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For Immediate Release

MachineryPete.com Launches Farmer Appreciation Campaign

Chicago (Oct. 12, 2018)—MachineryPete.com, the fastest-growing used farm equipment marketplace, launched an exciting Farmer Appreciation Campaign offering farmers a free Machinery Pete-branded YETI Rambler if they used MachineryPete.com to find farm equipment they purchased from an equipment dealer in 2018. Buyers are required to submit their contact information and the details of their purchase to MachineryPete.com. The campaign runs throughout October, and Machinery Pete will send 20-ounce YETI Ramblers to buyers as a token of appreciation for using MachineryPete.com as a resource in their shopping journey.

“October 12 is National Farmer’s Day and rather than offer a special promotion on one day, we are using the entire month of October to honor and appreciate farmers everywhere for their hard work, especially the 1 million farmers who shop MachineryPete.com every month. We know how loyal our target audience is to ‘Machinery Pete’ and we know they appreciate the YETI brand for toughness and durability. We believe a Machinery Pete-branded YETI Rambler is a thoughtful token of our appreciation to our core audience,” said Andrea Roberts, Product Marketing Director at Machinery Pete.

While the Farmer Appreciation Campaign targets farmers, “we expect it to have a positive impact on our dealer-partners as we’re able to share these sales successes with them. The campaign will generate buzz and draw even more shoppers to our site to search equipment listings,” said Kevin Doyle, CEO of Machinery Pete.

In support of the appreciation campaign, Machinery Pete has launched a month-long, multi-platform advertising campaign with strong promotion on the MachineryPete.com website, via email, through display ads across contextually relevant websites, and ongoing promotions on “AgriTalk,” “Machinery Pete TV” and Machinery Pete’s social networks.

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 of 2015, MachineryPete.com launched its marketplace with leading edge marketing solutions for dealers, informed and built with the online equipment shopper in mind and creates meaningful connections between buyers and sellers. The company is headquartered in Chicago, Ill.