreatment compares to ILEVO at emergence. See this live experiment here: http://ow.ly/UMaZ30rxZ72 #SaltroChallenge https://twitter.com/SyngentaUS/status/1364020963961102340/video/1	2/23/2021	1:04	530	Promotional
2	4 #corn herbicides faced off against #toughweeds in WI. Only 1 prevailed. Discover which herbicide held up: http://ow.ly/6hJD30rBoGV #GrowMore https://twitter.com/SyngentaUS/status/1373762613474103298/video/1	3/21/2021	1:16	430	Promotional
3	Make a plan to start and stay clean this season. Learn how Acuron #corn herbicide can help you manage #toughweeds and #FindMoreBushels: http://ow.ly/YxjD30rwFNE https://twitter.com/SyngentaUS/status/1371998513723244550/video/1	3/17/2021	0:26	398	Informational
4	We're so glad we were able to bring our top tips of the season right to the #farm at this year's @ComClassic. To catch up on all of our #agronomists' advice as you prepare for #planting, stop by our page any time: http://ow.ly/QZ5G50DCV5y #Classic21 https://twitter.com/SyngentaUS/status/1369112209176068096/video/1	3/9/2021	0:50	377	Informational
5	The contact control of dicamba meets the residual control of S-metolachlor, for 3 weeks longer residual than dicamba alone. Discover Tavium Plus VaporGrip Technology herbicide premix: http://ow.ly/nluE30ru99Z #soybeans #cotton https://twitter.com/SyngentaUS/status/1355653282149097476/video/1	1/30/2021	0:17	370	Promotional

Video Findings -- Syngenta

- All of the top five videos by view rate on Syngenta's YouTube channel in this period can be classified as "promotional." This means that the videos were not providing any content that taught viewers how to do something (educational) or provided them with knowledge about a particular topic, that's not necessarily brand related (informational).
- Another point of interest, all of these videos were under 30 seconds, meaning that one might expect the view counts to be higher given the relatively low commitment to complete these. However, all of these videos were published on the same day and they have a very similar visual style, so a drop off in views could be a result of that.
- Similar to YouTube, views on Facebook are being driven primarily by the promotional videos being posted to the site. Interestingly, there is little rhyme or reason to whether or not length tends to drive any positive or negative change in view counts.
- What did seem to have an effect was the tone of the messaging. 3 of the top 5 videos focused on informational content that presented real-world data to prove the point that the brand was trying to make.
 - Additionally, the top two videos by views highlighted user testimony about performance
 - We found a similar messaging approach seemed to drive the most views on Instagram and on Twitter, as well.
 - Ultimately, when Syngenta highlights the people who use their products and informing those people, and not necessarily the product itself and its traits, there does seem to be strong traction with users and Syngenta's video content.
- However, if you compare YouTube to the other channels, view counts are higher on YouTube than they are anywhere else with Facebook being the closest challenger. This could be for a variety of reasons: more distraction on the social channels, shorter more easily digestible content on FB, TW, and IG, or the fact that people generally go to YouTube for specific reasons, often educational or informational in nature.
- It could be worth seeing if putting more heft behind the promotion of educational or informational content promotion on YouTube helps push more of that content to the top of view ranges in future quarters to test this premise.

Most Watched Videos – BASF (findings on slide 29)

	Title	Duration	Views	Type
1	<u>Corum® + Focus® Ultra - Specijalna promocija za 2021 (from Croatian: Corum® + Focus® Ultra - Special promotion for 2021)</u>	0:19	179,118	Promotional
2	<u>Să fii fermier. Cea mai importantă meserie din lume (from Romanian: Be a farmer. The most important job in the world)</u>	0:39	76,102	Promotional
3	<u>Focus® Ultra - Specijalna promocija za 2021 (from Croation: Focus® Ultra - Special promotion for 2021)</u>	0:20	50,276	Promotional
4	<u>Biathlon® 4D sa Priaxor® fungicidom (from Romanian: Biathon 4D to Priaxor Fungicide)</u>	0:18	33,998	Promotional
5	<u>Noul fungicid Revycare® (from Romanian: New Fungicide Revycare)</u>	0:30	9,805	Promotional

*BASF does not have a “U.S. Only” YouTube channel. All of their top videos are from elsewhere

Most Watched Videos – Bayer (findings on slide 29)

	Title	Duration	Views	Type
1	Helping farmers thrive	0:16	433,302	Promotional
2	Bayer Webinar - Glyphosate: the dossier in 20 minutes	01:25:53	1,589	Informational
3	The Impact of Digital at Bayer Crop Science	01:20	1,356	Promotional
4	Bayer R&D 2021 Pipeline Showcase	59:58	532	Informational
5	Open Innovation: How Collaboration Unlocks a Sustainable Future	01:03:01	624	Educational

Most Watched Videos – Corteva (findings on slide 29)

	Title	Duration	Views	Type
1	Gra o plon! Rexade™ potężna broń w walce z chwastami (From Polish: A game for the harvest! Rexade™ a powerful weapon in the fight against weeds.)	02:21	286,916	Promotional
2	#AGROCENÁRIO2021 - #PAINEL1: Impactos da volatilidade cambial na cadeia agrícola brasileira (from: Portuguese: # AGROCENÁRIO2021 - # PAINEL1: Impacts of exchange rate volatility on the Brazilian agricultural chain)	15:01	33,941	Informational
3	#AGROCENÁRIO2021 - #PAINEL2: Mercado futuro sob visões tributária, regulatória e internacional (from Portuguese: # AGROCENÁRIO2021 - # PAINEL2: Future market under tax, regulatory and international views)	12:11	18,168	Informational
4	Corteva Agriscience innove ! (from French: Corteva Agriscience Innovates)	01:40	13,402	Promotional
5	Zorvec, un nuevo aliado - Viña España (From Spanish: Zorvec, un nuevo aliado - Viña España)	01:27	48	Promotional

*Corteva Agriscience does not have a “U.S. Only” YouTube channel. All of their top videos are in other languages from other countries

Video Findings – Competitive Set

Bayer (YouTube only)

- Bayer's top five are the longest of any of the other competitors in the sample. Because of the big difference in views between the top viewed video and the rest, it doesn't appear likely that Bayer is devoting many resources to driving traffic to the longer videos even though they are of the educational/informative variety. Cutting these videos into several parts to create an episodic series may have proven more effective.
- Massive difference between their most viewed video (a 16-second promotional cut focusing on food stability) and their other videos which were much longer and more informational by comparison. It's likely that the 16-second video was used in advertising which would have contributed to the high number of views

BASF (YouTube Only)

- Not unlike Syngenta, all of the top five videos by view rate in this period can be classified as "promotional." Shorter videos, promoting BASF products
- Each video has a unique look and feel while maintaining a similar aesthetic. However, what's most interesting here is the source of most of these videos.
- Since BASF does not have a standalone U.S. YouTube channel, all of the top five videos are either Croatian or Romanian..

Corteva (YouTube only)

- With the exception of the final video, a promotional one published on March 25, all of these videos generated a solid to good amount of views when accounting for the vertical.
- There's not a whole lot to take away from Corteva's top 5 because all of them were in foreign languages

SEO Concentration

Domain Authority

Desktop Domain Authority Score/Domain Popularity

	January	February	March
BASF	55/45.9K ↑	55/46.04K ↓	55/50.3K ↓
Bayer	51/26.89K ↑	51/25.97K ↑	51/27.57K ↓
Corteva	64/48.15K ↑	64/52.19K ↓	64/45.12K ↑
Syngenta	63/57.1K ↑	63/56.73K ↑	63/63.36K ↓

Mobile Domain Authority Score/Domain Popularity

	January	February	March
BASF	55/54.27K ↑	55/56.37K ↓	55/61.25K ↓
Bayer	51/29.86K ↓	51/28.8K ↑	51/30.66K ↓
Corteva	64/50.45K ↑	64/55.28K ↓	64/51.3K ↑
Syngenta	63/68.99K ↑	63/71.32K ↓	63/72.08K ↓

*Q1 2021 Data

Competitive Findings

- Consistently within Q1, Syngenta and Corteva held slightly over what is considered an excellent authority score (60+). Meaning, they have higher-quality external links vs. Bayer and BASF placed within a good score (40-50): The score is based on the number of backlinks, referring domains, organic search traffic, and other data.
- Across the board, this shows that mobile traffic is higher than desktop for CP, reaffirming that mobile builds and experiences should come first within this space
- Subdomains reflect the same trends as the domains

Referring Domains & Backlinks

	Referring Domain	Domain Backlinks	Subdomain Level
BASF	4.34K	1.6M	17.8K
Bayer	5.75K	398.67K	52.3K
Corteva	1.85K	35.1K	34.5K
Syngenta	3.12K	208.6K	202K

Top Categories of Referring Domains	BASF	Bayer	Corteva	Syngenta
Business & Industrial	21	4	34	54
Business & Industrial> Ag & Forestry> Crops & Seeds	10	10	30	35
Business & Industrial>Chemicals Industry>Agrochemicals	12	10	28	34
Business & Industrial> Ag & Forestry> Horticulture	9	8	24	29
Business & Industrial> Ag & Forestry> Ag Equipment	6	6	22	26

Competitive Findings

Based on organic traffic coming from Google's top 100 organic search results, BASF leads with over a million backlinks compared to the other domains, but that doesn't necessarily translate into being more effective. Though Syngenta came in 3rd with 208.65K, its domain authority is higher.

