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For Immediate Release

MachineryPete.com Smashes Another Traffic Record

Chicago (June 22, 2018)—*MachineryPete.com*, the fastest-growing online used farm equipment website, reported May 2018 as a record-breaking traffic milestone month. Traffic grew 88% year-over-year with 1.1 million shoppers searching through 5.6 million pages on the site.

The dramatic increase in traffic can be attributed to the company's unique multimedia strategy, which touches farmers wherever they are in their buying journey and drives them back to the website to shop equipment listings. Machinery Pete is unique in that it is able to influence farmers in the shopping funnel with a variety of touchpoints, including radio, television, print and digital. Much of the digital growth is associated with the team at Machinery Pete having a deep understanding of how the used equipment shopper behaves online and optimizing the website to appear in the top three positions in Google search results as often as possible.

Machinery Pete notes that year-over-year, the machinery categories with the biggest spikes in pageviews are the lower horsepower tractors, with the 40 to 99 horsepower category driving the biggest increase, up 40%. That's not to say there hasn't been growth in shoppers looking for larger machinery too; the site saw a 37% increase in users searching for 175+ horsepower tractors and a 33% increase in users searching for 100 to 174 horsepower tractors, year-over-year.

"Our tremendous and continued growth in traffic proves farmers are making *MachineryPete.com* a must-have destination in their shopping experience," said Brad Long, Senior Vice President of Sales. "Our strong traffic growth has also led to more dealer participation because dealers want to ensure their equipment is seen by a growing and highly targeted audience. Machinery Pete is very well positioned to be the premier and one-stop shop for used agriculture equipment."

About Machinery Pete LLC

MachineryPete.com is the fastest growing marketplace for buyers and sellers of used farm equipment offering farmers a vast selection of equipment listings in one place with innovative search tools that make it easy and fast to find relevant equipment.

Founded in 1989 by Greg Peterson, Machinery Pete has come a long way since its beginnings in Greg Peterson's home office in Rochester, Minn., where he passionately researched, tracked and reported on auction prices. In 2014, Farm Journal and Machinery Pete partnered to provide a more efficient marketplace for buying and selling used ag equipment.

In July 2015, *MachineryPete.com* launched its marketplace with leading-edge marketing solutions for dealers, informed and built with the online equipment shopper in mind to create meaningful connections between buyers and sellers. The company is headquartered in Chicago.