FARM JOURNAL

2026 Digital Solutions Playbook

How to Use Digital Channels and Programs to Breakthrough and Align with Today's Ag Decision Journey

farmjournal.com

What's Inside

- Introduction
- Attention
- Personalization
- Frequency
- Farm Journal Digital Products and Solutions

Farmers, Producers, Ranchers, and Growers Wrestle with Outside Forces Every Day

Advancing Technology, Intelligent Farming and Ai

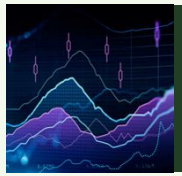
Managing Macro-Global Dynamics

Accelerating Climate Change

Changing Consumer Preferences

Mounting Labor Challenges

Volatile Energy Markets

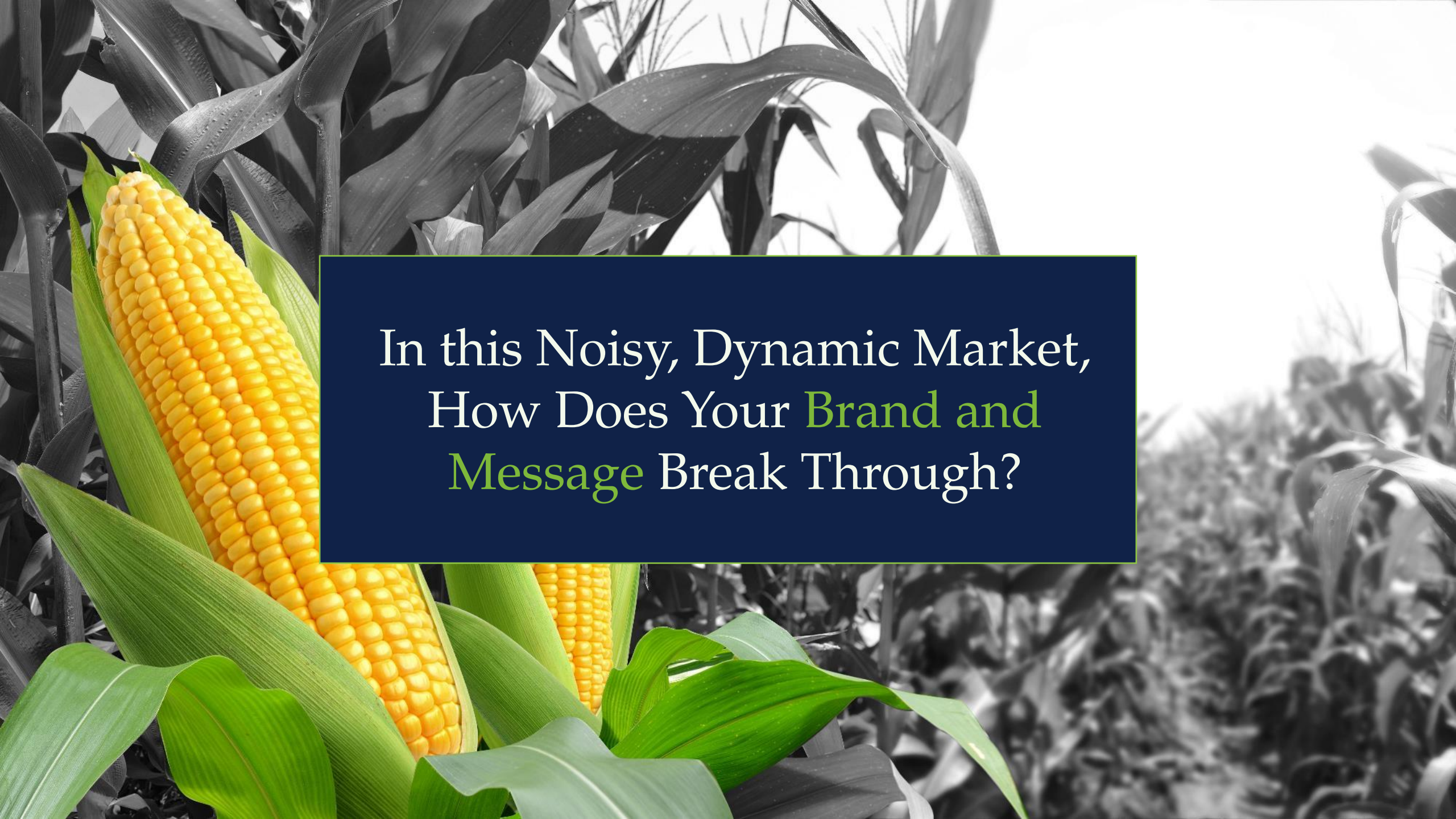


Shifting Farm and Ag Business Demographics

Decisions, Decisions to Operate a Profitable Ag Business

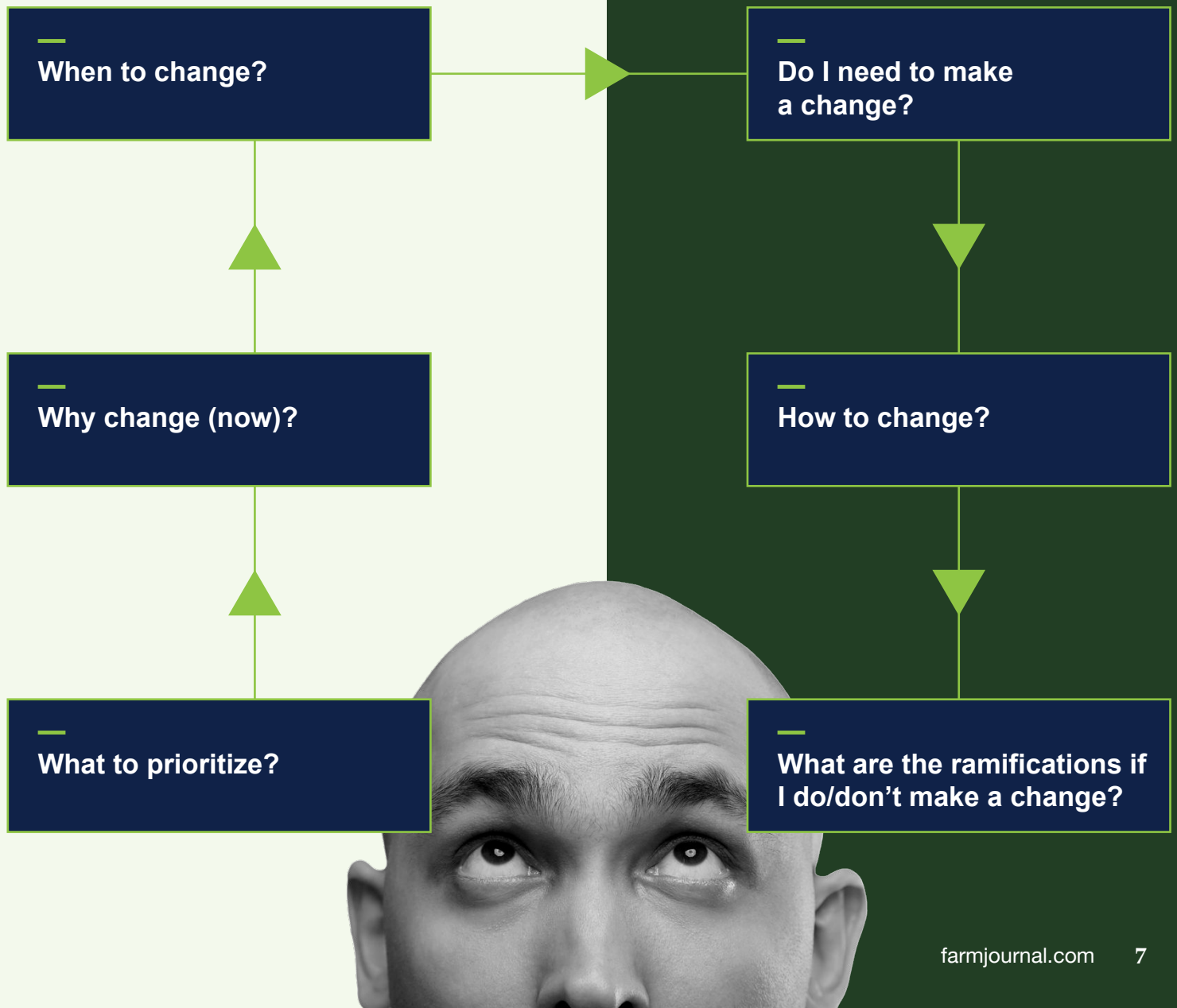
Endless Priorities to Sort Through, Navigate, and Decide