Traffic Volume and Page Visitors, 1 of 2

Page Visits*	January	February	March
Syngenta	81.9K	48.4K	56.9K
Corteva	118.9K	139.1K	147.4K
BASF			
Bayer			

Avg. Visit Duration*	January	February	March
Syngenta	4:18	5:22	2:26
Corteva	6:34	4:49	4:20
BASF			
Bayer			

Bounce Rate	January	February	March
Syngenta	79.42%	72.69%	71.89%
Corteva	70.27%	75.81%	76.30%
BASF			
Bayer			

Unique Visitors	January	February	March
BASF			
Bayer			
Corteva	80.6K	86.4K	92.4K
Syngenta	67.4K	44.2K	51.2K

*worldwide -- we cannot get country level data for this type of information



Traffic Volume and Page Visitors, 2 of 2

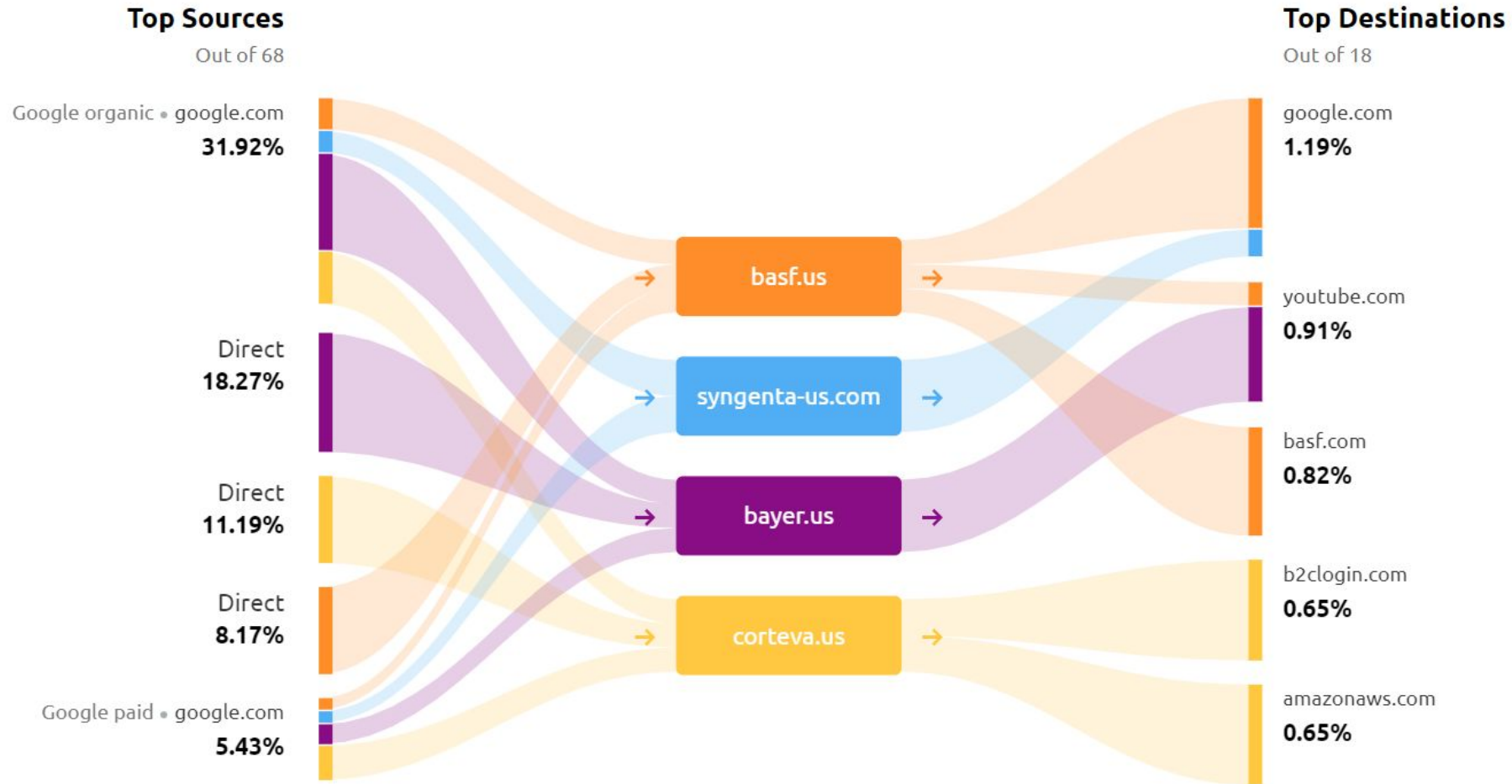
Organic	January	February	March
BASF	26.6K	24.7K	26.3K
Bayer	63.4K	60K	62.4K
Corteva	77.6K	79.3K	80K
Syngenta	64.8K	117.1K	113.1K

Paid	January	February	March
BASF	15.0K	2.29K	1.0K
Bayer	306	185	246
Corteva	1.14K	165	29
Syngenta	4.4K	3.35K	2.8K

Findings

- Bayer and Coreteva rely HEAVILY on organic, eschewing paid campaigns almost completely as evidenced by their low paid traffic numbers in throughout the quarter (save for Corteva in January 2021)
- The vast majority of page visits are being driven by unique visitors to the website (see slide 18) indicating perhaps a low desire to return to the Syngenta-us page. We will need to compare this to unique/total page visits for individual brands to see if there's a notable trend where people don't need to come to the corporate destination quite as much as they would go to a specific brand/product destination

Traffic Journey (Domain Level)



Competitive Findings: All competitors have top sources coming from direct traffic, except for Syngenta. With 18.44% of traffic after visiting syngenta-us.com then leaving to return back to Google search (see Appendix for additional destinations). Competitors do a good job of getting enough click-throughs deeper into their site or through to other associated links.

Sample Display Ads -- Q1 2021* – Syngenta US



Landing Pages

- <https://www.syngenta-us.com:443/herbicides/tavium>
- <https://www.syngenta-us.com:443/herbicides/acuron>
- <https://www.cropscience.bayer.us/products/fungicides/delaro>
- <https://www.syngenta-us.com/thrive/community/2020-rooted-in-ag-finalists.html>

Sample Publishers:

- www.dailymail.co.uk
- www.nasdaq.com
- www.islamicfinder.org
- www.ocregister.com
- Rotoworld.com

Findings

- We are unable to capture any display ads from Syngenta between November 2020 and April or Syngenta did no display advertising between November and April
- Sample publishers actually look much more reputable than other brands in this competitive set, especially when compared to Corteva. This indicates intelligent media targeting

Sample Display Ads -- Q1 2021– Corteva



Landing Pages

- <http://www.corteva.us/products-and-solutions/crop-protection/n-serve-24.html>
- <https://www.corteva.us/products-and-solutions/pasture-management/landvisor.html>
- <https://www.corteva.us/products-and-solutions/crop-protection/sonic.html>

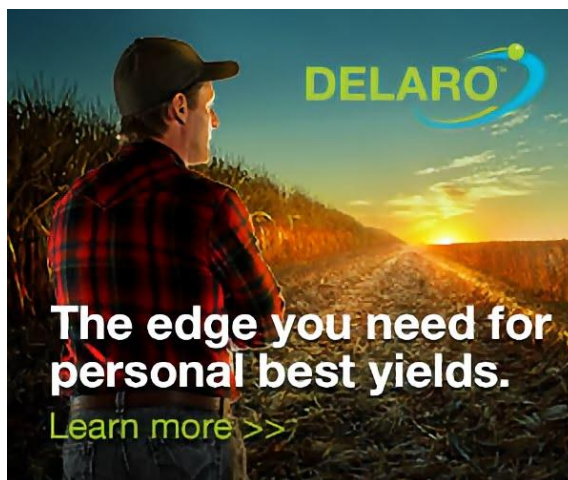
Publishers:

- Ora.md
- Lotflip.com
- Indexmundi.com
- Hiiraan.com
- Archive.sunstar.com.ph

Findings

- This appears to be the only ad being served by Corteva so far this year (in different sizing)
- It hasn't been viewed by a high volume of people, but the sites that are publishing this ad appear somewhat dubious and many appear to be non-U.S. websites
- Although landing pages cover multiple products, the only ad creative that are coming through during this time period are for LandVisor
- Taking into account the list of publishers, it seems likely that Corteva may not be exercising a great deal of sophistication in their digital media buys.

Sample Display Ads -- Q1 2021– Bayer



Landing Pages

- <http://www.cropscience.bayer.us/products/herbicides/huskie>
- <http://www.cropscience.bayer.us/products/herbicides/huskie-complete>
- <https://www.cropscience.bayer.us/products/fungicides/delaro>
- <http://www.cropscience.bayer.us/products/insecticides/sivanto>
- <https://www.cropscience.bayer.us/products/insecticides/velum-prime/protect-potatoes-against-nematodes-velum-prime>

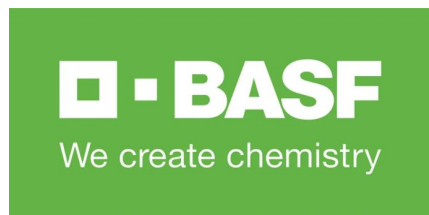
Sample Publishers:

- Usarmybasic.com
- indiabroadband.net
- Bywilma.com
- Coloradogenealogy.com

Competitive Findings

- Bayer supported a variety of products throughout the first quarter of the year calling attention to many different messages specific to the brands in their portfolio
 - Delaro – ROI/Yield
 - Huskie – Efficiency
 - Sivanto - precision

Keywords: Top Organic Searches



Basf	Bayer material science products	Crop protection	Syngenta
Basf corporation	Bayer crop protection products	Dupot pesticides	Syngenta crop protection
Basf chemical labels	Bayer crop science product catalogue	Dupont	Syngenta crop protection llc
basf chemicals	Bayer crop science products pesticides	Dupont agricultural products list	Crop protection
Basf india agricultural products	Bayer agro products	Corteva pesticide	Syngenta cp
basf products	Bayer crop products	Corteva chemical list	Syngenta crop protection inc
Basf chemical products	Bayer products	crop	Syngenta crop protection products
Basf agriculture	Bayer pesticides	Corteva herbicide	Syngenta corp

Keywords: Organic Keywords & Ranking

Top Shared Keywords	KD%	CPC	CD
Crop protection	73	6.11	0.42
Crop protection products	66	4.82	0.41
Crop Science USA	70	0.00	0
Corp protection	73	0.00	0.07

Competitive Findings

Across the quarter, Syngenta's crop protection homepage generally ranked higher than its competitors when users searched for these top shared keywords (even when 'crop' is misspelled, Syngenta ranks the highest)

Site Position (Jan-Mar)	Crop Protection	Crop Protection Products	Crop Protection USA	Corp Protection
BASF	January-18th February-17th March- 13th	January-10 th Feb & March- 7 th	14 th (no change across Q1)	18 th (no change across Q1)
Bayer	January- 21st February-18th March- 20 th	January-5th Feb & March- 1st	2 nd (no change across Q1)	22 nd (no change across Q1)
Corteva	January- 4th February-4th March- 5th	3 rd (no change across Q1)	30 th (no change across Q1)	5 th (no change across Q1)
Syngenta	January- 5th February-5th March- 4th	2 nd (no change across Q1)	9 th (no change across Q1)	4 th (no change across Q1)

Keywords: Paid Opportunities

Top Keywords	Volume/mth	KD%	CPC	CD
Crop	40.5K	84	0.65	0.05
Herbicide	22.2K	81	2.56	0.62
Insecticide	18.1K	87	1.87	0.86
Fungicide	12.1K	83	1.15	0.88
Agricultural products	2.4K	79	3.16	0.07
Ag products	590	50	0.88	.94
Ag chemical solutions	480	72	2.63	0.12
What is fungicide	480	81	2.73	0.05
Insecticides and pesticides	390	83	3.11	0.67
Post herbicide	320	68	1.92	1

Meta & Structured Data

Presence of H1s, Meta titles and Meta descriptions

	H1	Meta Title	Meta Description
BASF	Yes	Yes	Yes
Bayer	Yes	Yes	Yes
Corteva	Yes	Yes	Yes
Syngenta	Yes	Yes	Yes

Competitive Findings

While each competitor is consistent in incorporating foundations HTML elements to help boost SEO rankings, Bayer takes it a step further in incorporating more advanced Structured Data snippets of schema and microdata. Though it is difficult to measure their exact value, events can be set within analytics platforms to get gain some insights.

