

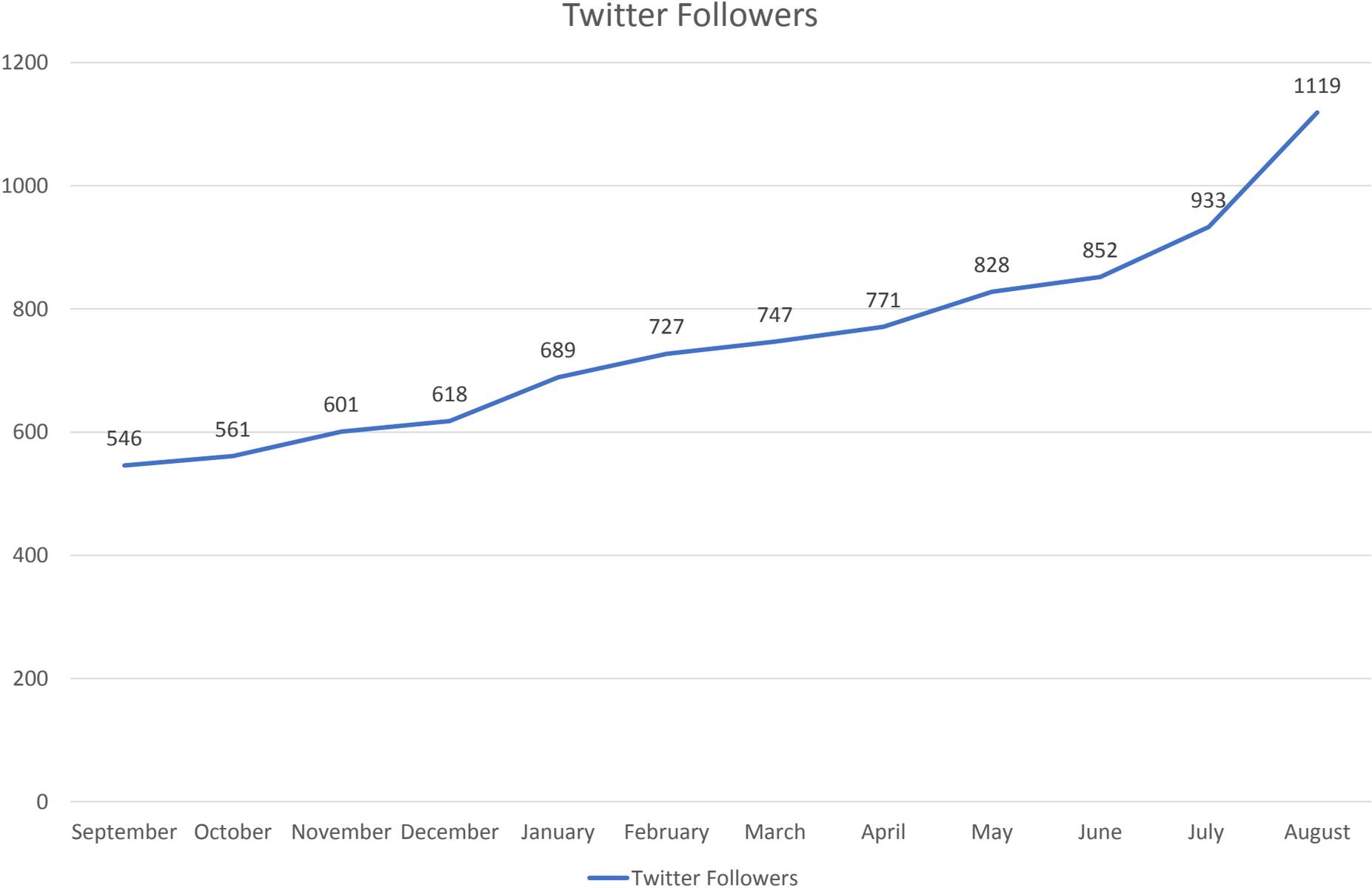


**ILSoyAdvisor FY2018
End of Year Analytics**

Social Media

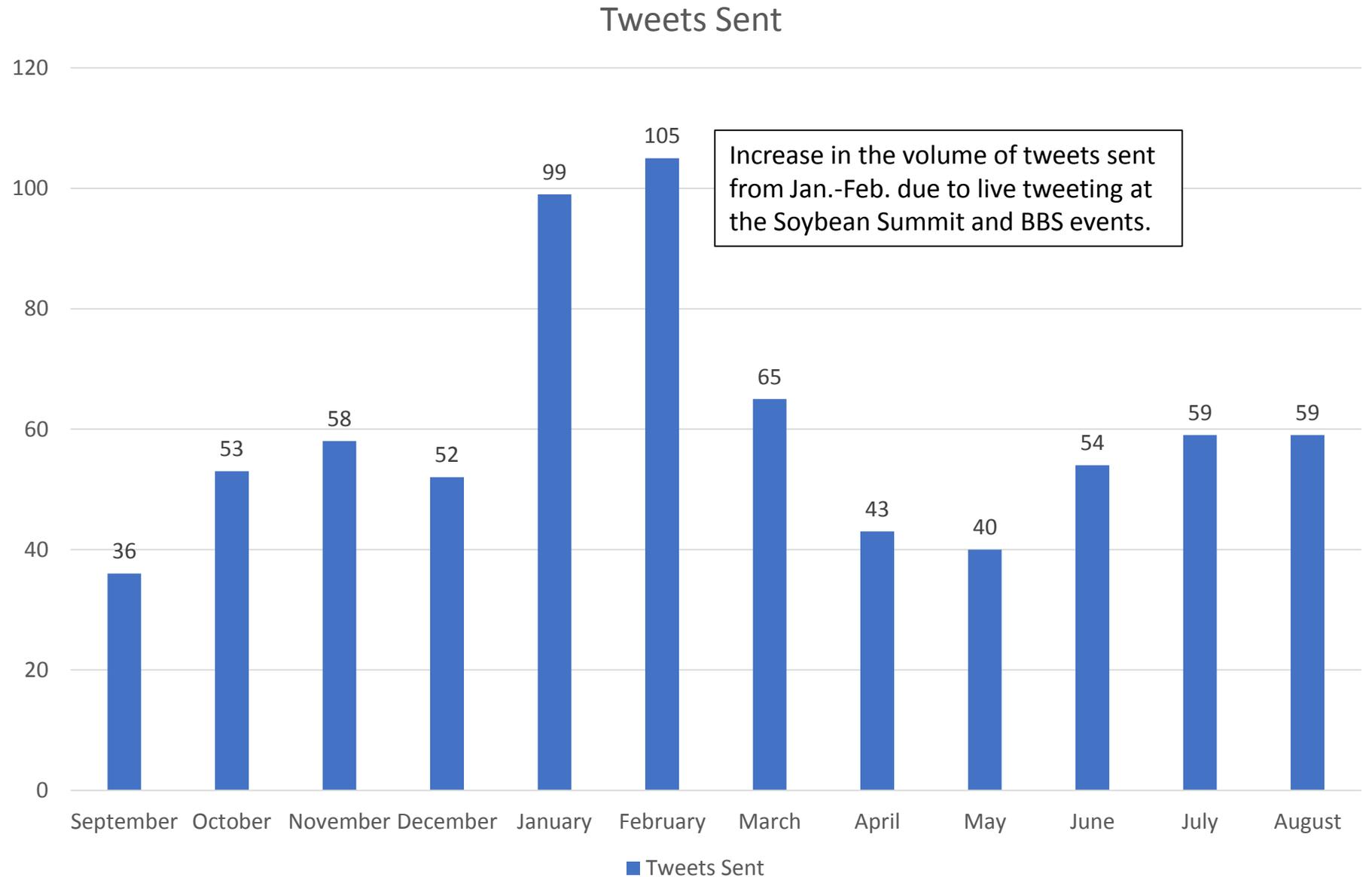
Followers

Total Increase: 48.7%



Tweets Sent

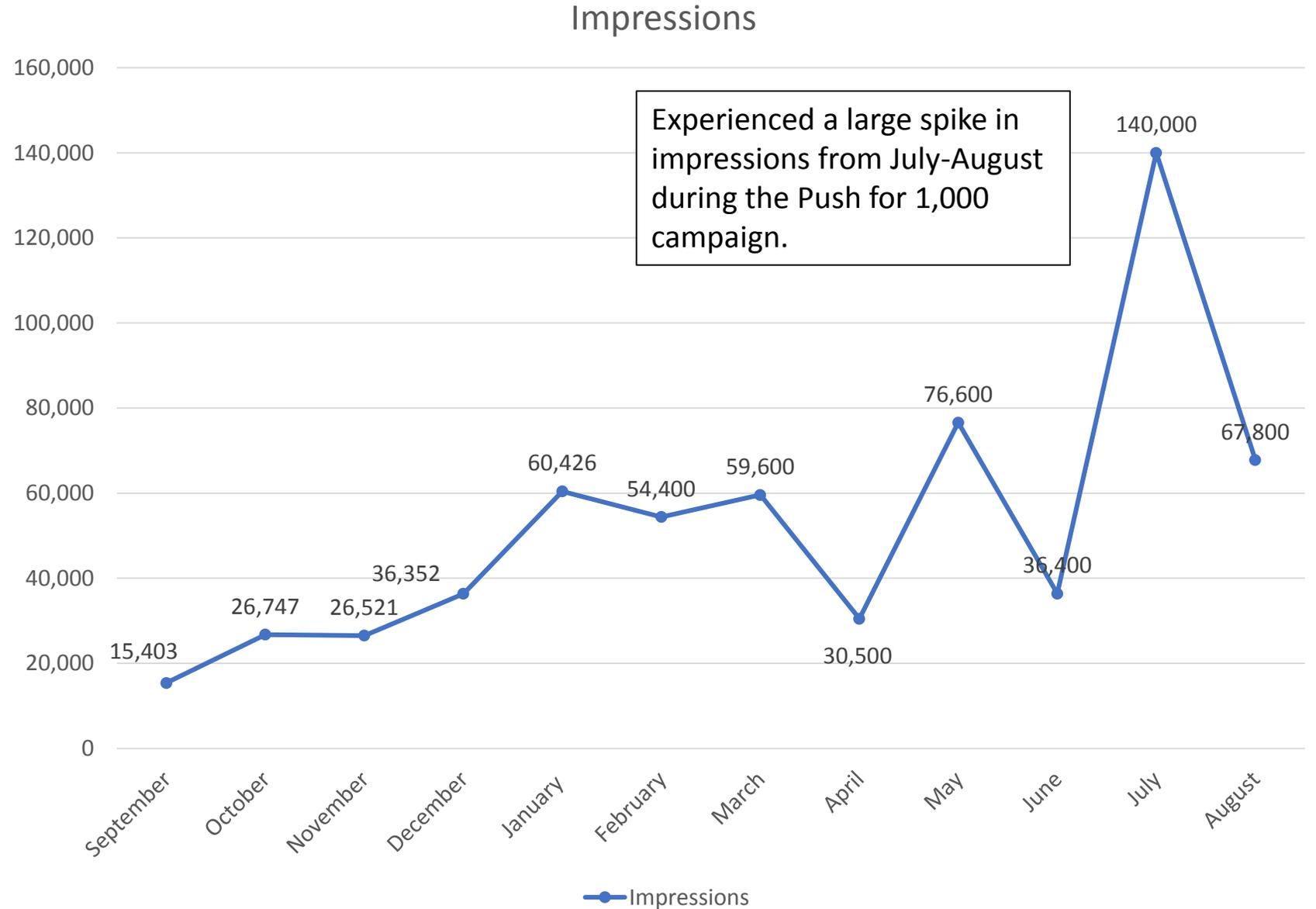
Total: 723



Impressions

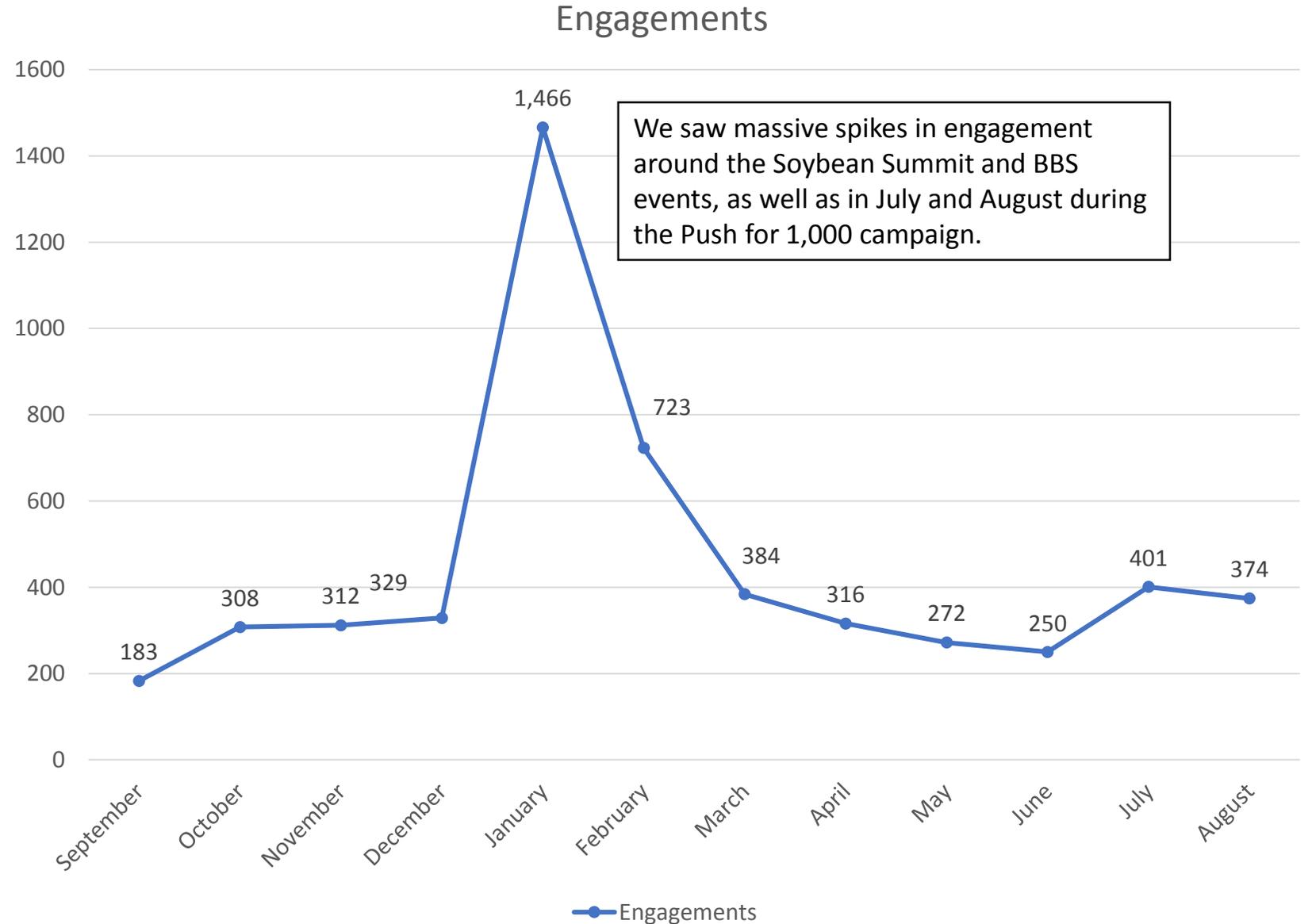
