

AgWeb Menu of Custom eBlasts



January 2012

■ Custom mailings

Targeted e-mails can pinpoint the exact type of grower the client wishes to reach (based on the Farm Journal data points).

How third party sending works:

- Subscribers who have opted in to receive messages from our partners are available to clients.
- We do not share the e-mail addresses with our partners, rather we host their send.
- Clients provide us with:
 - The parameters of their send (i.e., target growers of 500+ corn acres in NE)
 - Their email body text, images, links & creative in an HTML file format
- We then produce and manage the send
- We provide reporting after 72 hours and at month end

Additional elements:

- Suppression lists – clients may supply AgWeb with a list of e-mail addresses who they would like to not receive the mailing. This list is destroyed after use. This type of action allows AgWeb to target only prospects rather than current customers.
- Personalization – clients can include personalization in their mailings, using the Farm Journal data points or a single unique custom data point. There is an additional cost of 20% for this type of action.
- HTML conversion – clients can submit their materials to AgWeb and have their e-mails built to specification for a 10% charge.

The advertisement features a blue header with the website 'PSCFarm.com' and the phone number '1.888.873.9719'. The main headline reads 'IMPROVE MILK PRODUCTION AN AVERAGE OF 3.5 LBS/HEAD/DAY with ProbiosPrecise'. Two product options are shown: 'ProbiosPrecise FarmPak 50lb Bag' priced at '\$131.49' and 'ProbiosPrecise 25lb Bag' priced at '\$340.49'. Below each product, feeding rates and costs per head per day are listed. A 'FREE SHIPPING' badge is present on the left, and a 'BUY NOW' button is in the center. A 'Click Here to receive a \$10 CREDIT' badge is on the right.

Product	Price	Feeding Rate	Feedings/Bag	Cost/Head/Day
ProbiosPrecise FarmPak 50lb Bag	\$131.49	1.4g/head/day	1.621	\$0.08 (14g feeding)
ProbiosPrecise 25lb Bag	\$340.49	2g/head/day	5.675	\$0.06 (2g feeding)

Cost: Costs are calculated by the number of delivered e-mails and the relative value of the recipient. Typically, the more targeted toward the larger growers, the higher the price.

■ Custom mailings: Research

AgWeb offers a turn-key research solution to clients needing business intelligence from the farming community.

- **How research works**
 - Subscribers who have opted in to receive messages from our partners are available to clients.
 - We do not share the e-mail addresses with our partners, rather we host their send.
 - Clients provide us with:
 - The parameters of their send (i.e., target growers of 500+ corn acres in NE)
 - The survey questions – up to 10 total (including any personally identifiable data points). We then produce and manage the send.
 - Client's company logo.
 - We provide reporting after 72 hours and at month end
- Typical response rates to research invitations is between 1.5% and 2.5%.
- Cost: Costs are calculated by the number of delivered e-mails and the relative value of the recipient. Typically, the more targeted toward the larger growers, the higher the price. There are additional charges for advanced survey work.



Recent successful surveys had:

1. **Highly targeted list.**
The top six studies by open rate all had fewer than 10,000 recipients.
2. **Compensation.**
The top three each had either a drawing or a giveaway.
3. **Simple subject line.**
Nothing fancy. Subject lines like: (Topic) Survey or (Company) Requests Your Feedback.
4. **Topic of interest.**
Poorest performers were about agricultural advertising and manure. Top performers were about equipment, mobile devices and information needs.

■ AgWeb Research

AgWeb researches its audience six scheduled times per year on a variety of topics. The studies will contain no more than 20 questions, so client-centered questioning is limited.

February

- Planting intentions
- Live event attendance

April/June

- Internet usage
- Social media usage
- Mobile usage
- Crop Protection (brand awareness/quality, current pain points, use fungicides, herbicides)
- Crop Insurance
- Actual acreage ... June

August

- Intended acreage for next year

October/December

- Equipment buying intentions (timing, brands, expectations)
- Seed buying decisions (timing, brands, expectations)
- Financing/Banks
- Marketing plans/progress