	JSON-LD	Schema	Microdata	RDFa	Microformats
BASF	No	No	No	No	No
Bayer	No	Yes	Yes	No	No
Corteva	No	No	No	No	No
Syngenta	No	No	No	No	No

UX Concentration

Accessibility



	Contrast Ratios/Errors	Non-descriptive hyper-links or buttons	Broken Links
BASF (*Score 57)	- Non-sufficient contrast ratio; low-contrast text ratio - Navigation elements are not in a sequentially-descending order - Name & label semantics updates	Missing descriptive text- 10x	Broken CP link- 1x
Bayer (*Score 63)	- Non-sufficient contrast ratio; low-contrast text ratio - Navigation elements are not in a sequentially-descending order - Name & label semantics updates	Missing descriptive text- 21x	Broken CP link- 1x
Corteva (*Score 88)	- Contrast pass; normal text ratio - Name & label semantics updates	Missing descriptive text- 4x	Broken CP link- 2x
Syngenta (*Score 67)	- Non-sufficient contrast ratio; low-contrast text ratio - Navigation elements are not in a sequentially-descending order - Name & label semantics updates	Missing descriptive text- 9x	Broken CP link- 0

**Accessibility scores pulled from Google Lighthouse: 0-49: Poor performance; 50-89: Needs some level of improvement; 90-100: Good to Perfect*

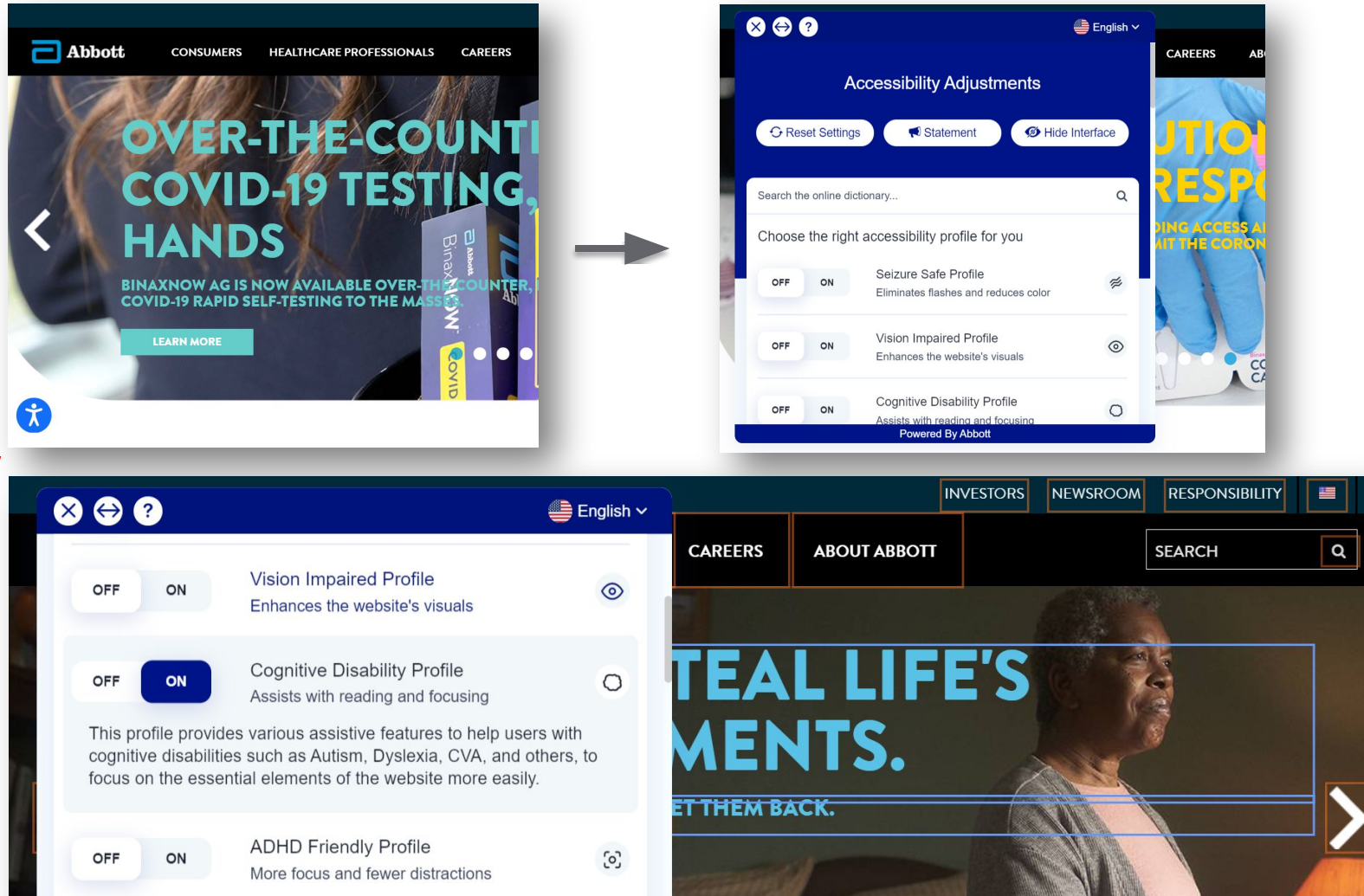
Competitive Findings: Overall in reviewing the criteria above, Syngenta needs improvement in the areas of accessibility mentioned. It falls in line with BASF and Bayer, but with less pages affected. Corteva, does well in the contrast aspect with the black on-page text paired with dark blues, greens, and blacks.

Accessibility

		Missing Alt Tags	Image Functions Across Devices
	BASF	• Linked image missing, no alt text- 7x • Missing form alt text (screen readers)- 1x	No functional issues, imagery on mobile is small in scale to full width, does not incorporate accessibility functional options
	Bayer	• Linked image missing, no alt text- 3x • Missing form alt text (screen readers)- 1x	No functional issues, some mobile image sizing is off, and the desktop scroll bar appears on mobile; does not incorporate accessibility functional options
	Corteva	• Linked image missing, no alt text- 3x • Missing form alt text (screen readers)- 1x	No functional issues, some mobile image sizing is off, but does incorporate accessibility functional options so the user can click on the images to make them larger along with the text
	Syngenta	• Linked image missing, no alt text- 2x • Missing form alt text (screen readers)- 8x	No functional issues, imagery on mobile is clear and takes up full length of device; does not incorporate accessibility functional options

Competitive Findings: Overall in reviewing the criteria above, Syngenta ranks equally against its competitors when reviewing missing alt tags for images and forms. Corteva does well across desktop and especially mobile to ensure images, charts, data have accessibility features. Implementing these features on Syngenta mobile would help to optimize accessibility options.

Accessibility



Competitive Findings: To be user-first, accessibility is a part of making good user experiences for all potential users, and ensuring your site is ADA & WCAG compliant.

While considerations on the previous slides touch on accessibility in more of the SEO and screen-reader realm, there are foundational updates that need to be made, applying tools that expand and adjust to all types of disabilities, provides website's with a competitive edge. Not only when addressing the user experience but can have a positive effect on brand loyalty and value.

Content Performance

	Broken Links	Page Speed	Link Structure	Page Depth	Types of Content	
BASF (Score 36)	Yes	4.5s	Yes	1	• Use Areas • Sustainability • Innovation • Services • Search option	• Products • News & Events • Blogs • Find a rep tool • Connect on Social
Bayer (Score 19)	Yes	18.2s	Yes	1.06	• Find a Solution • Contact a Buyer • CP Products • Rewards Incentive Calculator • Search option • Label dropdown • Product Spotlight	• Stay in touch emails • Connect on Social • Product Stewardship • Filter products by crop and state • Blog content

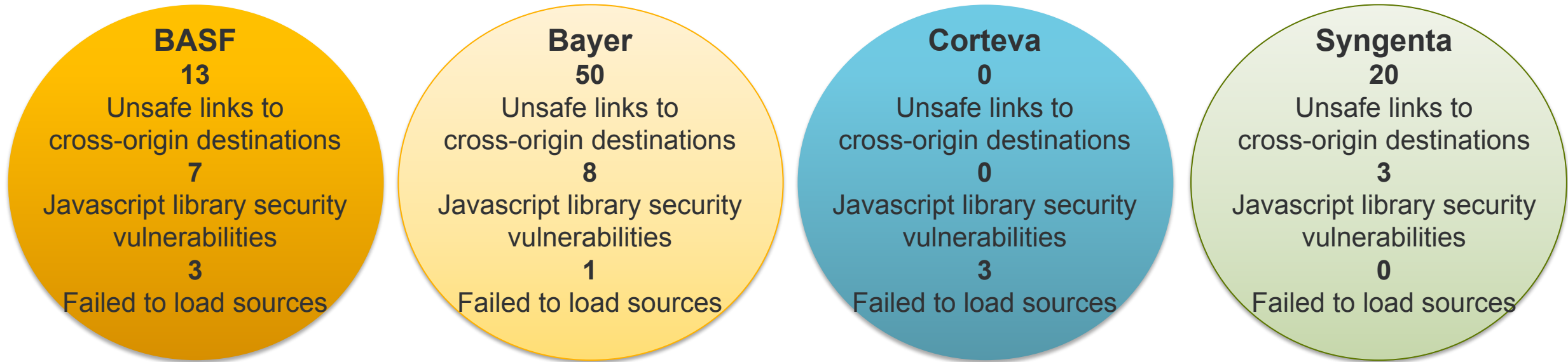
Competitive Findings: In reviewing the side-by-side comparison of each category and overall performance score, Syngenta lands high amongst its competitors, but overall, the performance scores are low. Each brand could do various backend optimizations through various image, text, and code updates, which would also help to improve page speed. Syngenta also incorporates a level of customization that the competitors do not have.

Content Performance

	Broken Links	Page Speed	Link Structure	Page Depth	Types of Content	
Corteva (Score 19)	Yes	9.8	Yes	1.10	• CP Solutions • Browse Products • Crops we Serve • Application Guide	• CP Portfolio Guide • Blog • Connect on Social
Syngenta (Score 30)	No	8.3	Yes	1.06	• CP Products search by: brand, crop, pest • Start your upgrade • Find a Solution	• Innovation • Take a Quiz • Featured Products • News & Blog

Competitive Findings: In comparison, the amount of content and balance of copy and imagery, Syngenta finds that balance, making it easy to navigate to what is needed to get to other pages and scroll deeper into the content. While competitors kept their homepage context minimal, Bayer and BASF are not easy to navigate. Other topics to consider adding to homepage: find a buyer or rep; guides; email sign-up; sustainability; and an icon at bottom of the page that scrolls you back up to the top. What none of the competitors have is a page helpfulness tool or chatbot.

Security: Best Practices



Competitive Findings: Corteva security best practices scores at an 88 out of 100, where Syngenta falls at 73, and the other two competitors in the lower 60s. The unsafe links to cross-origin can easily be updated with a code snippet that will help to improve performance and prevent security vulnerabilities. To note, these links are not at the security level concern as a URL security issue, which none of the respective CP sites have reported.