Total: 630.9K Impressions

Avg. 1.9K Impressions per day



Engagements

Avg. Engagement Rate: 1.42%

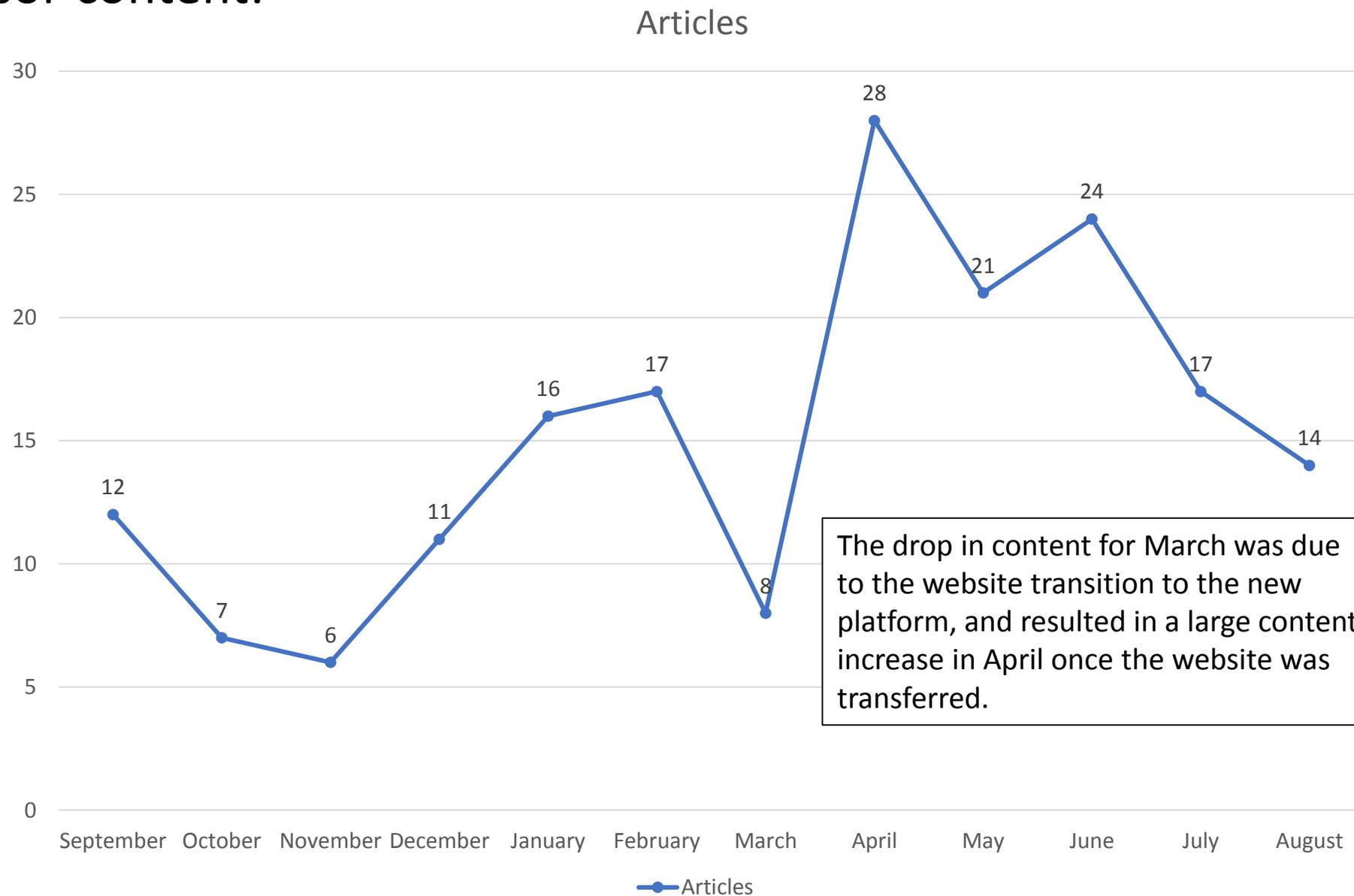


Social Analysis

- Overall ILSoyAdvisor Twitter followership increased by 48.7%
- Experienced consistent spikes in engagements and impressions surrounding the ILSoyAdvisor winter events and the Push for 1,000 engagement campaign in the summer.
- Strategic use of “#” hashtags that are mainstream in the industry and among growers continues to place our content at the forefront of our target audiences, participating in their conversations and positioning ISA as a thought leader.
- This was a highly successful year for increased brand awareness and brand engagement via the ILSoyAdvisor twitter account, and we look forward to continual growth for this brand by way of this platform in FY19.

