

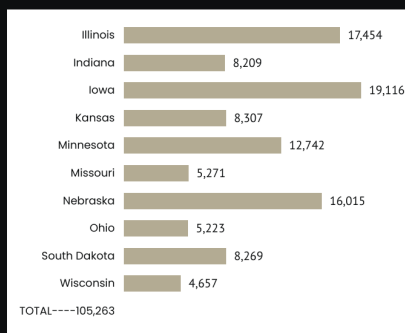
CASE STUDY

FACEBOOK BOOST POSTS WITH FMiD

Crop Fertilizer Company uses Facebook Post Boost to Reach Corn Growers

FMiD RECORD COUNTS

250+ CORN GROWERS



THE CHALLENGE

A regional fertilizer company wanted to reach growers in geographic locations that received significant precipitation and would likely require additional fertilizer application this season. The company knew precise targeting of 250+ acre corn growers in their regional footprint was essential for success.

THE SOLUTION

Facebook post boosts offered a tremendous opportunity to find growers and present them with engaging material including a solution to address this year's fertilizer needs.

FACEBOOK CAMPAIGN SUMMARY

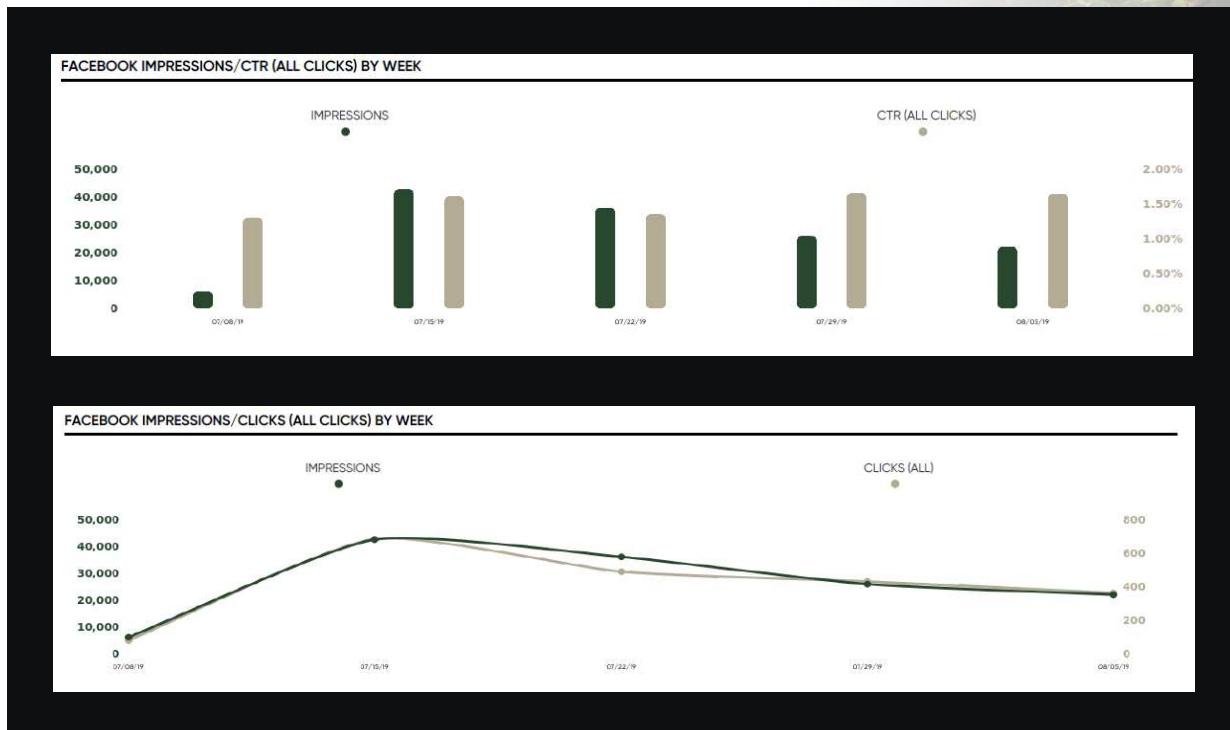
DISPLAY TOTAL IMPRESSIONS	FACEBOOK CLICKS (ALL CLICKS)	FACEBOOK CTR (ALL CLICKS)	DISPLAY CLICKS (LINK CLICKS)	FACEBOOK CTR (LINK CLICKS)	FACEBOOK POST ENGAGEMENT
133,253	2,055	1.54%	793	0.60%	1,842
IMPRESSIONS	CLICKS (ALL)	CTR (ALL CLICKS)	CLICKS	CTR	POST ENGAGEMENT

HOW IT WORKS

The client creates an engaging post on Facebook. BRN pushes that post to the FMiD driven desired farmer segment within the Facebook platform.

THE RESULTS

By boosting Facebook posts, the company was able to reach 39,975 individuals, serve over 125K impressions, and achieve the impressive click through rate of 1.5% all within a five week window. Such campaigns have lasting benefits for a company, as can be seen by their Facebook Page followers count increasing by 66% during the campaign versus prior period.



KEY LEARNINGS

This case study demonstrates that U.S. growers are eager to engage in agriculture content while on Facebook. Exceptional click through rates highlight strong engagement from growers. A FB post boost campaign offers an effective method to share a company's message quickly with tremendous reach. The company also benefits in the long-term with new FB followers.