On-Page Functionality

BASF

Farming & Crop Protection

Contact

Use Areas

Sustainability

Innovation

Services

Products

News & Events

BASF Rep Finder

1. Enter your zip code or city below in the search bar to find a BASF representative in your area.

2. Select the city from the dropdown menu to find your rep.

3. Use the zoom-in or zoom-out function on the map to refine your search results.

Enter city or zip

TOP

Portfolio of seed treatments

Read More

and make sure you're meeting...

Read More

<

>

Bayer

Find Products By Crop

All Crops

All U.S. States

RESET

FUNGICIDES

HARVEST AIDS / PGR

HERBICIDES

INSECTICIDES

SEED

TRAITS

Absolute

Adament

Delaro

Luna

Previcur Flex

Propulse

Provost Silver

Serenade ASO

Stratego

Absolute Maxx

Aliette

Flint Extra

Minuet

Proline

Prosaro

Scala

Serenade Opti

Stratego YLD

VIEW ALL PRODUCTS

Bayer PLUS Rewards Incentive Calculator

See how much you could earn with Bayer PLUS Rewards.

Bayer PLUS

?

Need help with something?

Call us at 1-866-99-BAYER or send us an email and we will attempt to respond by the next business day.

CONTACT BAYER

On-Page Functionality

Corteva

Apply Enlist™
Herbicides With
Confidence

Get the application guide →





and application flexibility.

See the power →

them better steward the land and improve their operation.

Get control →

customizable control to defeat any invading weed species.

Discover solutions →

Syngenta



Find Crop Protection Products

Search By Brand

Search By Crop

Search By Pest

Select any of the filters below to narrow your product search

All Brands

Product Type

Crops

Weeds

State Approval

View all products

Showing 54 Products

AAtrexNine-O

Active Ingredients:
Atrazine, Related Compounds

Product Description:
For season-long control of many broadleaf weeds and some grasses, AAtrex® Nine-O®

Product, Label & SDS

Acuron

Active Ingredients:
S-metolachlor, Atrazine®, Mesotrione, Bicyclopyrone

Product Description:
Only Acuron outperforms and outyields all

Product, Label & SDS

Is this page helpful to you?

Yes Sort of Not really

Watch later

Share

TIME'S UP — FOR — TOUGH WEEDS

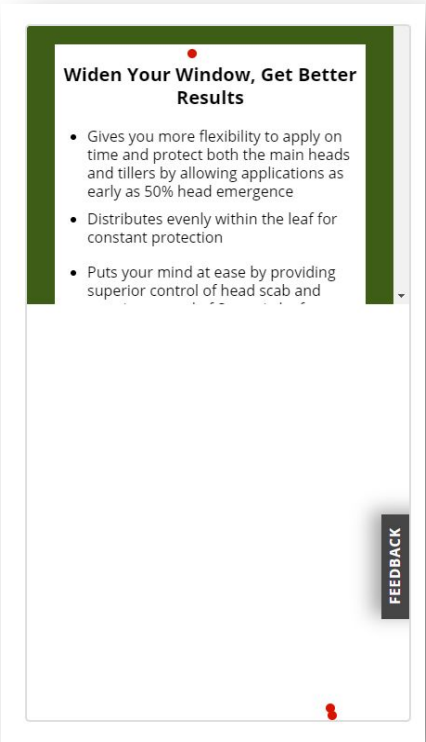
Watch on YouTube

Strengthen your knowledge of key insect threats

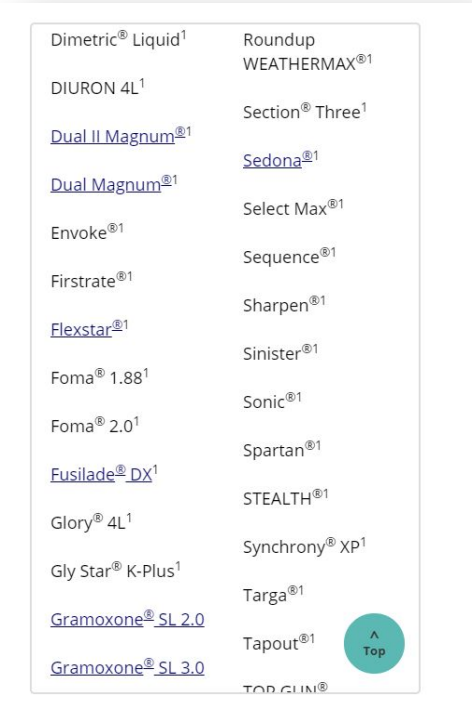
Insect pressure can lead to devastating yield losses.

Take Quiz

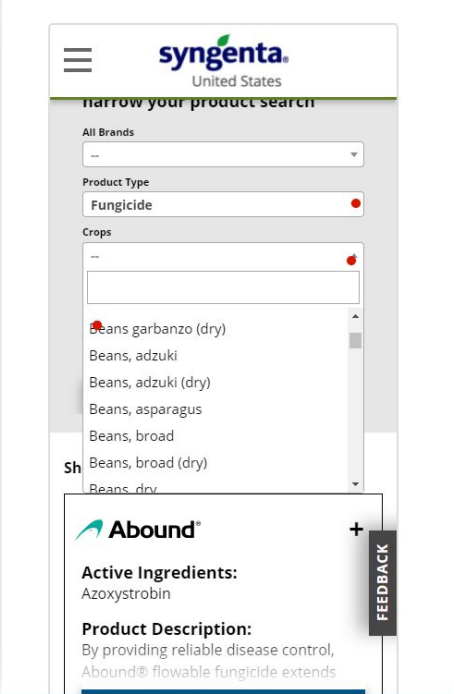
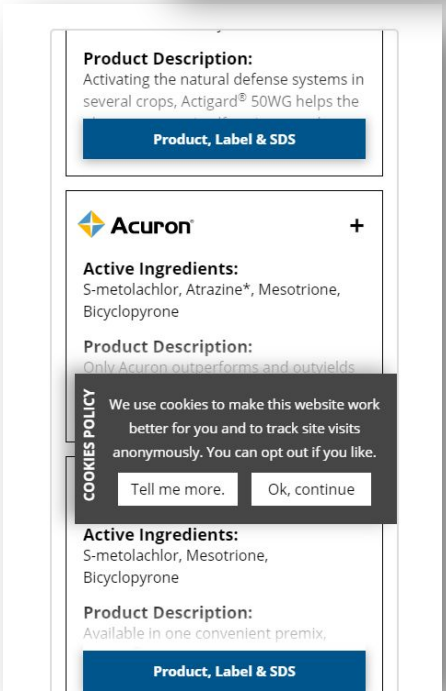
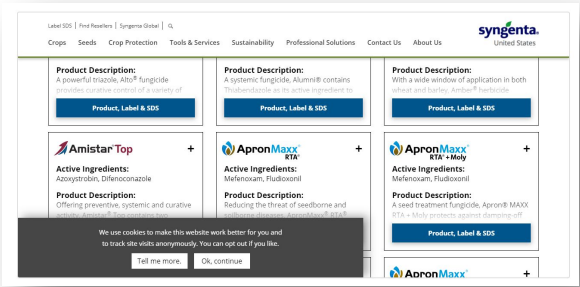
Syngenta On-Page Behavior



Findings: Optimizing page speeds by reducing image file sizes, removing unused code to name a few. Using the same performance score rubric from the Accessibility slide, Syngenta currently ranks 1st out of its competitors, but all performance scores rank below 40, due to similar optimizations needed.

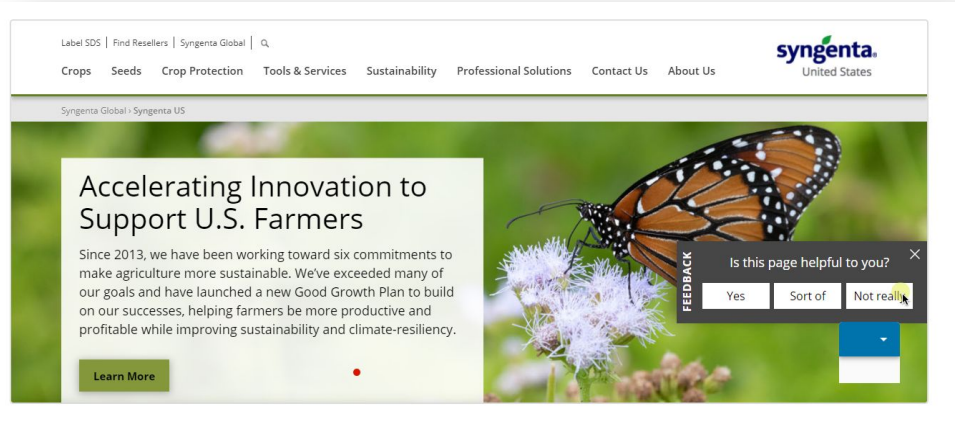


Findings: pages where all products are displayed, especially on mobile, look overwhelming and users show indecisive scrolling action, without sometimes picking a product. Corteva's approach is straight forward and simplified. Consider revisiting layout and selection process of product sections.

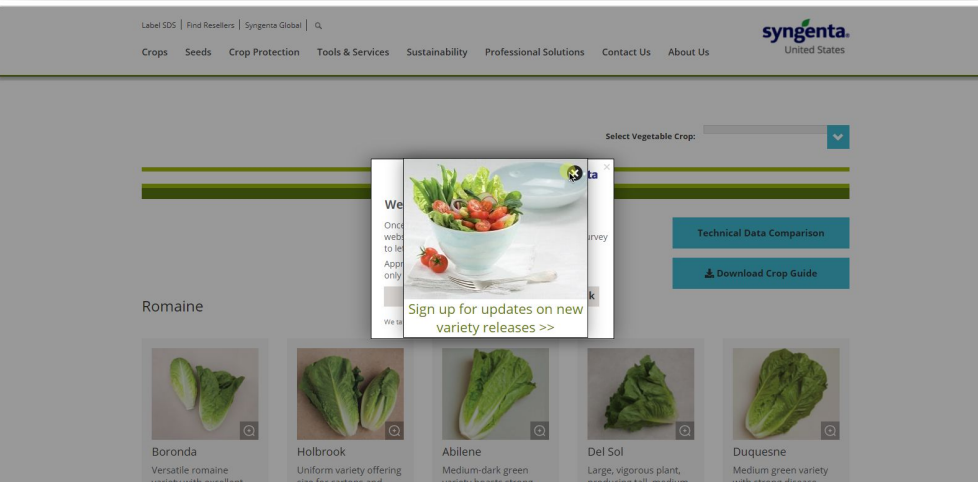


Findings: other opportunities for optimization to help reduce choice overload, excessive scrolling and to help visually and functionally on mobile, would be to possibly break products down views into products A-D, E-H, as well as, using the 'load more' functionality where possible and on mobile, adding the list view options on mobile to customize how to look at the list.