Website Analytics

Total ILSoyAdvisor content: 181 articles



FY18 Total Pageviews

- Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
 - Q1: 17,467 Pageviews
 - Q2: 15,268 Pageviews
 - Q3: 6,764 Pageviews
 - Q4: 12,736 Pageviews

FY18 Average Session Duration

- The average amount of time users spent viewing a specified page or screen, or set of pages or screens.
 - Q1: 0.56 seconds
 - Q2: 0.71 seconds
 - Q3: 0.70 seconds
 - Q4: 0.97 seconds

FY18 Total Users

- Users that have had at least one session within the selected date range. Includes both new and returning users.
 - Q1: 10,243 users
 - Q2: 7,755 users
 - Q3: 7,119 users
 - Q4: 5,200 users

FY18 Q4 Top 5 Pages

1. Homepage
 - 1,048 views
2. /on-farm/ilsoyadvisor/weed-management
 - 499 views
3. /on-farm/ilsoyadvisor/agronomy-when-do-soybeans-start-flower
 - 407 views
4. /on-farm/ilsoyadvisor/top-5-tips-pushing-pod-fill
 - 164 views
5. /on-farm/ilsoyadvisor/yield-challenge
 - 160 views

FY18 Q3 Top 5 Pages

1. Home Page :
 - 2,052 views
2. /agronomy/2018/march/growing-continuous-soybeans/
 - 661 views
3. /agronomy/2015/June/what-is-better-the-planter-or-the-drill/
 - 507 views
4. /agronomy/2014/august/100-bags-per-hectare-learning-from-brazilian-soybean-growers/
 - 432 views
5. On-farm/ilsoyadvisor/cca-soy-envoy:
 - 268 views

FY18 Q2 Top 5 Pages

1. Home page
 - 1,639 views
2. /agronomy/2015/june/what-is-better-the-planter-or-the-drill/
 - 767 views
3. /agronomy/2014/august/100-bags-per-hectare-learning-from-brazilian-soybean-growers/
 - 684 views
4. /agronomy/2014/september/2147-bushel-yields-coming-soon-to-a-field-near-you
 - 452 views
5. /tools/
 - 449 views

FY18 Q1 Top 5 Pages

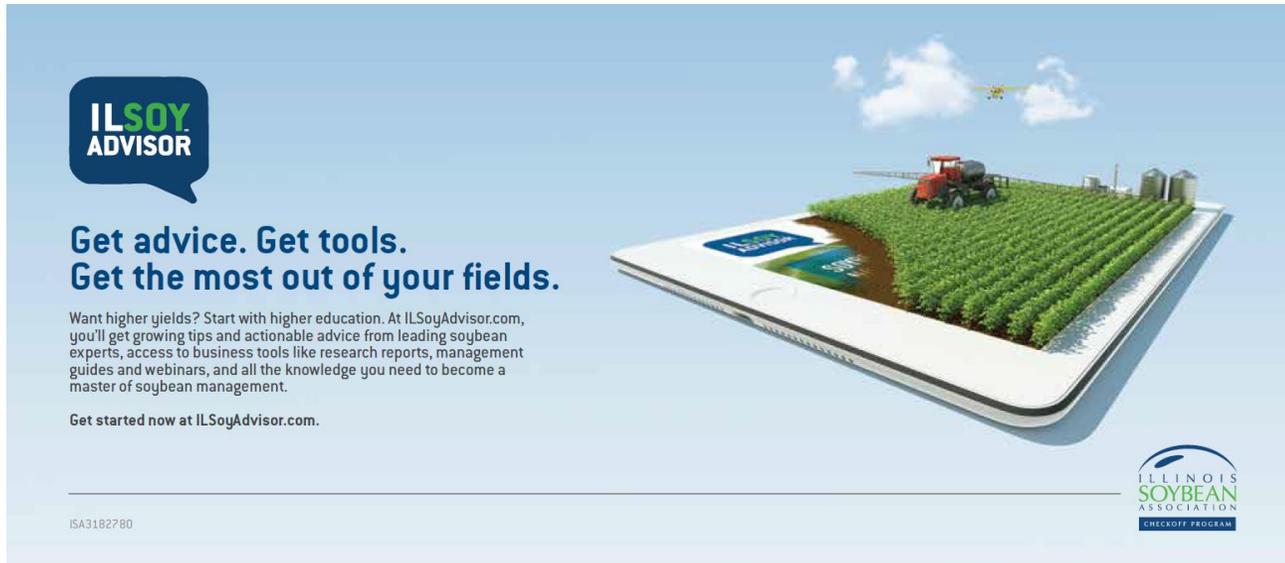
1. Home page
 - 1,328 views
2. [agronomy/2014/august/100-bags-per-hectare-learning-from-brazilian-soybean-growers/](#)
 - 804 views
3. [agronomy/2015/june/what-is-better-the-planter-or-the-drill](#)
 - 674 views
4. [agronomy/2017/february/do-rr2-and-liberty-link-soybeans-still-work](#)
 - 574 views
5. [agronomy/2014/september/2147-bushel-yields-coming-soon-to-a-field-near-you](#)
 - 526 views

