



The screenshot displays the EDA Priority Prospects software interface. At the top, there's a navigation bar with 'Priority Prospects' and 'Daily Report' tabs. Below this, a 'TOP LEADS' section features a 'DOWNLOAD FULL REPORT' button. The main content area shows a prospect profile for 'Koopman Dairies Inc' in Stateville, NC 28625, with a 'RigDig' score of 84. Below the profile, there are progress bars for 'Pageviews 21', 'Industry Dairy Farms', and 'Employee Size 65'. A detailed view of the prospect is shown below, including contact information for Monique Koopman and financial data like annual sales of \$7,013,946. At the bottom, there are three tables: 'Brands', 'Equipment', and 'Lenders', each with a list of items and their respective percentages.

Brands	Equipment	Lenders
1. NEW-HOLLAND 20 40.8%	1. SKID STEER LDR 22 44.9%	1. C N H INDL CA... 19 38.8%
2. KUBOTA 17 34.7%	2. UTILITY TRACT... 12 24.5%	2. KUBOTA CREDI... 8 16.3%
3. KOMATSU 6 12.2%	3. WHEEL LOADER 10 20.4%	3. KOMATSU FIN (... 5 10.2%
4. GEHL 2 4.1%	4. UTILITY VEHICLE 3 6.1%	4. KUBOTA CREDI... 5 10.2%
5. BUSH-HOG 1 2.0%	5. CLASS 8 TRUCK 1 2.0%	5. KUBOTA CREDI... 3 6.1%
6. DEERE 1 2.0%	6. ROTARY CUTTER 1 2.0%	6. AGCO FIN (UR... 2 4.1%
7. INTL 1 2.0%		7. GEHL CO (WES... 2 4.1%
8. MASSEY 1 2.0%		8. JOHN DEERE I... 1 2.0%
		9. KOMATSU FIN (... 1 2.0%
		10. WELLS FARGO ... 1 2.0%

Engage active equipment buyers before your competitors do.

When it comes to selling equipment, establishing trust, credibility and understanding the buyer's needs are key. While studies have typically cited the dealer relationship as a top purchase influencer, by the time a prospect engages with a dealer, they're usually at the price negotiation stage.

With limited resources, how do you proactively engage buyers looking for new or used equipment? And how can you focus your resources on prospects that are most likely to buy?

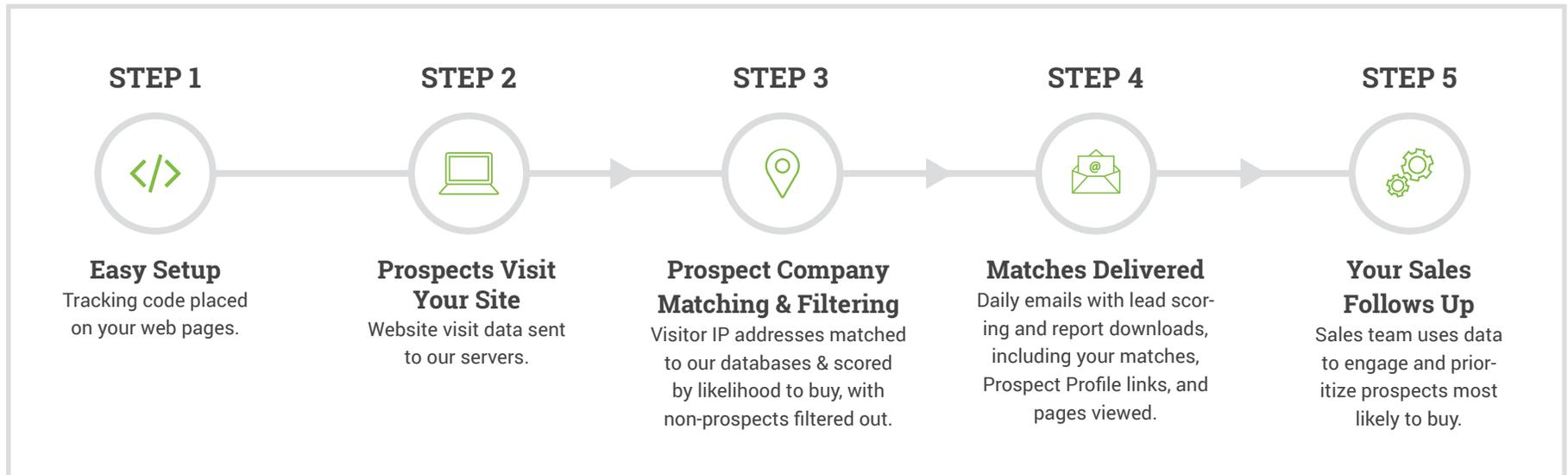
EDA Priority Prospects: Less haggling, more selling

Engage active equipment buyers before your competitors do.

EDA Priority Prospects



We'll analyze your website visitor traffic and identify matches to our verified EDA Prospect Profiles. Prospects are scored using a proprietary, predictive algorithm based on prior purchases and other factors. This score indicates a prospect's likelihood to buy within the year. You'll receive daily emails with lead scoring, and a report download with your matches, links to view their Prospect Profiles, and the pages they viewed on your website.



Engage active buyers earlier in the buying process and arm your sales team with lead scoring and insights based on your prospects' equipment needs to drive faster and more productive engagement.

Call your Sales Representative for an EDA Priority Prospects demo and learn how data can also be used to sharpen your digital media strategy.