Imagine What It's Like to be a Farmer, Rancher, Producer, Ag Operator, or Industry Pro.
15k+ Brands, 40k+ Products Competing for Attention.


In this Noisy, Dynamic Market,
How Does Your Brand and
Message Break Through?

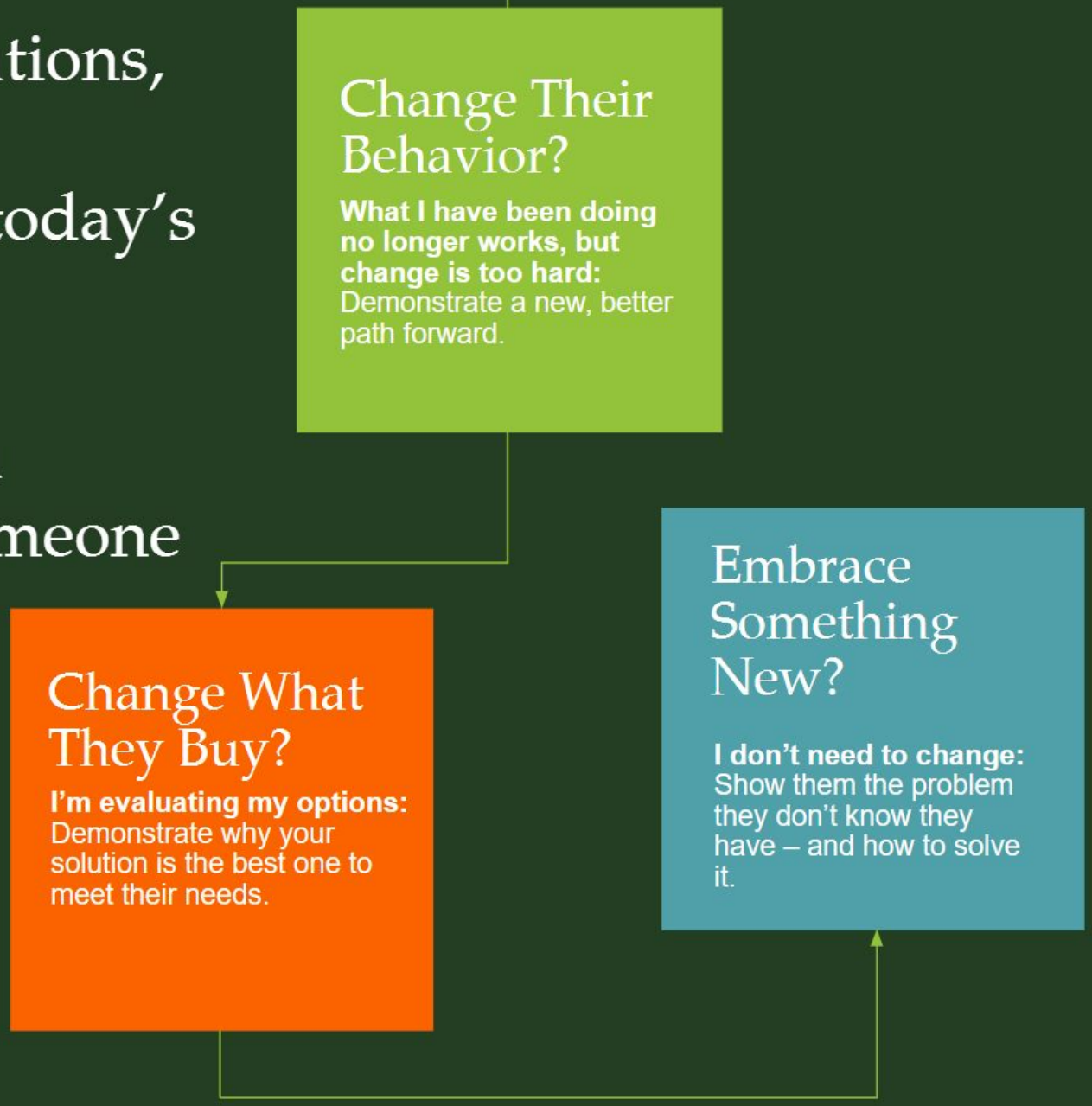
The key to influencing buying decisions is to guide and inform their journey:

- use intelligence to understand based on human dimension of change and activate based on behaviors, affinities and intent.
- make meaningful connections with targeted messaging and experiences.
- activate across channels and sources buyers rely on.
- measure and optimize performance and results.