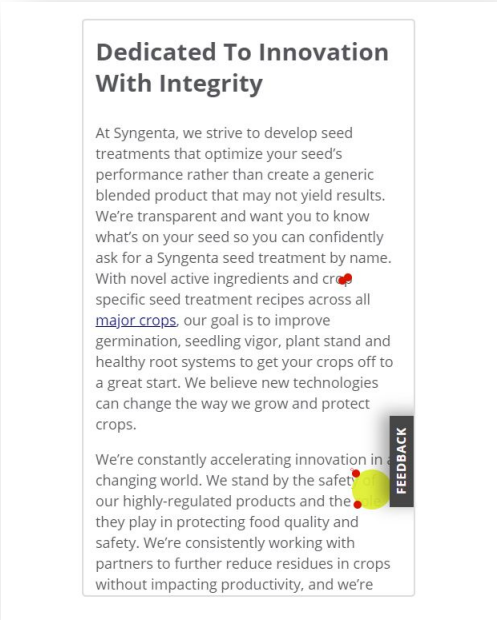
Syngenta On-Page Behavior



Findings: set parameters to show feedback tab further down within the page. When the tab was shown at the top as soon as the user landed on the page, they were more likely to 'X' out of it. A plus, none of the competitors have a feedback tool on their CP pages



Findings: awareness of how many, when, and where pop-ups are occurring within a user experience. In the shown example, as soon as the user landed on the page, they had to immediately click out of two pop-ups, one on top of the other, which could feel disruptive, possibly spammy and lend to higher page abandonment rate. Consider exit-intent modals.



Findings: across the board, with each competitor, the amount of copy and detail on pages needs to be considered when brainstorming around UX design and implementation. User recordings showed, which may be no surprise, that they were skimming information, quickly going up and down before landing on an action. While there needs to be rich content, we need to keep the users' time and needs in mind when creating across platforms.

MARKETING AUTOMATION (FORM SUBMISSION/DATA COLLECTION)

Overarching Comments

- Sign-up forms were very hard to find on each of the company websites
- Bayer Crop Science, Account Creation option found in a hyperlink upon submission of the Contact Us Form
 - Could not get past the account sign up without a Technology ID
 - Subsequent automated emails were sent to complete account sign up, including an article about the benefits of joining
- BASF had email sign up forms on certain pages
 - No email sign up on Crop Protection Pages or Professional Vegetation Management
 - There is an email sign up on the following areas: Turf Management, Pest Control, Ornamentals
- Corteva had an account sign-up, but no other sign-up options
 - Account sign up triggered a verification code from Microsoft, but the sign up itself resulted in an Error 404

Bayer Contact Form

- Contact form results in a thank you message that includes a hyperlink directing to an account creation
- Account creation looks to stop if you do not have a Technology ID, but is in fact not required to receive messages
- Options include Bayer PLUS Rewards and product information

[illegible]

BASF Grow Smart™ University



BASF Sign Up Pages

Multimedia



Reliable Exterminators: Termidor® HE High Efficiency Termiticide Success Story



Action Pest Control: Termidor® HE High Efficiency Termiticide Success Story

Labels and SDS

🔍 Find a label or SDS

Rep Finder

📍 Find a BASF representative in your area.

Sign up for Pest Control email

📧 Get the latest delivered straight to your inbox

Multimedia



Spring Dead Spot vs. New Innovations - Maxtima & Navicon



Live On Turfgrass -- Learn The Facts About Turf's Benefits.

Labels and SDS

🔍 Find a label or SDS

Rep Finder

📍 Find a BASF representative in your area.

Sign up for Better Turf emails

📧 Get the latest delivered straight to your inbox



We create chemistry



Get Better Turf delivered straight to your inbox!



We create chemistry



Thank you for signing up for BASF Better Turf!

Your registration is confirmed.

Sports Turf
Sod Farm
BASF Distributor

Notice Under California Consumer Privacy Act ("CCPA")

Please be aware that by registering with BASF for inquiries about products and services, making purchases, or initiating other business transactions with BASF, BASF will be collecting certain personal information about you and your internet activity for specific business purposes. For information about BASF's data privacy practices, including a description of the information collected about you and the business purposes for which that information is used (see Table III), please review [BASF's Privacy Policy](#).



We create chemistry



Get Pest Control Solutions straight to your inbox!



We create chemistry



Thank you for signing up for BASF Pest Control Solutions!

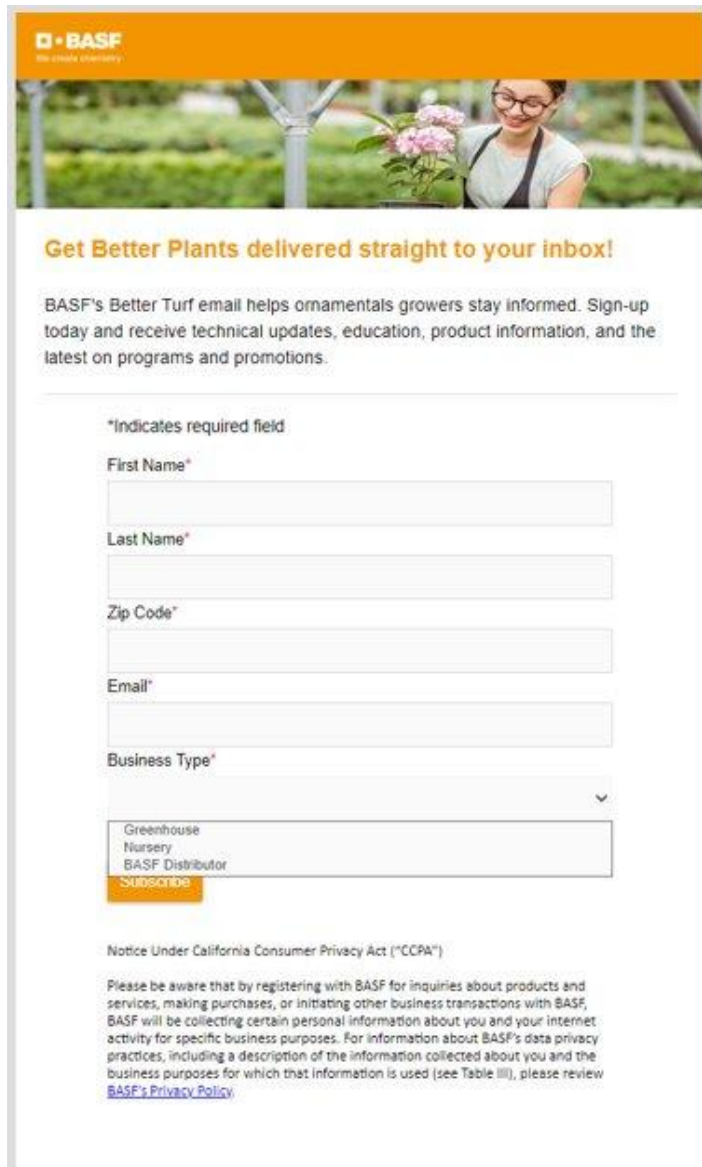
Your registration is confirmed.

Subscribe

Notice Under California Consumer Privacy Act ("CCPA")

Please be aware that by registering with BASF for inquiries about products and services, making purchases, or initiating other business transactions with BASF, BASF will be collecting certain personal information about you and your internet activity for specific business purposes. For information about BASF's data privacy practices, including a description of the information collected about you and the business purposes for which that information is used (see Table III), please review [BASF's Privacy Policy](#).

BASF Sign Up Page Insights



The screenshot shows the BASF sign-up page. At the top is the BASF logo and a hero image of a woman with a plant. Below this is a headline "Get Better Plants delivered straight to your inbox!" followed by a paragraph explaining the "Better Turf" email service. The sign-up form includes fields for First Name, Last Name, Zip Code, Email, and Business Type (with a dropdown menu). A "Subscribe" button is at the bottom of the form. Below the form is a "Notice Under California Consumer Privacy Act (\"CCPA\")" and a paragraph of legal text with a link to the "BASF's Privacy Policy".

BASF
the create chemistry

Get Better Plants delivered straight to your inbox!

BASF's Better Turf email helps ornamentals growers stay informed. Sign-up today and receive technical updates, education, product information, and the latest on programs and promotions.

*Indicates required field

First Name*

Last Name*

Zip Code*

Email*

Business Type*

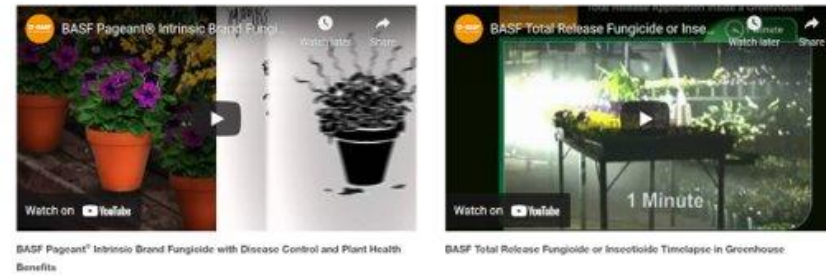
Greenhouse
Nursery
BASF Distributor

Subscribe

Notice Under California Consumer Privacy Act (\"CCPA\")

Please be aware that by registering with BASF for inquiries about products and services, making purchases, or initiating other business transactions with BASF, BASF will be collecting certain personal information about you and your Internet activity for specific business purposes. For information about BASF's data privacy practices, including a description of the information collected about you and the business purposes for which that information is used (see Table III), please review [BASF's Privacy Policy](#).

Multimedia



Labels and SDS

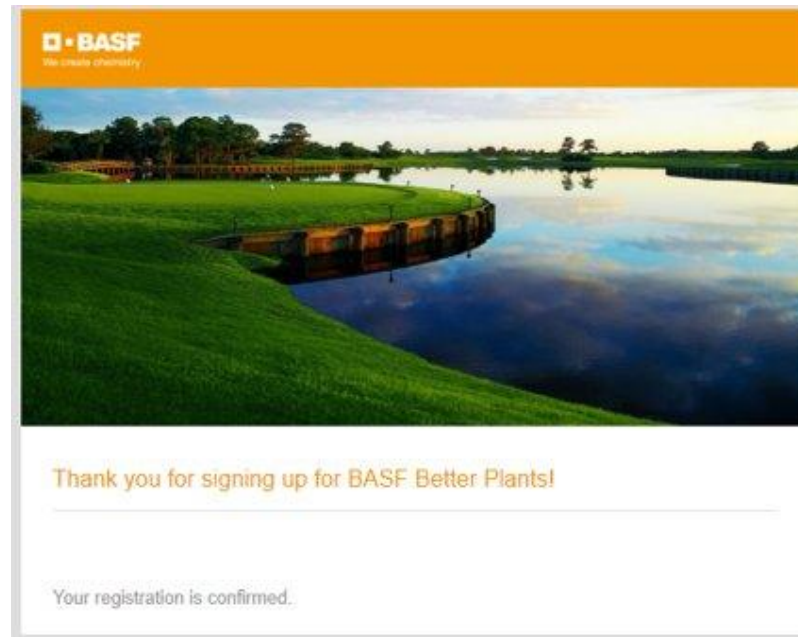
Find a label or SDS

Rep Finder

Find a BASF representative in your area.

