

Total marketing reach

approx **3.75m**

Total campaign impressions

approx **23.5m**

Email

49 emails sent across 6 month campaign to engaged database of approx **12,000**.

381,882 emails delivered
all carried sponsor logos

Average 27% OR
(22% increase on 2018)
Average 5.7% CTR

Industry averages:
OR: 23%
CTR: 2.69%

Social media



1.85% average engagement rate
2.96M total reach



1.03% average engagement rate
71,651 total reach



4.08% average engagement rate
4,983 total reach

1.52% average
post engagement
rate
Industry average
0.46%

3.04M total
social reach

Press coverage & advertising

384,690

total news reach

155 articles

in 36 sources

300,071

advertising/paid for
reach

Coverage included in:

| | |
|---------------------------|------------------------------|
| Farmers Guardian | Farming UK |
| Farmers Weekly | Tillage Magazine |
| British Farmer and Grower | Agronomist and Arable Farmer |
| Farmers Guide | CPM |