

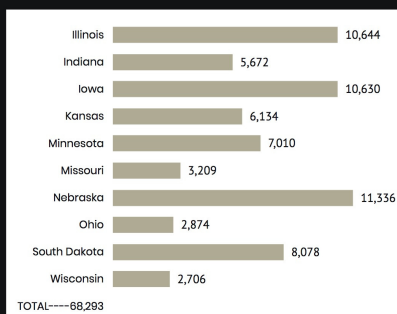
CASE STUDY

CONNECTED TV/PROGRAMMATIC WITH FMiD DATA

Crop Protection Company uses CTV to Reach Corn Growers

FMiD RECORD COUNTS

500+ CORN GROWERS



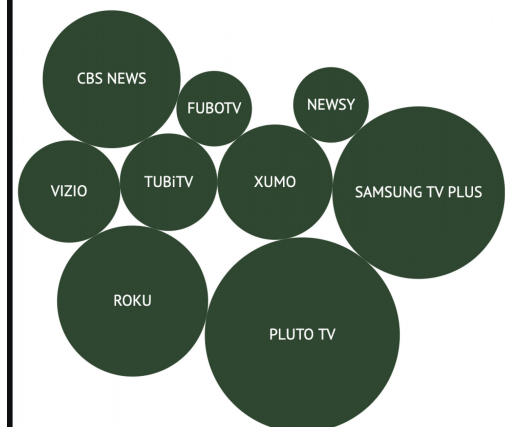
THE CHALLENGE

A global crop protection company wanted to reach corn growers to share the benefits of their fungicide application. The company knew precise targeting of 500+ acre corn growers in ten key states was essential to achieving success.

THE SOLUTION

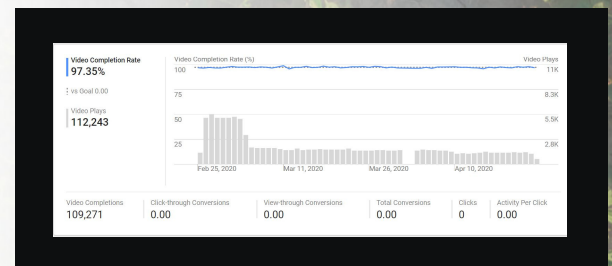
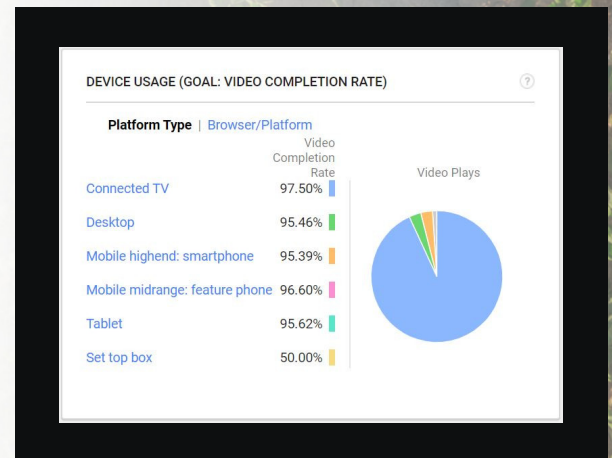
Connected TV ads offered the undivided attention of the target audience. Powered by Farm Market ID data and Precision Reach's best-in-class DSP platforms, the company ran a :15 second CTV spot across thousands of inventory sources.

CTV INVENTORY SOURCES



THE RESULTS

With a video completion rate above 97%, the company's message was able to get the attention of tens of thousands of corn growers. The desired campaign scale was made possible by utilizing diverse inventory sources, all while only reaching the precise desired audience. Display banner impressions were also retargeted to the CTV audience. CTR of these banners was 2x greater than the non-CTV served 500+ corn growers. The crop protection company decided to renew and increase their commitment to the Precision Reach Connected TV tactic.



KEY LEARNINGS

Programmatic TV ad spending is estimated to increase by 80%+ next year in the US. But is CTV a viable media option when trying to reach key segments of US farmers? YES! This case study illustrates that CTV can scale when trying to reach targeted farmer segments in the US.