Sign up for Better Plants email

Get the latest delivered straight to your inbox.



- Sign Up CTA located just above the footer
- No SMS Sign Up
- No location information
- No CTA on the confirmation page directing contacts back to the website or relevant content
- No automated email responses

404 Page Not Found

We lost you!

We weren't able to find the page you are looking for.

What might have happened?

- The link you followed might be old or have a typo in it.
- The page might have been moved to another place on the site.
- You may have mistyped the URL into your browser's address bar.

What you can do:

- Go to the [Corteva homepage](#)
- [Contact us](#) to give us feedback on the website



Legalese

BASF

- [Privacy Policy](#)
- **Consent Messaging:** Notice Under California Consumer Privacy Act (“CCPA”) Please be aware that by registering with BASF for inquiries about products and services, making purchases, or initiating other business transactions with BASF, BASF will be collecting certain personal information about you and your internet activity for specific business purposes. For information about BASF’s data privacy practices, including a description of the information collected about you and the business purposes for which that information is used (see Table III), please review [BASF’s Privacy Policy](#).

Bayer

- [Privacy Policy](#)
- **Consent Messaging:** Bayer respects your right to privacy while using our websites. We take the protection of personal data very seriously and will only collect, process, and use any personal data that you provide in this contact form in accordance with our [data privacy policy](#).

Corteva

- [Privacy Policy](#)
- **Consent Messaging:** Yes, I'd like to receive marketing communications from Corteva Agriscience™ and its affiliates. By clicking submit, I agree to Corteva Agriscience™ using my personal information for communications I have opted into receiving. Corteva will handle your personal information in accordance with our Privacy Statement.
- **Corteva Agriscience** cares about your privacy. Your personal information (name, email, phone number and other contact data) will be stored in chosen customer systems primarily hosted in the United States. This information will be used by **businesses of Corteva Agriscience**, its affiliates, partners, and selected third parties in other countries to provide you with the product or service information requested. To learn more, please visit www.privacy.corteva.com. By providing your personal information, you agree to the terms and conditions of this [Privacy Statement](#).

MARKETING AUTOMATION (E-MAIL)

Corteva and BASF Automated Responses

Have not received any brand content to this point. May have been excluded from lists due to filtering parameters but will update subsequent reports to include information as it becomes available.

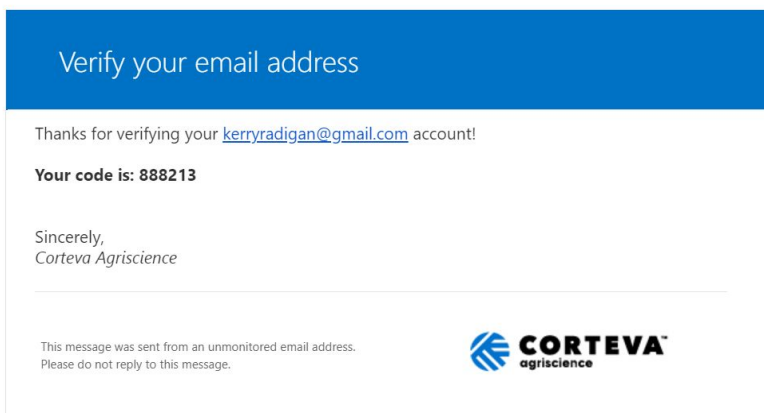
Preference Centers

- Unsubscribe options were not included in the confirmation emails from Corteva and BASF
- Bayer uses Marketing Cloud

Corteva Agriscience account email verification code 

Microsoft on behalf of Corteva Agriscience <msonlineserviceteam@microsoftonline.com>
to me ▾

11:25 AM (2 hours ago) ☆ ↶ ⋮



BASF LMS: account confirmation 

Grow Smart University <basflms@publicishawkeye.com>
to me ▾

11:50 AM (1 hour ago) ☆ ↶ ⋮

Hi Kerry Radigan,

Thank you for registering with the BASF Grow Smart Learning Center. With your registration, you now have unlimited access to a library of insightful and informative resources allowing you the flexibility to learn on your own time and on your own schedule. Thank you and enjoy.

To confirm your new account, please go to this web address:

<https://basflms.publicishawkeye.com/login/confirm.php?data=68zH9ZqOB9gncG0/kerryradigan>

In most mail programs, this should appear as a blue link which you can just click on. If that doesn't work, then cut and paste the address into the address line at the top of your web browser window.

Regards,

BASF Grow Smart Team

Bayer Account Sign Up Confirmation Email

Crop Science



Crop Science

United States

Crop Protection / SeedGrowth / Resource Center / Bayer PLUS / Who We Are / Our Commitment /

Overview

Home / My Account / Communication Settings

Account Preferences

Grower Profile >

Communication Settings

Change Password

Bayer PLUS Dashboard >

Change Your Communication Preferences

☒ I would like to receive information about products and services from Bayer CropScience by email.

☒ I would like to receive information about products and services from Bayer CropScience by mobile.

Mobile Number: (if applicable)

Please Enter the number with which you wish to receive information.

Topics:

☒ Growing Solution Newsletter

☒ Product Updates

☒ Bee Health Newsletter

☒ Offers and Promotions

SAVE

CANCEL

You're almost there...

Thanks for creating a Bayer account.

Activate your account today to:

// Fill out your profile and personalize your experience

// Explore our Resource Center for crop health solutions

// Manage your Bayer PLUS Account

Click the link below to verify your email address and start using your account.

ACTIVATE MY ACCOUNT

Crop Science



Crop Science | United States



More questions? Contact Support.
Call us at (877) 976-8286
Monday-Friday 8:00AM-5:00PM EST

This email was sent by:
Bayer
800 North Lindbergh Blvd.
St. Louis, MO 63167 USA

©2021 Bayer Group. Always read and follow label instructions. Bayer and the Bayer Cross are registered trademarks of Bayer Group. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.CropScience.Bayer.us. Bayer CropScience LP, 800 North Lindbergh Blvd. St. Louis, MO 63167.

Dear Brett Anthony,

Thank you for registering. You have successfully created a Bayer CropScience account.

The information you provided will be used to personalize your Bayer CropScience experience based on your region, the crops you grow and the products you prefer. With your new account, you will be able to sign up for specific communications that fit your interests.

For more information, visit <https://www.cropscience.bayer.us>.

Thank you,

Your Bayer CropScience Team



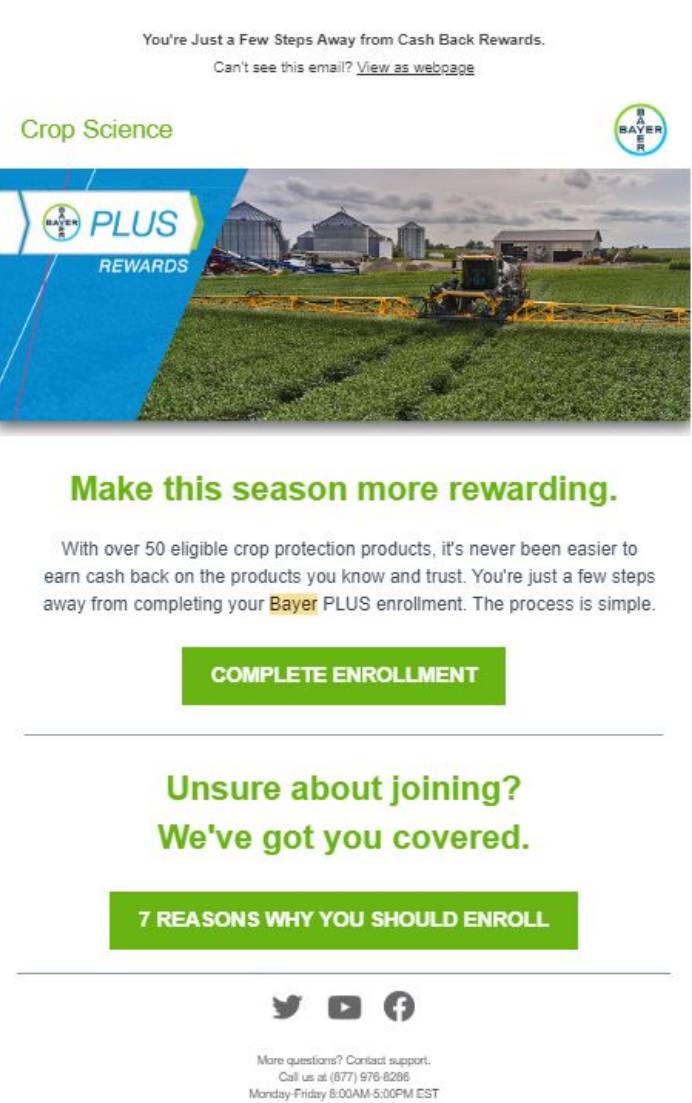
More questions? Contact Support.
Call us at (877) 976-8286
Monday-Friday 8:00AM-5:00PM EST

This email was sent by:
Bayer
800 North Lindbergh Blvd.
St. Louis, MO 63167 USA

©2021 Bayer Group. Always read and follow label instructions. Bayer and the Bayer Cross are registered trademarks of Bayer Group. For additional product information, call toll-free 1-866-99-BAYER (1-866-992-2937) or visit our website at www.CropScience.Bayer.us. Bayer CropScience LP, 800 North Lindbergh Blvd. St. Louis, MO 63167.

- Confirmation email did not include links to preference center or unsubscribe options in the footer
- Hyperlinks in body copy, main logo, and social links in the footer do not include UTMs or tracking links

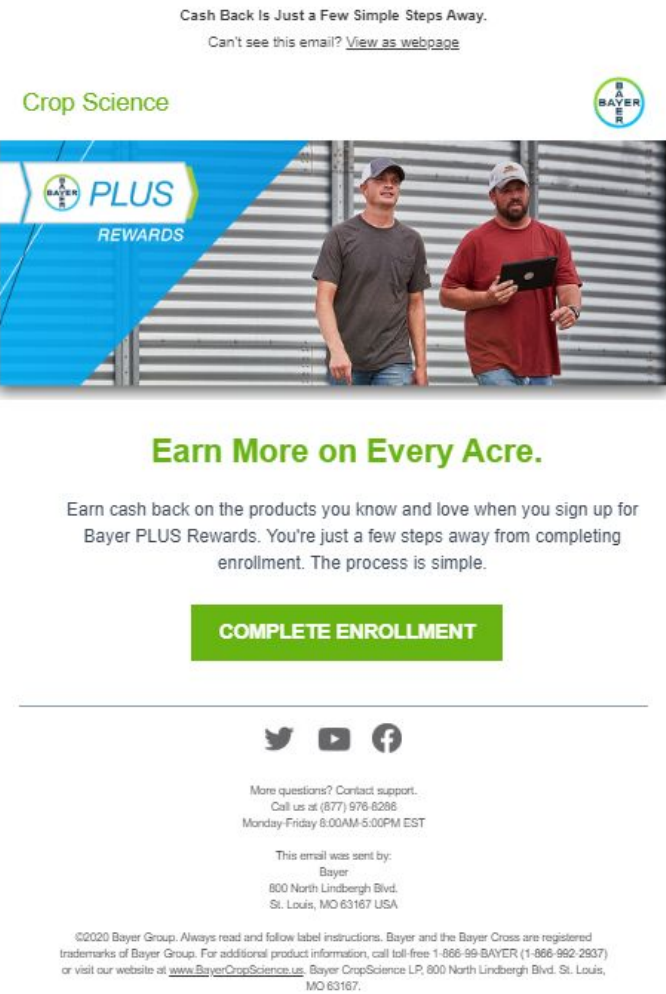
Bayer Automated Emails



- Subject Line: Enroll in Bayer PLUS Today.
- Sender Name: Bayer CropScience
- Sender Address: communications@emails.cropscience.bayer.us
- Time Sent: 10:41 pm
- Article Link: [Top 7 Reasons to Sign Up for Bayer PLUS Rewards](#)

- Subject Line: Don't Miss Out on Rewards - Enroll Today.
- Sender Name: Bayer CropScience
- Sender Address: communications@emails.cropscience.bayer.us
- Time Sent: 10:42 pm
- Sent 7 Days after initial follow-up

Marketing Cloud Emails included UTM links and social links.



