Differentiate your business with customized communications

A strategically designed and executed website should help you communicate, drive sales, and stand out from the competition. It should give customers a reason to visit every day. It should save you payroll dollars by eliminating redundant tasks while increasing accessibility for your customers. It should save you money by replacing expensive marketing materials such as catalogs and direct mail with instant, on-demand information. It should provide a revenue stream through sales transacted over the Web. And, it should be easy to keep up-to-date and relevant.

If your current site isn't doing all that, you need DTN AgHost. This Web solution is especially designed for agribusinesses by DTN/*The Progressive Farmer* — the leader in providing producer-attracting production and marketing information.

Differentiate your business, and serve your customers better

DTN AgHost gives you a powerful electronic storefront customized to your company image. Along with your own content, your DTN AgHost site can display DTN/*The Progressive Farmer's* industry-leading news, weather, market quotes, and analysis — continually and automatically updated to motivate frequent visits and to keep customers' eyes on your pages.

High-value, unique ag content like new crop weather maps and five-day detailed forecasts — which include wind speed, growing degree days, crop moisture index, and more — can help you draw more producers as they plan their daily operations.

With a complete service and sales solution online, you can provide more reasons for your customers to do business with you. With DTN AgHost, for example, you could choose to display your cash bids based on relevant market prices — it's the perfect way to keep your grain prices current without having to manually update your site continuously.

Take it one step further and allow select customers to make buy/sell offers (which you can verify and choose to accept, reject, or counter) through your website. Point customers to your site instead of answering constant phone calls asking for the latest figures. And increase your accessibility by always having the information your customers need ready for them 24/7.

Improve customer service and increase loyalty

Build loyalty through an enhanced customer experience and demonstration of your company's reliable expertise by providing critical, time-sensitive information, including:

- Targeted emails or text messages to communicate bids, time-sensitive comments and marketing opportunities
- Personalized account management with completed transactions and open offers for each of your customers
- Market tools and individualized portfolios on your website that your customers can customize to monitor exactly what they need
- Access to your cash bids and market information for your current customers — keeping your company in front of them at all times
- E-newsletters for your customers — cut down on direct mail to reduce printing and postage costs
- Value-added updates, DTN/*The Progressive Farmer* premium content, videos, and blogs, and enhanced weather information on your site to help customers make important business and production decisions

- Complete history and documentation of all outbound messages and alerts for peace of mind and compliance with business policies
- Improved customer intelligence through communication groups, last login information, and quick search options for the answers you need

New! Ensure mobile compatibility

We now offer DTN AgHost Mobile, a companion service that allows you to effortlessly optimize your website for use on smartphones and tablets. It makes it even easier for customers to do business with you — anytime, anywhere.

DTN AgHost Mobile provides an easy-to-maintain, fully custom-branded mobile website that updates automatically as you make changes to your regular DTN AgHost site. Plus you can share great loyalty-building content and business tools, like cash bids, watchlists, charts, quotes, weather, ag news, and DTN Portal® functionality with customers on their mobile devices. This also helps you further streamline your workflows and adds an additional revenue stream.

Build your business and stand out from the competition

Differentiate yourself from competitors, build greater awareness of your services and brand with the largest producers in your trade area, and easily increase your territory with:

- An interactive, 24/7 accessible website
- Display of our industry-leading news, weather, market quotes, and analysis using iframing, xml, formatted html content on your current site
- Placed banner ads on our digital network to reach key producers in your area

Improve your risk management

With DTN AgHost, you can better manage volatile markets and financial restrictions, helping you to cut costs while improving efficiencies and profitability. It can help you to:

- Reduce slippage by making real-time grain bids available to your internal employees via your website
- Automate the delivery of your grain bids and other important information to your customers (no additional manual update required)
- Maximize your margins by having all pricing and employees on the same page

- Eliminate redundant activities and potential errors/inaccuracies with integration solutions
- Save time by uploading your bid sheet to automatically update your website

No Internet development experience required

You might think that such a high-end website would be a full-time job to create and maintain. Not with DTN AgHost. We offer simple solutions to quickly provide you with a customized website with:

- Clean, fresh templates for improved navigation and layout formats to differentiate your site
- Content categorized into easy to read and navigate menus
- A unique look and feel that clearly represents your business and brand with help from our staff of graphic artists

Our professional services team offers consultative training to get you started on the right foot — so even without knowing anything about Internet coding or design, you'll be able to quickly and easily add content and make general modifications. You won't have to pay a programmer or wait for your changes to be made on someone else's schedule. Just open the admin tool, make the change, and submit. Your site is instantly updated.

Your company's presence on the Web is too important not to be done right. With DTN AgHost, you'll not only project an innovative, professional company image, you'll also improve customer communications while profiting from an electronic sales channel. And while you're doing all that, you're working more efficiently and saving money on marketing.