Targeted advertising to crop advisors, applicators and growers

Advertisers have the opportunity to influence over 3,000+ crop advisors making buying decisions on over 14 million acres of production agriculture.

How it works

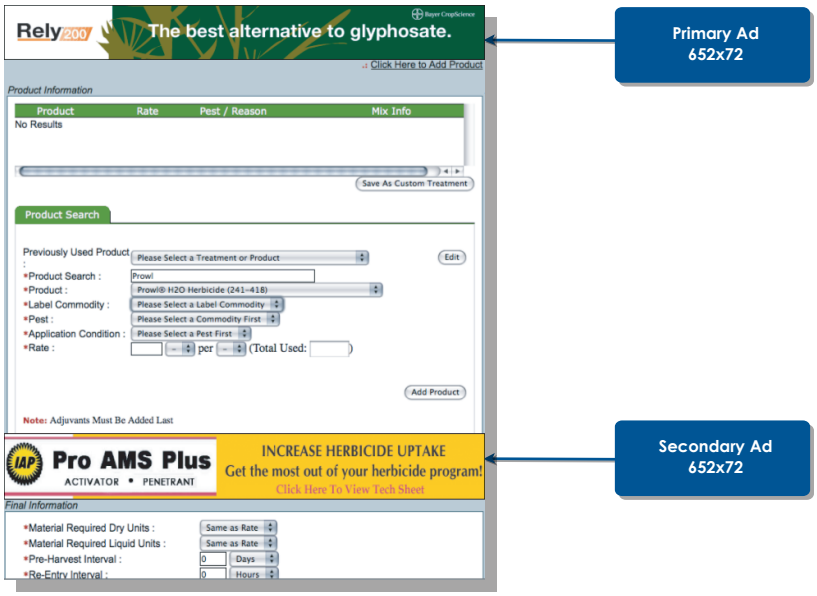
- Advertisers purchase banner ads by crop group in Agrian Advisor
- Ads are triggered when a decision on a crop is about to be made in a particular month
- Banner ads grab the user's attention while the crop advisor or grower is writing the product recommendation
- The user has the opportunity to click-through to learn more about the product or click-on to add the product to the recommendation

Educate more of your customers

- Agrian Active Education provides manufacturers with an easy way to effectively measure their advertising ROI and deliver a targeted message
- Provide real-time up-to-date product information
- Expand your reach
- Metrics are provided at the conclusion of the ad campaign providing measurable results

Active Education versus traditional advertising

- Targeted ads directed at decision makers during the decision making process
- Traditional advertising provides very few means of determining effectiveness while Agrian Active Education provides metrics
- Banner ad content can be changed at a moment's notice



For more information on how Agrian can help raise product awareness and help grow your business, please call 559.437.5700 or visit our website.