Bayer Preferences Online

- Contacts with accounts have the option to select and edit their data for acreage, preferred crops, and preferred products
- Tools: Sitecore, Marketing Cloud

Change Farm, Crop, and Product Information

Farm Size: (if applicable)

Acres (please enter numbers only)

Preferred Crops:

- | | |
|--|--|
| ☐ Almonds | ☐ Berries |
| ☐ Canola | ☐ Cereals |
| ☐ Citrus | ☐ Corn |
| ☐ Cotton | ☐ Grapes – Table Raisin |
| ☐ Grapes – Wine | ☐ Other Crops |
| ☐ Pistachios | ☐ Pome Fruits |
| ☐ Potatoes | ☐ Soybeans |
| ☐ Stone Fruit | ☐ Other Tree Nuts |
| ☐ Vegetables – Fruiting | ☐ Vegetables – Leafy |
| ☐ Walnuts | |

Preferred Products:

- | | |
|---------------------------------------|----------------------------------|
| ☐ Adament | ☐ Prosaro |
| ☐ Gem | ☐ Reason |
| ☐ Stratego YLD | ☐ Ginstar |
| ☐ Autumn | ☐ Capreno |
| ☐ Huskie | ☐ Laudis |

Boxes marked * are mandatory.

SAVE

CANCEL

Bayer Preferences Marketing Cloud

Subscription Center

Welcome to your subscription center. Read the instructions below to unsubscribe or subscribe to other publications.

On This Page

↓ [Available Publications](#)

↓ [Unsubscribe From All](#)

Available Publications

To unsubscribe from any publication, just uncheck the box and click the update button below. To subscribe to new publications, just check the appropriate box and click the update button below.

↑ [Top of Page](#)

Unsubscribe From All

If you wish to unsubscribe from ALL publications from **Bayer CropScience**, check the box and click the update button below.

☐ I no longer wish to receive any future publications.

Update

↑ [Top of Page](#)

- Unsubscribe Copy from Email: [Click here](#) to manage your email preferences or unsubscribe.
- No Publication Lists used

MARKETING AUTOMATION (SMS)

Overarching Comments

No SMS options for Corteva or BASF.

Bayer has the option to add a mobile number in the account settings, but no opt-in message delivered to phone upon submission.

Change Your Communication Preferences

- ☒ I would like to receive information about products and services from Bayer CropScience by email.
- ☒ I would like to receive information about products and services from Bayer CropScience by mobile.

Mobile Number: (if applicable)

Please Enter the number with which you wish to receive information.

- Tools: Marketo
- SMS does not include double opt-in



Welcome to DEKALB®, Asgrow®, and Deltapine® Brand Communications

Kerry,

Thank you for signing up to receive communication from DEKALB®, Asgrow® and Deltapine® brands. We offer exclusive genetics, whole-farm solutions and agronomic resources, all delivered through an unmatched retail network.

Your first update will be in your inbox shortly. If you want to hear more from brand experts, follow us on [Facebook](#), [Instagram](#), or [Twitter](#) and subscribe on [YouTube](#).

To review or update how you receive information from us, please visit our [Preference Center](#).

Keep up with the DEKALB, Asgrow, and Deltapine brand communities on social.



To update your profile, preferences or to unsubscribe visit the [Preference Center](#).

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Performance may vary, from location to location and from year to year, as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible and should consider the impacts of these conditions on the grower's fields.

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[View online](#) | [Privacy Statement](#) | [Conditions of Use](#)



Your Profile Has Been Updated

Kerry,

You have successfully updated your DEKALB®, Asgrow® and Deltapine® brands profile. You'll now receive customized content specially matched to your needs and interests.

Would you like to hear more from our brand experts? Follow us on [Facebook](#), [Instagram](#) or [Twitter](#) and subscribe on [YouTube](#).

If you want to review or make updates to your profile information again, visit the [Preference Center](#).

PREFERENCE CENTER

Keep up with the DEKALB, Asgrow, and Deltapine brand communities on social.

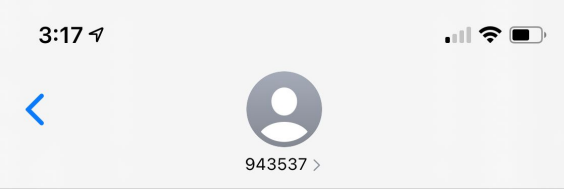


To update your profile, preferences or to unsubscribe visit the [Preference Center](#).

ALWAYS READ AND FOLLOW PESTICIDE LABEL DIRECTIONS. Performance may vary, from location to location and from year to year, as local growing, soil and weather conditions may vary. Growers should evaluate data from multiple locations and years whenever possible and should consider the impacts of these conditions on the grower's fields.

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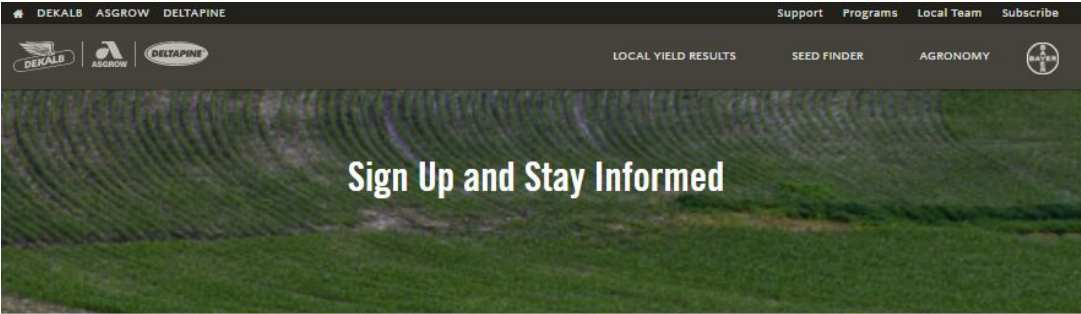
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[View online](#) | [Privacy Statement](#) | [Conditions of Use](#)



Text Message
Tue, Apr 6, 9:46 AM

Thanks! You have been enrolled in DEKALB Asgrow Deltapine text alerts. Msg&Data rates may apply. Reply HELP for help. Reply STOP to unsubscribe.

Dekalb Sign Up Form and Preference Center



Alerts from DEKALB®, Asgrow® and Deltapine® brands help keep you up to date with the latest local agronomy information relevant to your region and crops. These communications are an important way to learn about exciting new technologies and solutions that can help you maximize yield potential and protect crops from weeds, disease and pests.

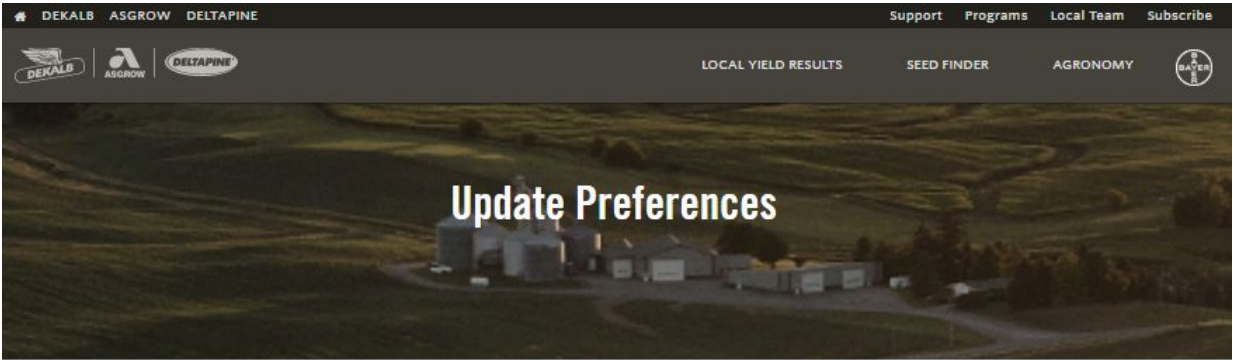
Name

Contact Information

☐ By providing your email address, you authorize DEKALB®, Asgrow®, Deltapine® brands to send you automated marketing and promotional email alerts to the email address you provide above. Your consent to receive emails is not required as a condition of making a purchase.

We value your privacy. For more information about how Bayer handles personal data, please read our [Privacy Statement](#).

SIGN UP



Kerry

Radigan

kkradigan@gscommunications.com

27703

19548018948

☐ By providing your mobile number you authorize DEKALB®, Asgrow®, and Deltapine® Brand to send you automated marketing and promotional text alerts to the mobile number you provide below. Your consent to receive text messages is not required as a condition of making a purchase. Message and data rates may apply. Up to 12 msgs/month. Reply HELP for help and STOP to cancel. The wireless carriers are not liable for delayed or undelivered messages.

☐ I'd like to unsubscribe from everything

We value your privacy. For more information about how Bayer handles personal data, please read our [Privacy Statement](#).