FY18 Paid Promotions Plan

\$30,000 - overall paid media spend

				FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
<u>Media Brand</u>	<u>Unit</u>	<u>Circulation/Impressions</u>	<u>Unit Cost</u>							
PRINT										
FarmWeek - ROP <small>Included in general media buy - no cost</small>	Jr. P4C		\$ -	2/12 1						
FarmWeek - Crop Watchers Print Sponsorship <small>Included in general media buy - no cost</small>	10.25" x 4.5" 4C		\$ -			1	1	1	1	1
Prairie Farmer <small>Included in general media buy - no cost</small>	Jr. P4C		\$ -				1			
DIGITAL										
FarmWeek - Crop Watchers Digital Sponsorship <small>Included in general media buy - no cost</small>	728x135		\$ -			1				
Precision Reach programmatic display ads	300x250; 728x90; 160x600; 300x600 320x50	\$20 CPM/50k	\$ 1,000.00			1		1		1
Retargeting through Precision Reach <small>Cost included with display ads</small>	300x250; 728x90; 160x600; 300x600 320x50		\$ -			1		1		1
AgWeb.com	300x250; 728x90; 160x600; 300x600 320x50	\$35 CPM/24k	\$ 840.00			1	1	1	1	1
Google AdWords	Text ads		\$ 200.00			1	1	1	1	1
Promoted Facebook posts	Copy + image		\$ 250.00			1	1	1	1	1
No cost - these placements come out of the general ISA buy										
New placements - cost comes out of \$30,000 budget										

Print Ads:



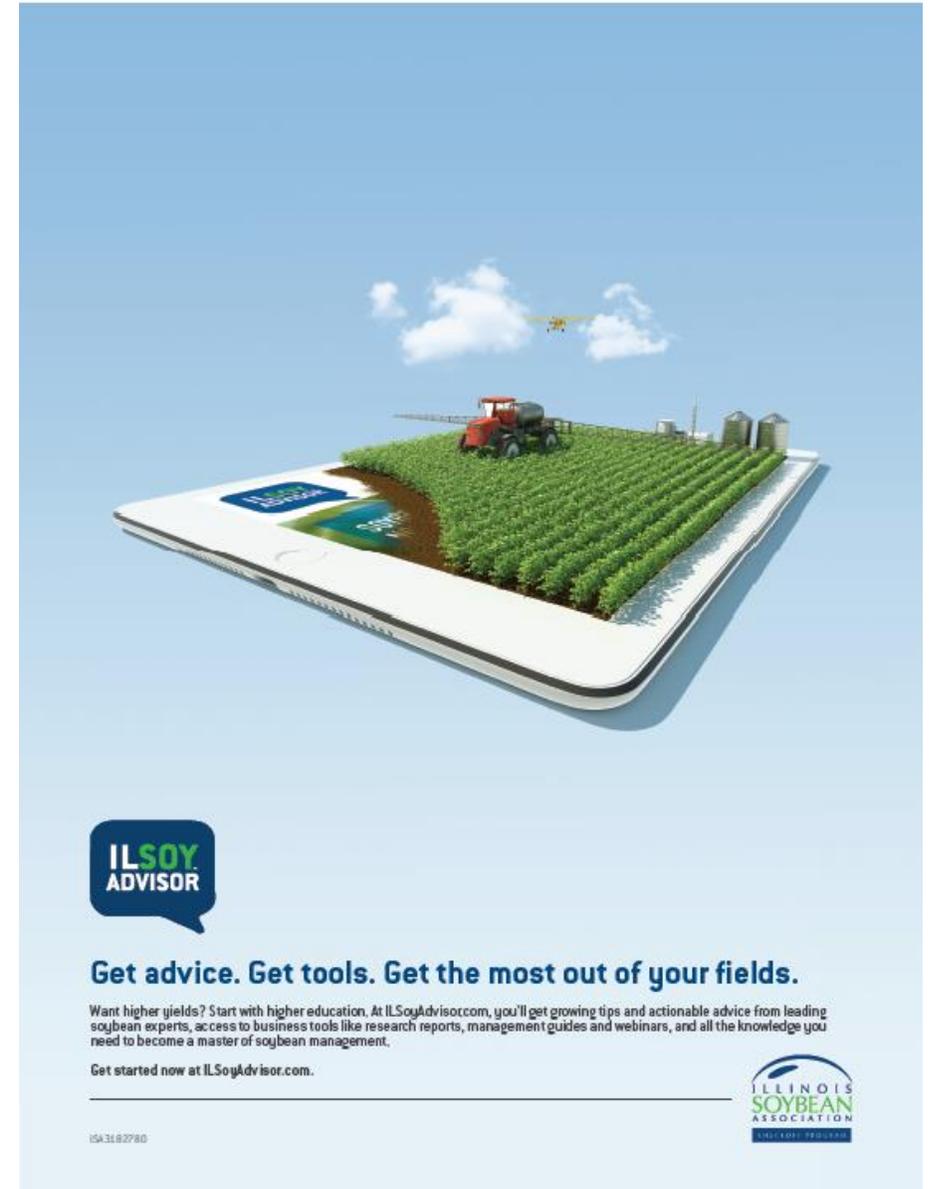
**ILSOY
ADVISOR**

**Get advice. Get tools.
Get the most out of your fields.**

Want higher yields? Start with higher education. At ILSoyAdvisor.com, you'll get growing tips and actionable advice from leading soybean experts, access to business tools like research reports, management guides and webinars, and all the knowledge you need to become a master of soybean management.

Get started now at ILSoyAdvisor.com.

ISA3182780



**ILSOY
ADVISOR**

Get advice. Get tools. Get the most out of your fields.

Want higher yields? Start with higher education. At ILSoyAdvisor.com, you'll get growing tips and actionable advice from leading soybean experts, access to business tools like research reports, management guides and webinars, and all the knowledge you need to become a master of soybean management.

Get started now at ILSoyAdvisor.com.



ISA3182780

Programmatic Banner Ads:

Should I apply a
postemergent?

What should I be
watching for in my fields?

Get all the answers
for maximizing yield.

ILSOYADVISOR POST

Follow-Up to Postemergence Weed Control in
Soybeans

SOIL HEALTH & QUALITY

by Dawn Kietsmeier, Agronomy Sales Specialist



GET THE ANSWERS ►

Spring Banner Ads

What population should I plant this year?

Is more or less better?

Get all the answers for maximizing yield.



ILSOY
ADVISOR .COM

GET THE ANSWERS ►



Retargeted Banner Ads:

Get the soybean
ARTICLES
you need.

Get the soybean
WEBINARS
you need.

Get the soybean
GUIDANCE
you need.



GET THE ANSWERS ►

Summer Banner Ads

Why is waterhemp such a tough weed to control today?

How do I change my weed management to control resistant weeds?

Get the answers you need to grow better beans.



GET THE ANSWERS ►



Why should Soybean Cyst Nematode be on my radar?

What can I do to protect my beans from pests?

Get the answers you need to grow better beans.



GET THE ANSWERS ►

Which
adjuvants
are best for
my herbicide
package?

What's the
difference
between AMS,
NIS, MSO and
HSOC?

Get the
answers
you need to
grow better
beans.



GET THE
ANSWERS ►



Placement Name	Placement Type	Unit Size	Month/Date	Served Impressions	Clicks	CTR
AgWeb.com	Website banner	300x250; 728x90; 160x600; 300x600 320x50	April	24,395	62	0.25%
AgWeb.com	Website banner	300x250; 728x90; 160x600; 300x600 320x50	May	22,532	38	0.17%
AgWeb.com	Website banner	300x250; 728x90; 160x600; 300x600 320x50	June	24,912	51	0.20%
AgWeb.com	Website banner	300x250; 728x90; 160x600; 300x600 320x50	July	28,211	55	0.19%
AgWeb.com	Website banner	300x250; 728x90; 160x600; 300x600 320x50	August	27,281	70	0.26%
			Total:	127,331	276	0.22%

Placement Name	Type	Size	Date	Served Impressions	Clic ks	CTR
FarmWeek Digital Sponsorship Leaderboard	Website banner	728x135	April	470	19	4.04%
FarmWeek Digital Sponsorship Leaderboard	Website banner	728x135	May	767	19	2.48%
FarmWeek Digital Sponsorship Leaderboard	Website banner	728x135	June	901	5	0.55%
FarmWeek Digital Sponsorship Leaderboard	Website banner	728x135	July	914	14	1.53%
FarmWeek Digital Sponsorship Leaderboard	Website banner	728x135	August	1,133	6	0.53%
			Total:	4,185	63	1.51%

Placement Name	Placement Type	Unit Size	Month/Date	Served Impressions	Clicks	CTR
Precision Reach	Programmatic banner & retargeting	300x250; 728x90; 160x600; 300x600 320x50	April	41,615	80	0.19%
Precision Reach	Programmatic banner & retargeting	300x250; 728x90; 160x600; 300x600 320x51	June	46,535	89	0.19%
Precision Reach	Programmatic banner & retargeting	300x250; 728x90; 160x600; 300x600 320x52	July	72	14	19.44%
Precision Reach	Programmatic banner & retargeting	300x250; 728x90; 160x600; 300x600 320x53	August	52,570	101	0.19%
			Total:	88,150	169	0.19%

