



PhycoTerra®

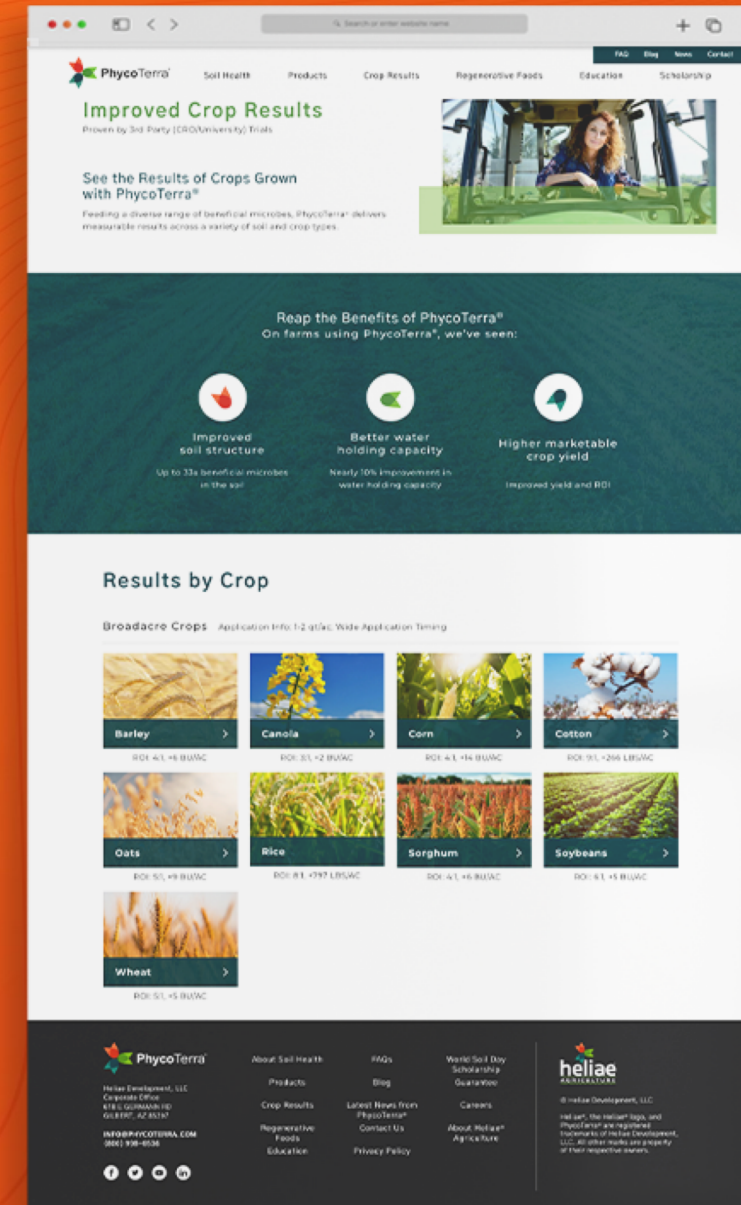


THE SITUATION

STREAMLINE PROCESSES TO INCREASE PRODUCTIVITY AND DEMONSTRATE RESULTS

PhycoTerra® had a large database with three years of trial data across 19 different crop varieties that needed to be more easily accessed by the sales team, customers, and end users. Our goal was to drive product awareness, trust, and adoption in a highly competitive, saturated market.

We also aimed to reduce the need for the sales team to engage in repetitive tasks, like creating custom presentations, to free up their time to focus on more strategic activities.





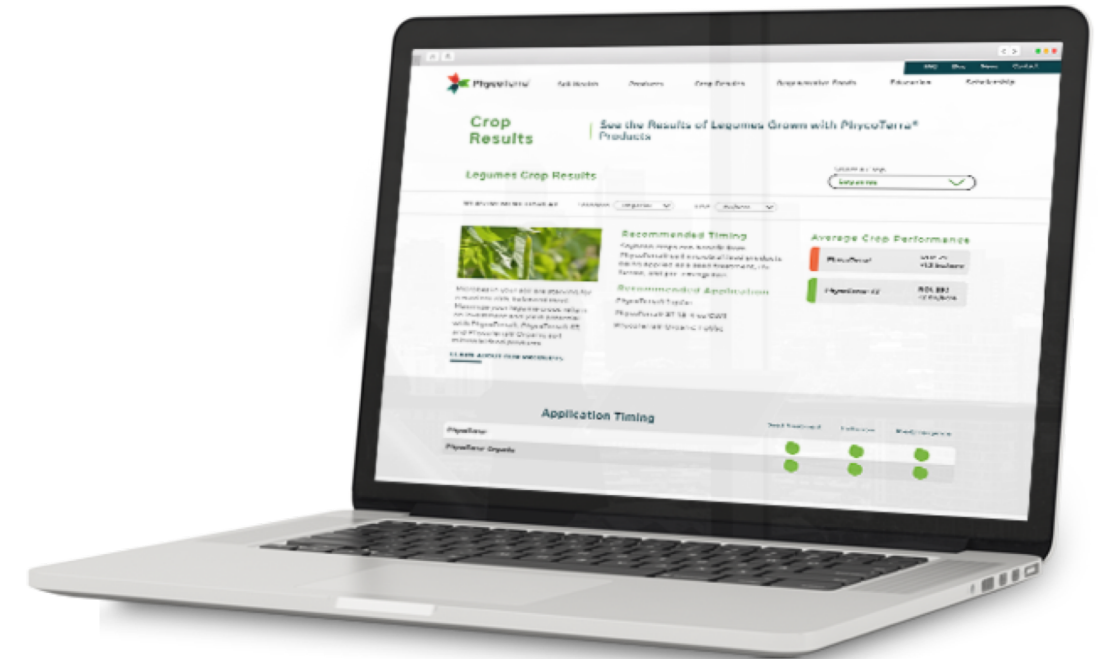
THE STRATEGY

DEVELOP A PUBLIC, EASY-TO-USE SOURCE FOR ALL TRIAL DATA

In collaboration with the client, Element developed a custom online tool to provide easy access to all historical performance data. It offers instant, transparent data, allowing users to sort information and create visual dashboards that provide application recommendations. It categorizes recommendations based on a variety of inputs and filters, which allows users to make quicker, more informed decisions.

HOW WE HELPED

Strategy, Design,
Interactive Web
Development



Trial Data for Corn

Country ▼

State/Province ▼

Trial Year ▼

Product ▼

Application Type ▼

2022 X

CLEAR FILTERS X

2022 | USA
Cedar Hill, TN

Products

PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

[OPEN TRIAL DATA](#)

2022 | USA
Whitewater, WI

Products

PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

[OPEN TRIAL DATA](#)

2022 | USA
Denver, IA

Products

PhycoTerra® ST
PhycoTerra®
PhycoTerra® FX

[OPEN TRIAL DATA](#)



THE SUCCESS

AN INTERACTIVE CROP TRIAL TOOL WAS LAUNCHED, AIDING SALES

PhycoTerra® has been able to abandon the time-consuming tasks of updating PDFs and PowerPoints that quickly became obsolete.

Instead, the client can now use a real-time tool and provide a user-friendly experience for sales teams, customers, and farmers that instills trust, boosts awareness, and encourages trial.

367%

INCREASE IN
SITE TRAFFIC

240+

HOURS SAVED
PER YEAR

The PhycoTerra® commercial team has been utilizing our online crop dashboard to easily and effectively communicate our products' performance data across the US and Canada. This tool has been critical in providing transparency between our research trials and our customers, which has allowed for building relationships and validity for our brand.

Cassidy Million, VP of Ag Science