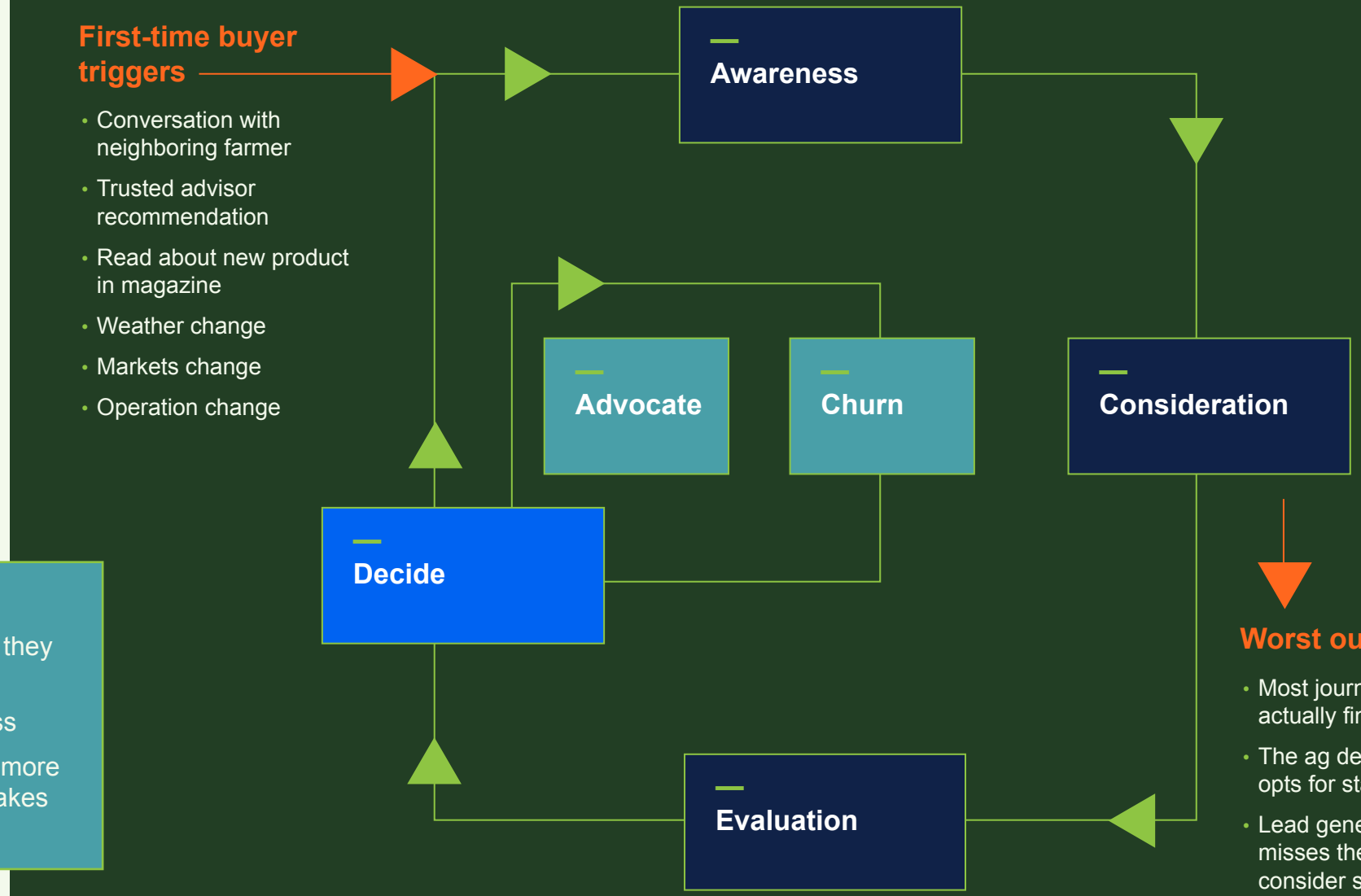


For organizations, influence is currency in today's world.

How do you influence someone to…



Mapping Your Marketing to the Decision Journey



Flywheel Effect

- Meet your customers where they are in their journey
- Support the research process
- Accelerate sales process: a more confident decision-maker makes decisions faster

FARM JOURNAL

Farm Journal

No One Grows Alone.

Farm Journal is an information and insights company and your partner for generating intelligent growth and delivering new yields across every aspect of agriculture.

Serving Essential Markets

The buyers, sellers, and stakeholders that comprise the crops, livestock, fresh produce, Ag equipment, government and non-profit, and food, fuel, and fiber end markets

23 Trusted Brands

Committed to informing and guiding farmers, ranchers, and growers to operate and grow profitable businesses

20m Monthly Interactions

Generate first-party data and informed insights that Ag and Food industry suppliers rely on to power marketing and sales strategies

Omnichannel Programs

Digital, broadcast, research, print, event, and experiential solutions to meet buyers where they are on their decision journey

Commitment and Passion

Our people have a personal investment that strengthens our professional focus to drive positive change and prosperity through agriculture, farming, food, and sustainability innovation

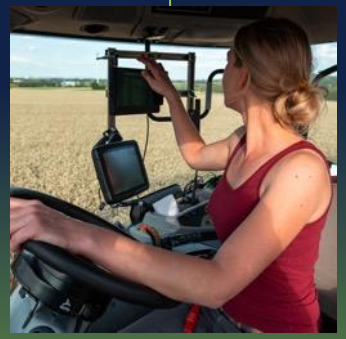
Breadth and Depth Across Ag and Food Segments

Crops

Livestock

Fresh Produce

Ag Tech & Equipment



Food

SUSTAINABILITY

Farm Journal Comprehensive First-Party Data Drives Breakthrough Strategies and Programs.

Government and Industry Data Sources

Soil Science Society of America
Crop Science Society of America
REGRID
Herbicide Resistance Action Committee
WSSA
American Society of Agronomy

And more…

USDA FSA
USDA Organic
RMA
Agricultural Retailers Association
CA.GOV
T&O
Florida Citrus

And more…

Farm Journal First-Party Data

Audited | Verified
Behavioral | Affinity
Intent Data

Farm Journal Omnichannel Brands 20 Million Monthly Interactions

Commodity Crops	Livestock	Produce	Sustainability	Equipment
Farm Journal	DROVERS	The Packer	Trust in Food	Machinery Pete
Top Producer	Dairy Herd	Produce Market Guide	America's Conservation Ag Movement	Machinery Pete Auctions
Top Producer Summit	Milk Business Quarterly	GOPEX	Trust in Beef	Machinery Pete TV
SCOOP	Farm Journal's Pork	West Coast Produce Expo	Sustainable Produce Summit	
Profit Farmer Crop Tour	Bovine Veterinarian			
	Milk Business Conference			

Serving All Markets				
Farm Journal AgWeb	AgDay	U.S. Farm Report	AgriTalk	Precision Reach

Intelligent Strategies, Solutions, and Expertise that Break Through the Noise

Understand
Intelligence, data, research and insights to inform strategy

Activate
Multichannel media, events and programs to engage and impact sales

Connect
Create experiences and content that breaks through the noise

Perform
Optimize for impact and deliver measurable results

Let's talk about digital.

Understand, connect, and meet your decision-maker on their terms.

Attention:

Use Omnichannel activation and optimization to be where decision-makers spend their time.

