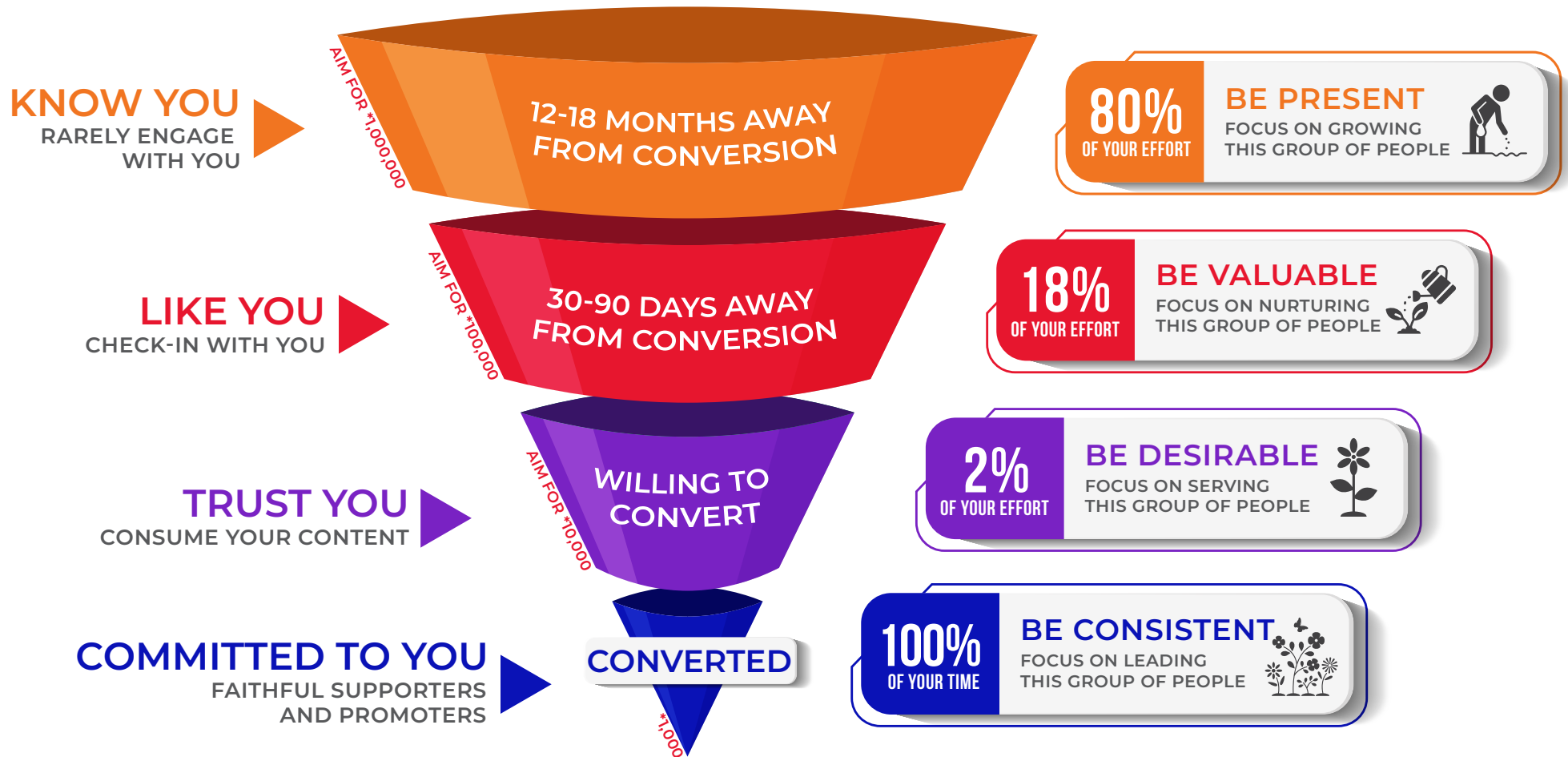


AUDIENCE PRINCIPLES

SEGMENTING USING CONVERSION CATEGORIES



*THE NUMBERS PRESENTED IN THIS FRAMEWORK SUPPORT THE PERFECT BLEND INC. METHODOLOGIES SURROUNDING DIGITAL AGRICULTURE AND DIGITAL IRRIGATION SYSTEMS.