SAVE PREFERENCES

Marketing Channel Preferences

- ☒ Email
- ☒ SMS

Subscription Preferences

- ☒ Product Information (Email)
- ☐ Grain Marketing (Email , SMS)
- ☒ Events (Email)
- ☒ Financing (Email)
- ☒ Harvest Information (Email , SMS)
- ☒ Agronomy (Email , SMS)

Crops

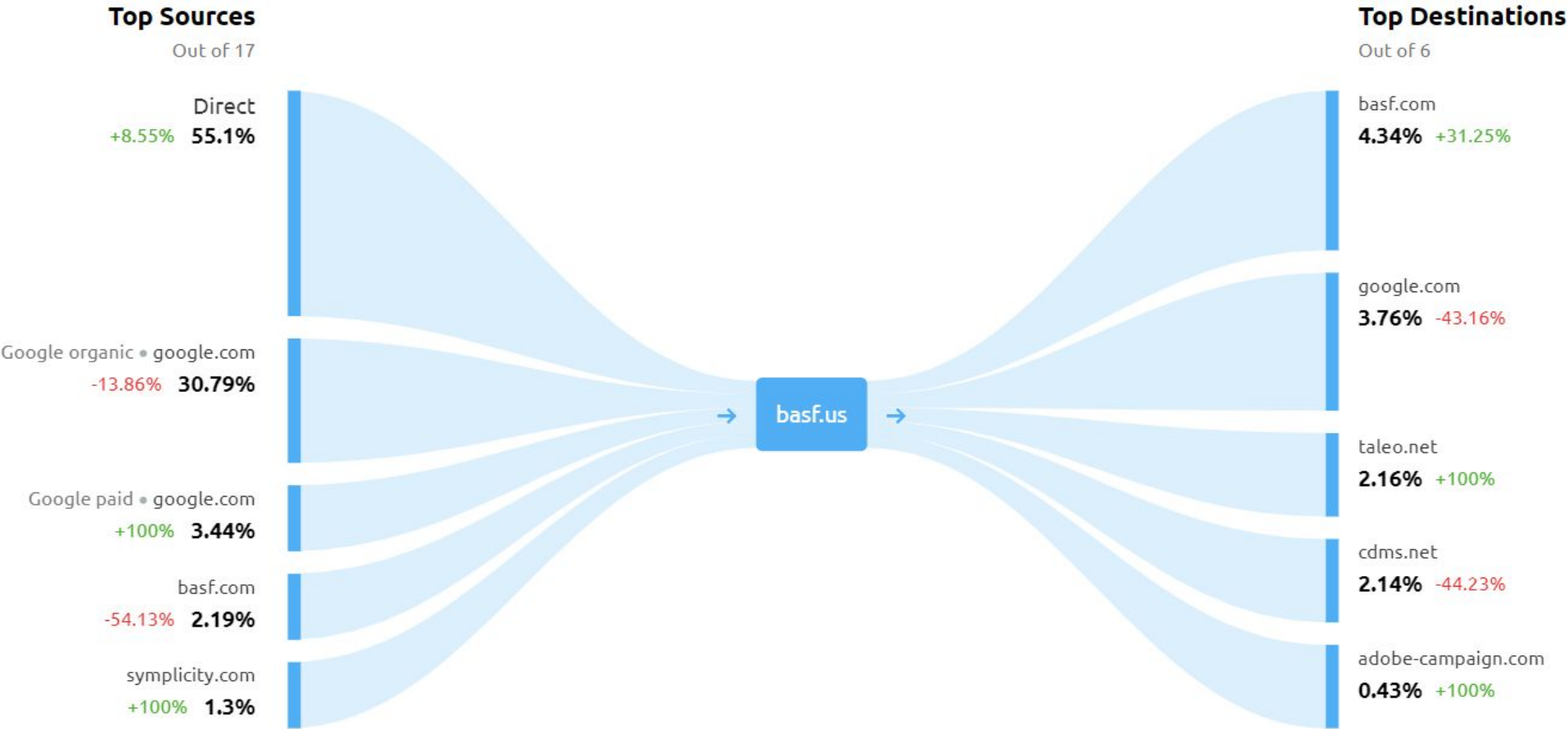
- ☒ Corn
- ☒ Silage
- ☒ Soybean
- ☐ Alfafa
- ☒ Sorghum

Role

- ☒ Farmer
- ☐ Agronomist
- ☐ Salesperson
- ☐ Academic

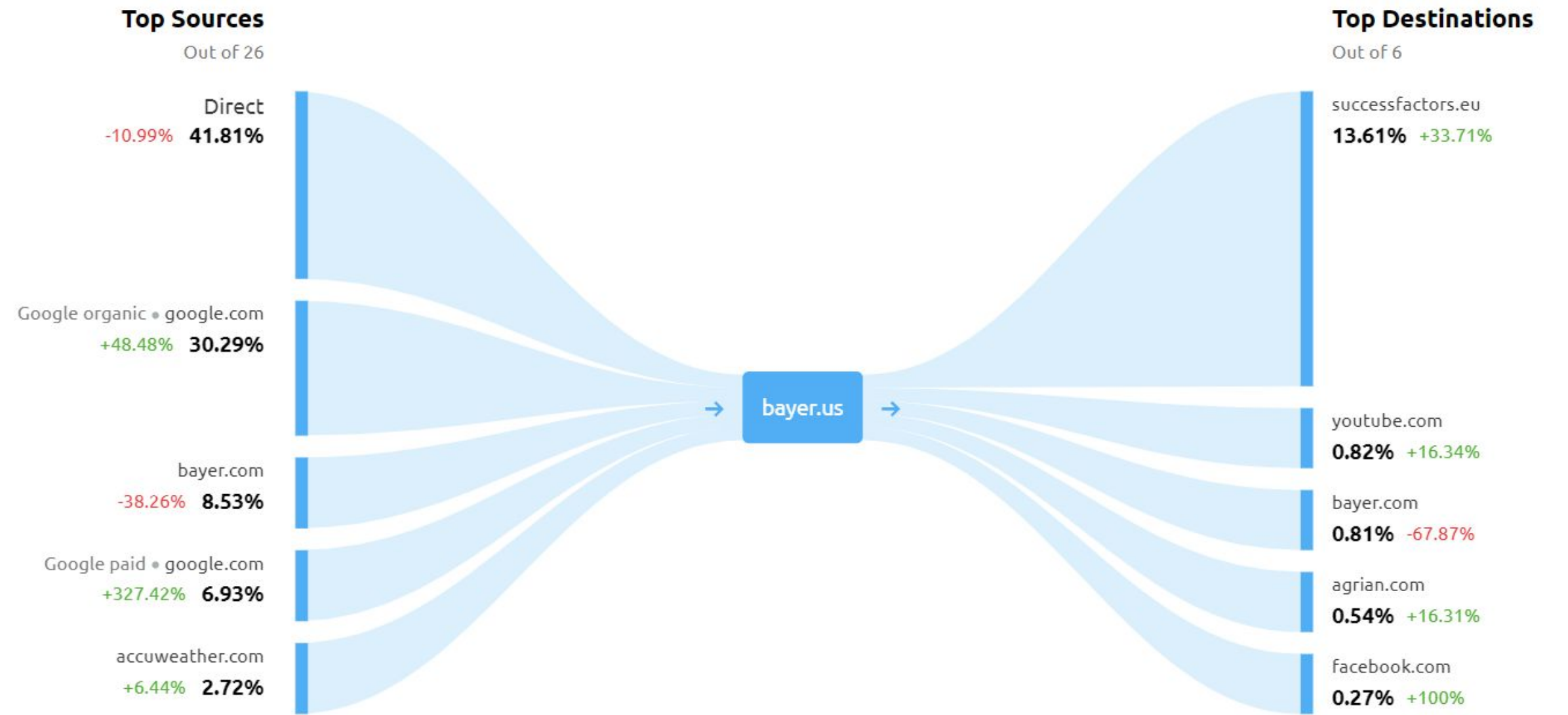
APPENDIX

Traffic Journey (Domain Level)

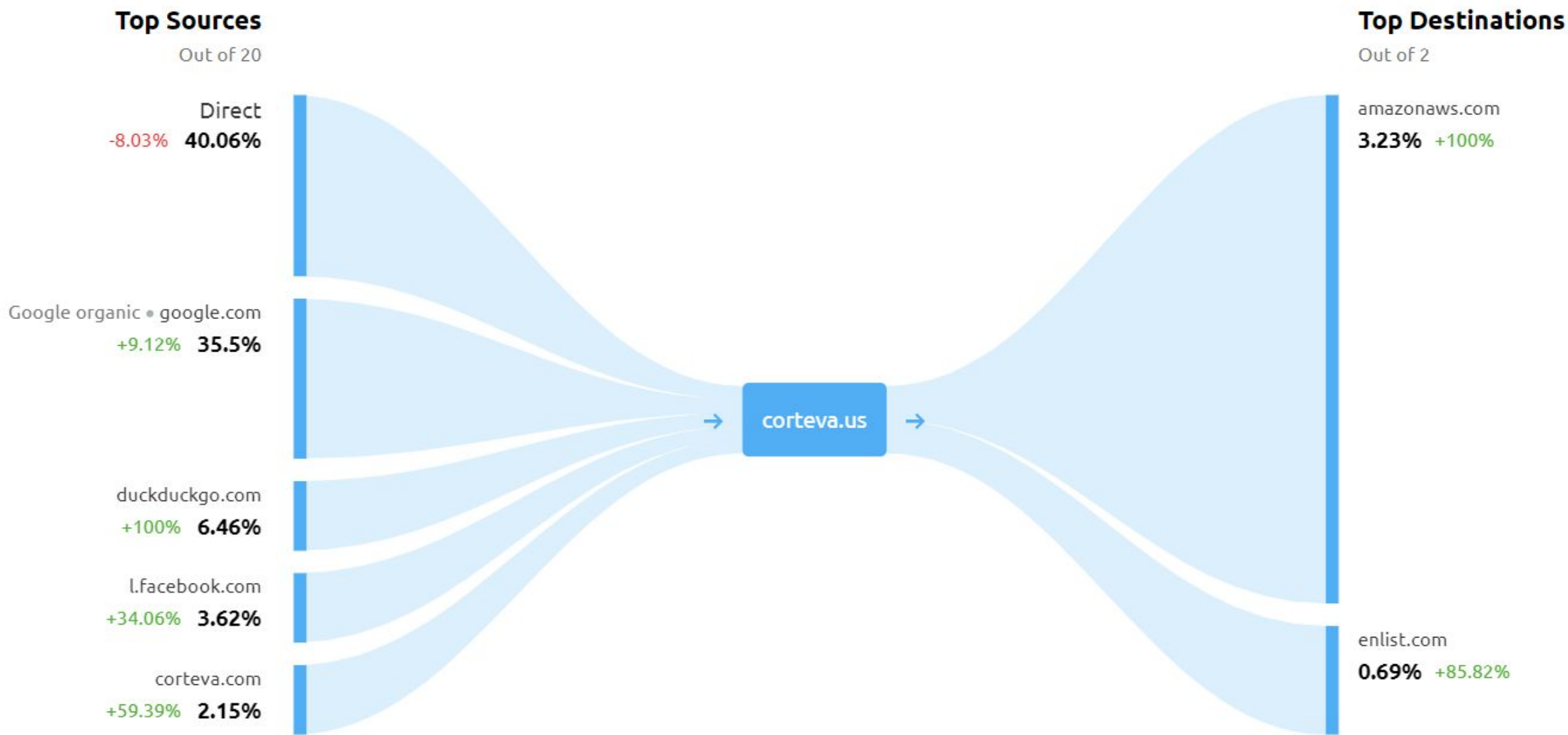


● Click to add text

Traffic Journey (Domain Level)



Traffic Journey (Domain Level)



Traffic Journey (Domain Level)