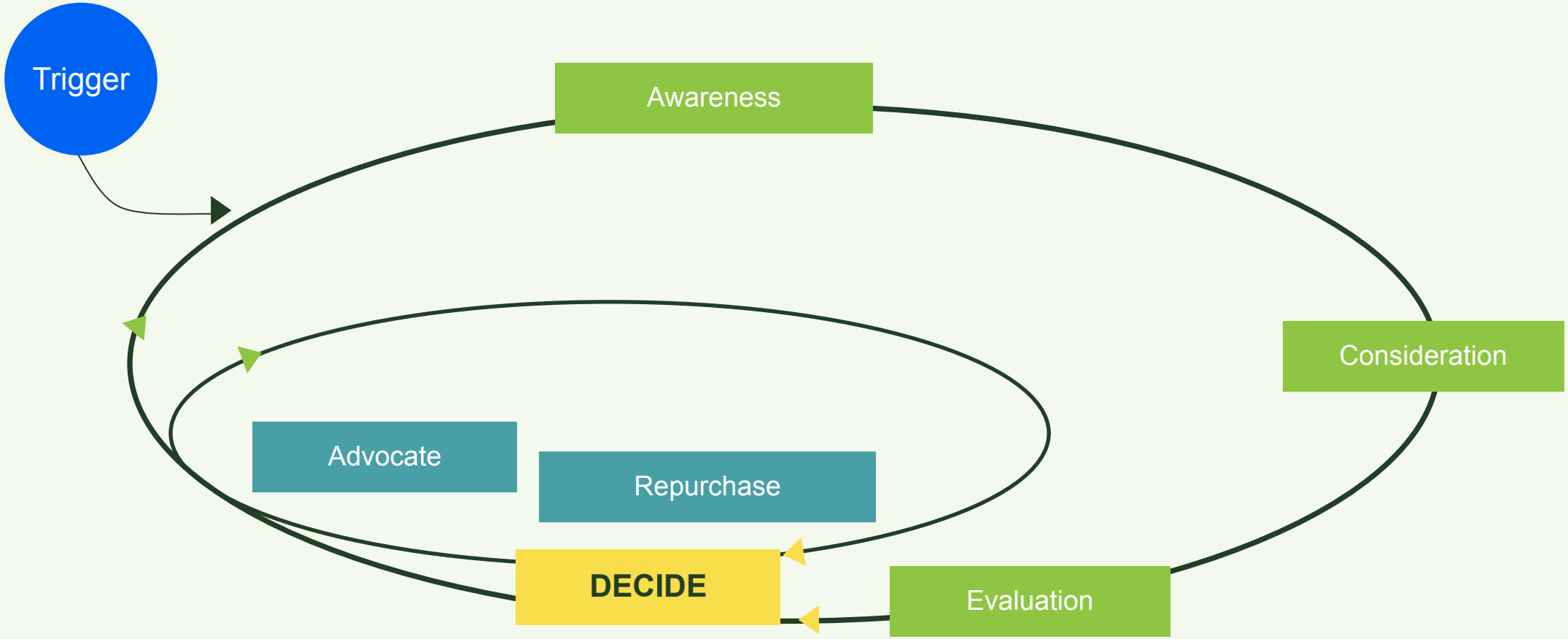
Personalization:

Target content and messaging to intent by using behavioral affinities for decision journey support.

Frequency:

Use AI and data to identify high value targets and programmatic measurement to drive increased intent.

…And turning decision-journeys into flywheels, not funnels.



Earning and getting

Attention

Frequency

Personalization

The digital habits of the ag decision-maker have accelerated dramatically.

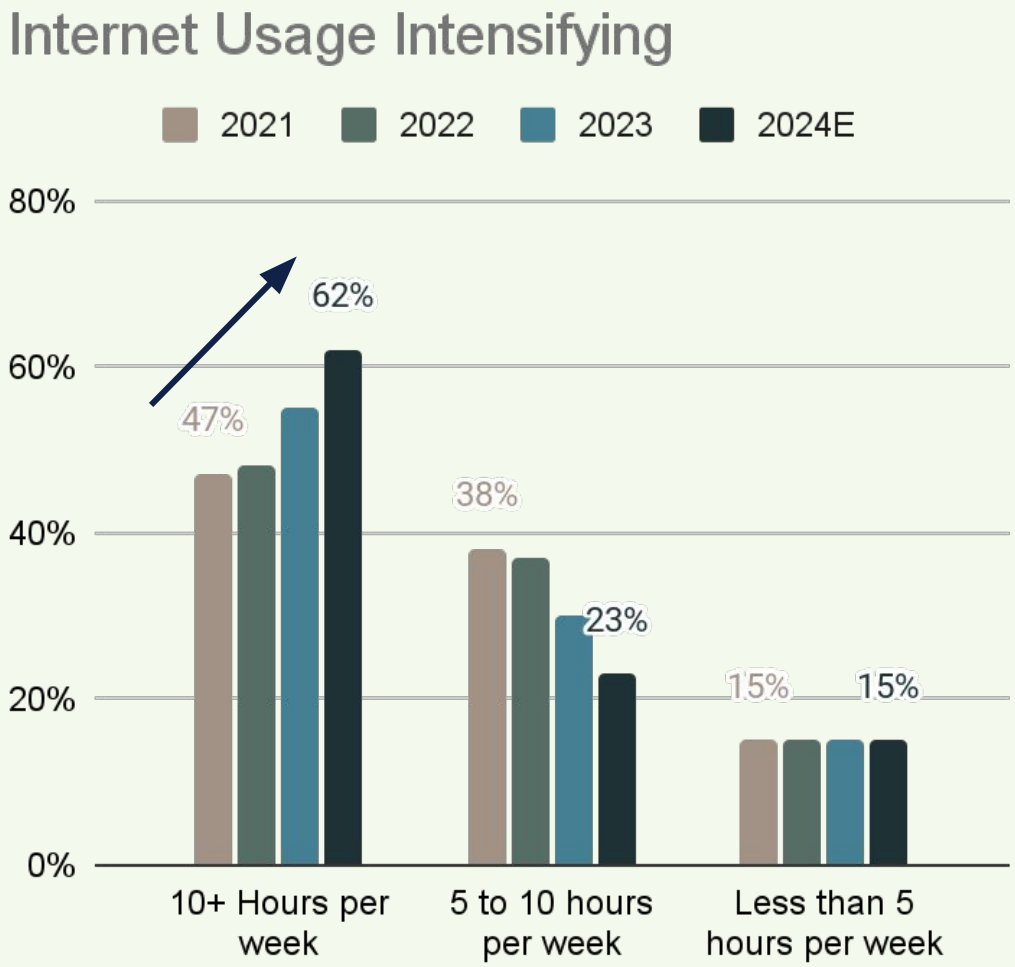
John Phipps describes his Starlink satellite Internet service as a “quantum leap forward” and “worth the 20 month wait.” He added, “We have experienced no buffering delays. We can download video in minutes, not hours. Even graphic-heavy web pages open quickly.”