APRIL TOTALS:	66,480	161	0.24%
MAY TOTALS:	23,299	57	0.24%
JUNE TOTALS:	72,348	145	0.20%
JULY TOTALS:	29,197	83	0.28%
AUGUST TOTALS	80,984	177	0.22%
CAMPAIGN TOTAL:	272,308	623	0.23%

GOOGLE ADWORDS CAMPAIGN

Placement Name	Month	Impressions	Clicks	CTR	Cost per Click (Average)	Total Spend
Google AdWords	April	761	24	3.15%	\$ 2.27	\$ 54.48
Google AdWords	May	2,042	75	3.67%	\$ 2.46	\$ 184.78
Google AdWords	June	2,953	94	3.18%	\$ 2.13	\$ 199.85
Google AdWords	July	2,454	107	4.36%	\$ 1.87	\$ 200.27
Google AdWords	August	45,349	677	1.49%	\$ 1.37	\$ 926.30
	Total:	53,559	977	1.82%	\$ 2.02	\$ 1,565.68
				Average CTR: 1.91%		

Ad group	Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. pos.
#1 Soybean Resource	ILSoyAdvisor FY18	101	2,193	4.61%	\$1.86	\$187.75	1.9
Fight SDS	ILSoyAdvisor FY18	3	108	2.78%	\$2.78	\$8.34	2.8
Expert Soybean Advice	ILSoyAdvisor FY18	1	68	1.47%	\$1.23	\$1.23	1.9
Smart Soybean Management	ILSoyAdvisor FY18	1	43	2.33%	\$3.18	\$3.18	1.5
Weed Management	ILSoyAdvisor FY18	0	14	0.00%	0	\$0.00	3
TOTAL:		106	2426	4.37%	\$1.37	\$200.50	2.50

Ad	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. pos.
<p>ILSoyAdvisor.com Your #1 Soybean Resource </p> <p> www.ilsoyadvisor.com</p> <hr/> <p>Discover seasonal soybean advice to increase profitability on your operation.</p>	101	2,193	4.61%	\$1.86	\$187.75	1.9
<p>Fight Sudden Death Syndrome Soybean Management Tips </p> <p> www.ilsoyadvisor.com</p>	3	108	2.78%	\$2.78	\$8.34	2.8
<p>Best soybean man... management, pest</p> <p>Expert Soybean Advice & Info Boost Yields & Profitability </p> <p> www.ilsoyadvisor.com</p> <hr/> <p>Articles, research and tools for better soybean</p>	1	68	1.47%	\$1.23	\$1.23	1.9
<p>Expert Soybean Advice & Info Boost Yields & Profitability </p> <p> www.ilsoyadvisor.com</p> <hr/> <p>Articles, research and tools for better soybean</p> <p>management & hig</p>	1	43	2.33%	\$3.18	\$3.18	1.5
<p>Weed Management Tips & More ILSoyAdvisor.com </p> <p> www.ilsoyadvisor.com</p> <hr/> <p>Expert tips, timely articles & actionable advice for better soybean management.</p>	0	14	0.00%	0	\$0.00	3
TOTAL:	106	2,426	4.37%	\$1.37	\$926.30	2.5

FY18 Webinars

Webinar Title	Date of Webinar	CEU Category	Number of CEUs Submitted	Percent of Attendees - CCA	Live Attendees	Number Who Viewed Recording Later
Managing P and K on Soybeans by Soil Test Level, Yield Expectation and Water Quality	Nov. 9, 2017	Nutrient Management	111	63 %	176	541
The Amazing 2017 Soybean Season: Lessons for 2018	Dec. 5, 2017	Soil and Water Management	73	75 %	97	636
Habits of Financially Resilient Farms	Jan. 4, 2018	Crop Management	54	70 %	77	136
What We've Learned from Nitrogen-On-Beans Research	Feb. 21, 2018	Nutrient Management	68	69 %	99	270
Soil Health, Soil Respiration and Nutrient Cycling	Mar. 7, 2018	Soil and Water Management	83	36 %	228	347
The Role Cover Crops Play in Soil Health	Mar. 21, 2018	Soil and Water Management	64	56 %	115	86
The Bigger Picture: Analyzing Aerial Imagery	Apr. 18, 2018	Crop Management	55	51 %	108	22
Soil Organic Matter: A Fulcrum with Many Forms And Functions	July 10, 2018	Soil and Water Management	59	59 %	100	77
Nitrogen Management Systems in Tile Drained Fields: Optimizing Yields and Minimizing Losses	Aug. 21, 2018	Nutrient Management	27	64 %	42	86
		TOTAL:	594	Avg. 60 %	1,042	2,201