Ag decision-makers are spending 60% more time using the Internet vs. 2021

Ag decision-makers use the Internet for work. **70% of ag owner / operators say use the Internet daily** to find ag-specific information for their business and operations.

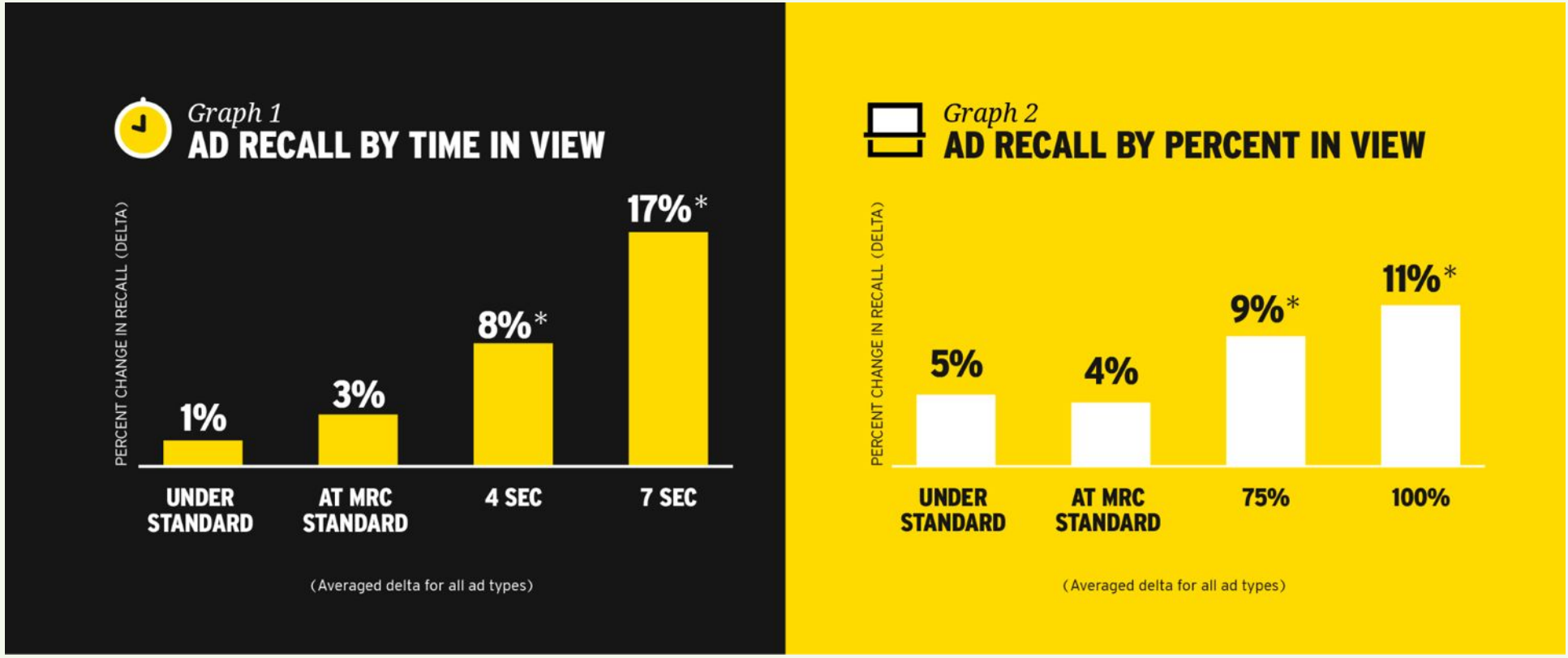
Top info that Ag pros are looking for, include:

- solutions to specific needs and problems
- grasping what other farmers are doing
- researching new technologies/practices
- gaining commodity market insights to max profits



Source: Farm Journal primary research

But not all digital impressions receive the same amount of attention, and viewability is NOT an effective KPI.



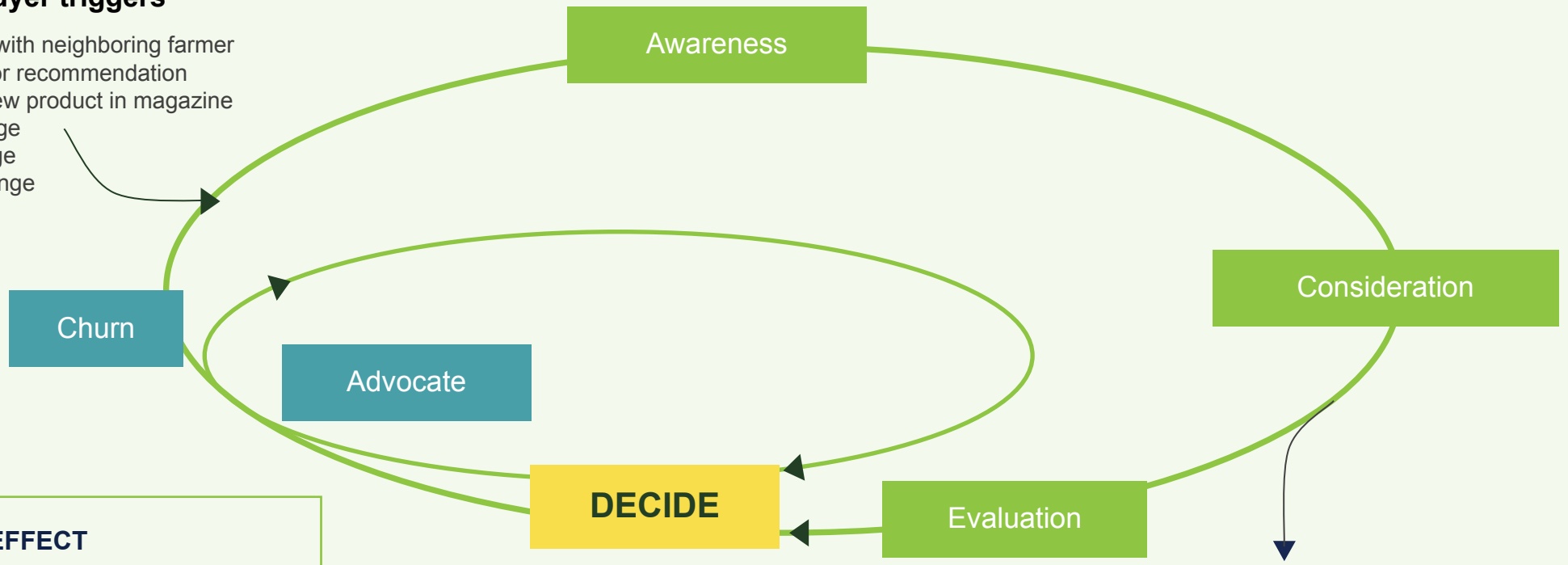
Source: Integral Ad Science

Measuring Clicks Doesn't Move the Needle

Influencing the full decision-journey wins business, grows market share and increases LTV

First-time buyer triggers

- Conversation with neighboring farmer
- Trusted advisor recommendation
- Read about new product in magazine
- Weather change
- Markets change
- Operation change



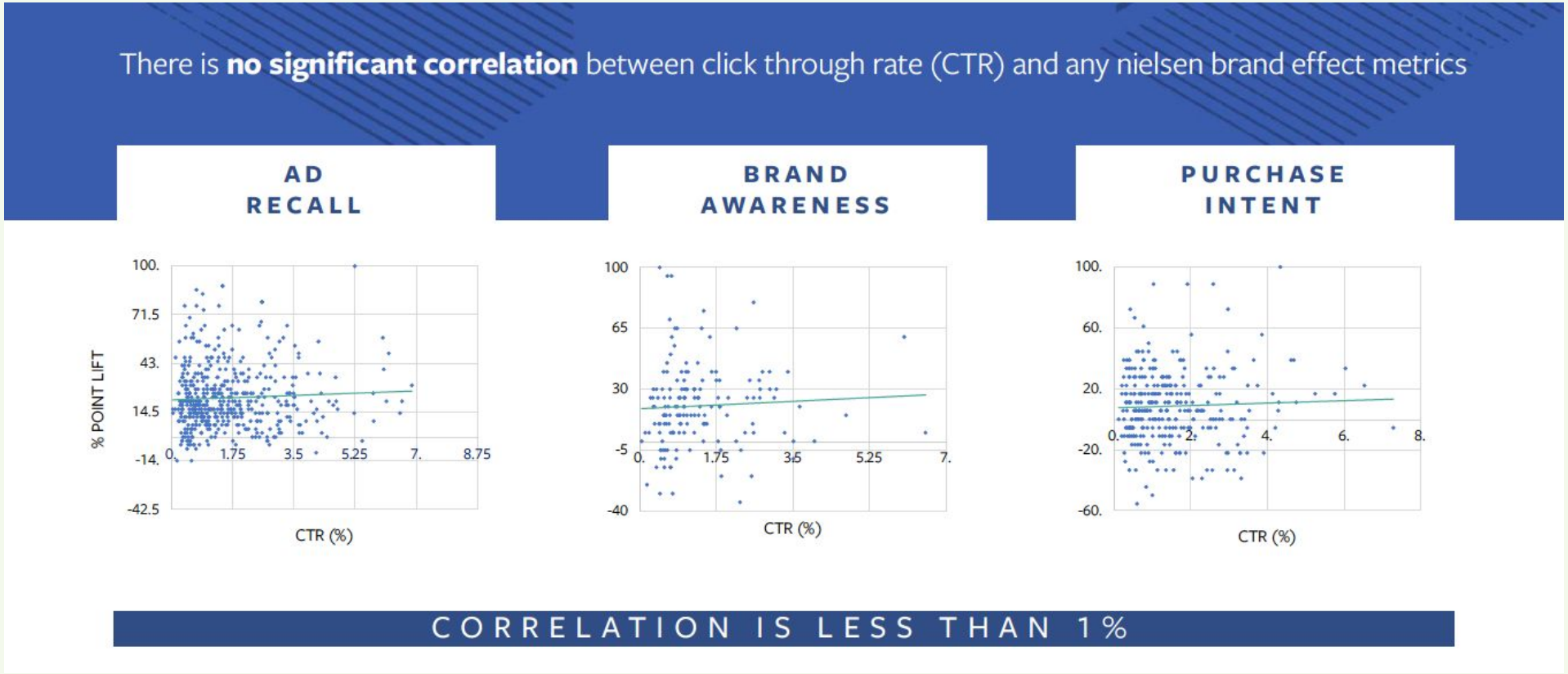
FLYWHEEL EFFECT

- Identify loyal producers with high social capital
- Create and promote testimonials
- Align incentives with marketing

Worst outcome

- Most journeys don't actually finish
- The ag decision-maker opts for status quo
- Lead generation misses the consider stage

Click through rate (CTR) doesn't correlate to market share growth either… this is not a DTC market!



Source: Nielsen Brand Effect Data

Optimizing for attention works for both direct-to-consumer and channel support marketing

Attention Time

The length of time, in seconds, a user looks at an ad.

11% Additional **Awareness** for every extra second of Attention Time achieved

7% Additional **Recall** for every extra second of Attention Time achieved

0.2% Extra **Click Through Rate** for each extra second of Attention Time achieved

22% Higher **Viewability** when optimizing to Attention Time

Source: Attention Partners and Kantar Research

Attention

Frequency

Personalization

Increased use of of digital consumption creates data for intent-driven contextualization and personalization

Companies that grew market share more than 10% used highly personalized marketing techniques and tactics **1.5x more than those that grew less than 10%.**

Source: McKinsey

The decision journey is real, and it's changing the way ag owner-operators make decisions and transact.

"I used to say co-ops were dinosaurs, but I found the one that isn't," said Lance Peterson.

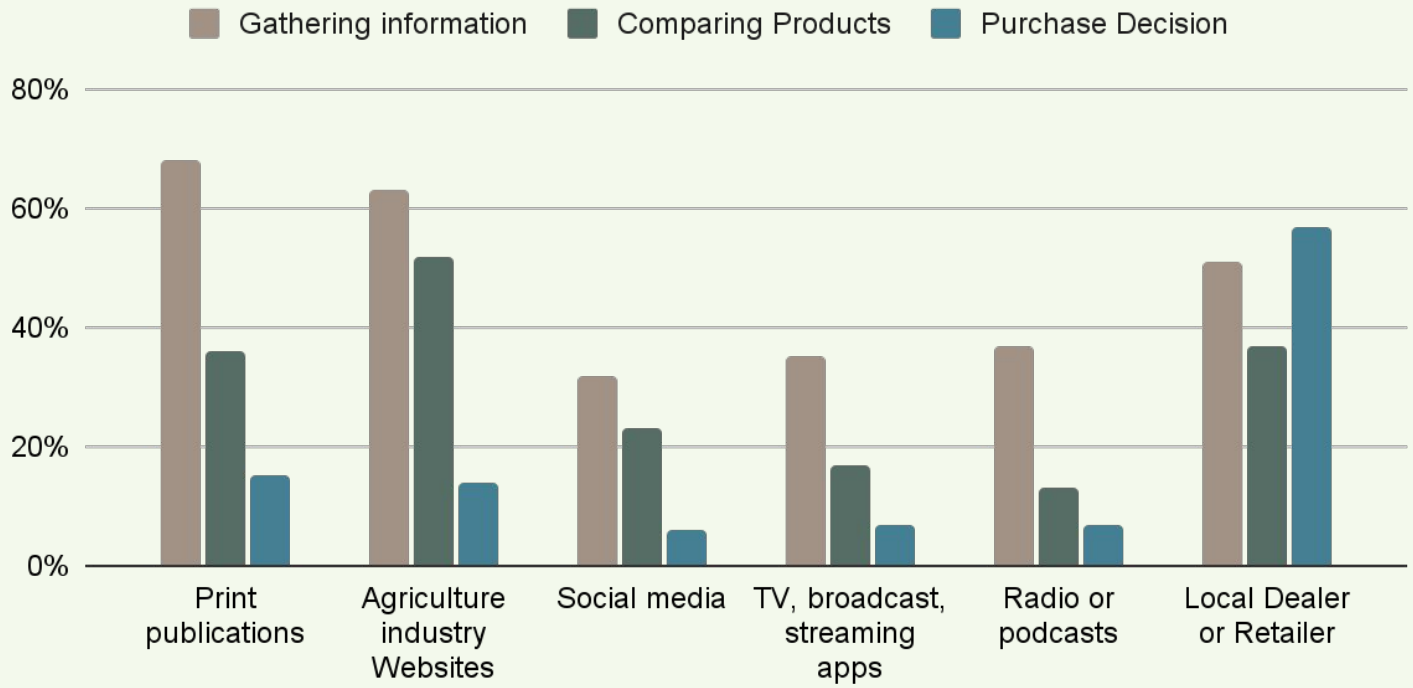
"I saw Lance buying inputs via our portal," says K.C. Graner, CFS senior vice president (pictured on right). "I called him and asked for an hour of his time." "That conversation was a springboard. It completely discredited some assumptions I had about transactional [digital] customers," Graner says. **"If we don't engage well digitally, we're just another white pickup."**

The decision journey spans both the physical and digital worlds, often starting and ending offline

For most, the journey starts in the physical world, migrates digitally as their interest deepens, and then goes back to their trusted advisor.

Print for awareness, ag industry websites and affinities for consideration, and local dealers for decision stages.

TIP: Run campaigns to both the buyer and the sales channel to avoid the “last mile problem” and influence the trusted advisors.



Source: Farm Journal in-house annual research

Mapping Your Marketing to the Decision Journey

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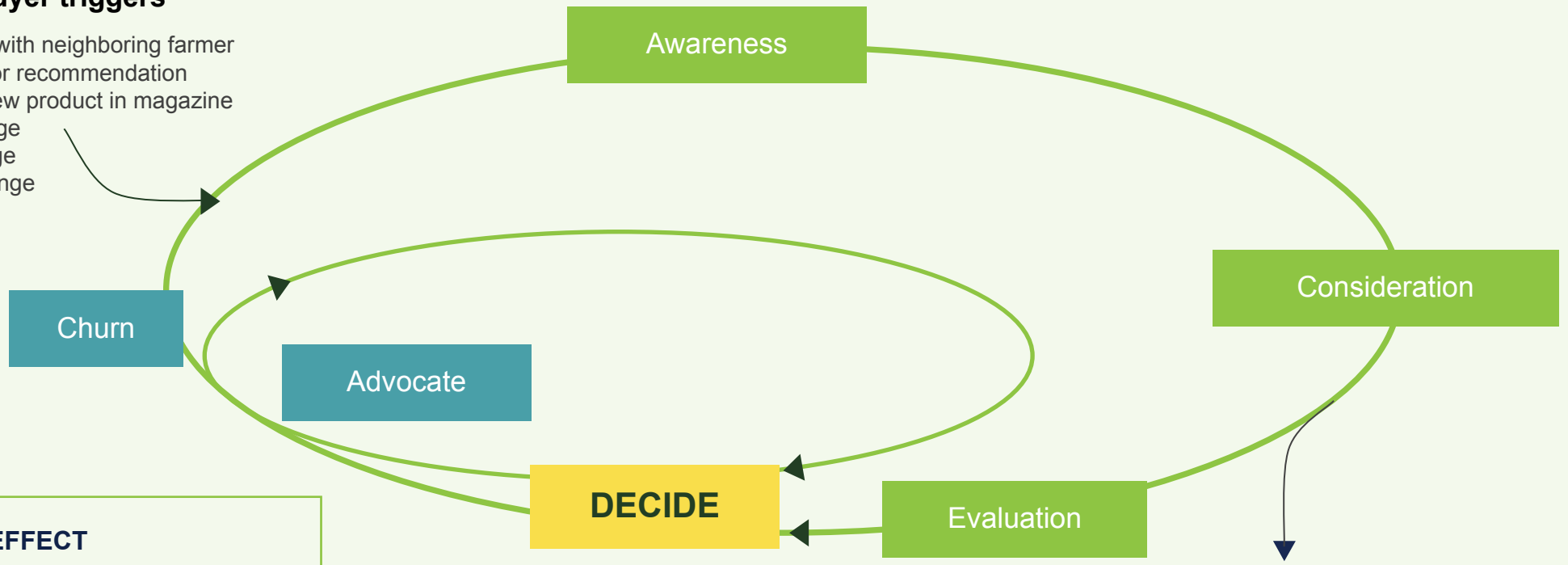

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Meet farmers wherever they are on their decision-making journey

Awareness

I know I have a problem:
Cut through the noise by maximizing frequency

- **Find YOUR custom audience vs a generic segment** (Ideal Customer Segments) because farmers don't fit into boxes
- **Understand their specific core drivers and objections** (HD Profile) because farm decisions are human decisions
- **Program against tactics that deliver cost-effective frequency** because repetition wins
  - Programmatic, broadcast, print, display advertising

Consideration

I'm evaluating my options: Maximize positive engagement with your solution

- **Segment your audience by the type of decision support they need** (Readiness Index) and track their change in readiness over time
- **Provide timely, relevant information and decision support** (Ag cal/content hub) reflect their reality
- **Follow them to where they are looking for information…** to ensure you're in the consideration set
  - Social media, native ads, triggered emails, interactive matchmaking, CCTV/ content studio, retargeting

Decision

I'm choosing the best fit:
Dial in your Unique Selling Proposition for your audience

- **Deeply understand triggers and pain points**
  (HD trigger analysis) so you can zero in on the USP that matters most
- **Align messages with social proof and highly targeted content**
  (HD influencer analysis, content hub) let others make the case
- **Influence trusted advisors**
  motive sales channel to recommend your product
- **Answer their remaining questions…**
  connect them to a real person who has been there before

  - Email marketing, Text marketing, branded search, live webinars and events, reviews and ratings, nurture ads

Retain and Advocate

I want to share my experience:
Turn buyers into your best evangelists

- **Identify those producers who like you and have the highest social capital**
  (Sentiment tracking, HD influencer assessment) focus on those that others respect
- **Create testimonials and experiences**
  (Content studio, field days, PRO style matchmaking programs) influencer marketing on steroids
- **Distribute this priceless content far and wide:**
  - CCTV, podcasts, content marketing

Ideal Customer Profiling and geo-targeting is the norm for awareness.

Leverage Farm Journal affinity data to target consideration and evaluation journey stages.

LIVESTOCK
- Animal Health: (Pork, Beef, Calf, Dairy)
- Animal Nutrition: (Pork, Beef, Calf, Dairy)
- Dairy Tech
- Dewormer
- Food Processing and Farming
- Genetics
- Livestock (Pork, Beef, Calf or Dairy)
- Manure Management
- Sustainability (Beef or Dairy)
- Vaccine
- Veterinarian

CROPS & PRODUCE
- Agronomic
- Biological
- Broadleaf Weed
- Corn
- Corn Rootworm
- Cotton
- Crop Protection
- Custom Application
- Dicamba
- Fertilizer
- Fruit
- Fungicide
- Herbicides
- High Yield
- Insecticide
- Nematode
- Nitrogen
- On-Farm Storage
- Organic
- Precision Application
- Produce
- Rootworm
- Seeds
- Soil Health
- Soybean
- Vegetable
- Wheat

FINANCIAL
- Bankers/Credit Managers
- Expansion-minded
- Finance
- Insurance
- Profit Focused
- Risk Management

INTERESTS
- Analytics
- Business
- Carbon
- Community
- Data Analytics
- Dealer Appreciation
- Employment
- Farm
- Farm Data
- Land
- Machinery
- Progressive Minded
- Rural Lifestyle
- Rural Safety
- Social Media Interest
- Software
- Succession Plan
- Succession Planning
- Sustainability
- Technology
- Top Producer
- Tradition
- Whole Farm Solution
- Women in Ag
- Young Farmer

BRANDS
- Fungicide Brands
- Enlist
- Corvus
- DeKalb
- Corvus Competitive
- Pioneer
- Soybean Herbicides
- John Deere
- Kubota

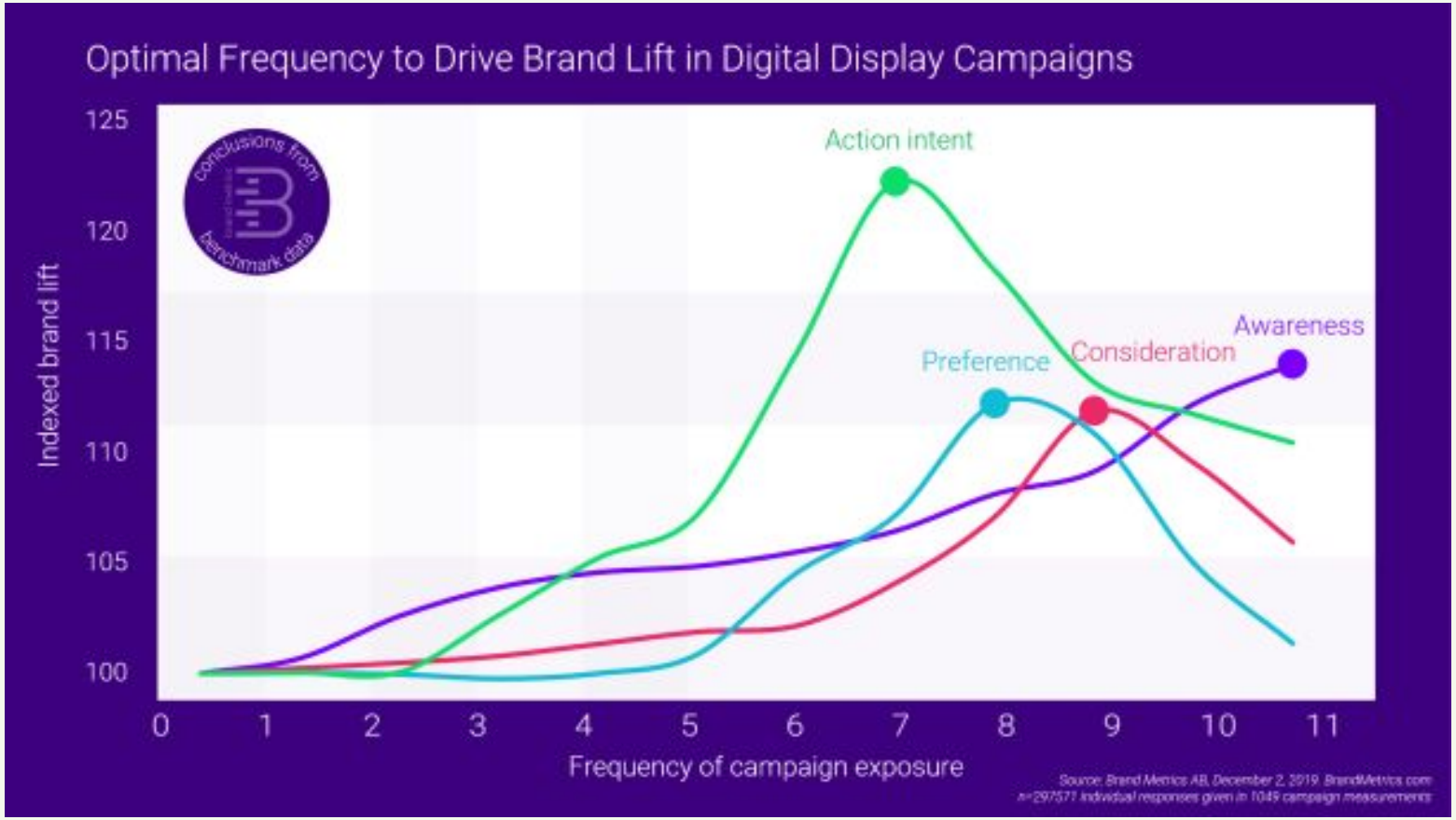
OTHER
- Farm Bureau
- Farm to Table
- FBN
- Leave A Legacy
- Long Haul
- Pro Farmer
- Regulation
- Retail
- Turnkey Retailers

Frequency

Personalization

Attention

When media planning, it is far better to overshoot optimal frequency than to undershoot



Source: Brand Metrics

We design campaigns
that lift Google branded search and
impact the income statement – not clicks.

Farm Journal Data-Powered Digital Solutions at a Glance

Programmatic Marketing

Precise targeting at scale to drive consideration and conversion

Email Marketing

Personalize and contextualize inbox value messaging at scale

Contextual & Endemic Marketing

Contextual & endemic alignment to drive relevancy and attention as buyers research

Mobile Marketing

Connect via high-impact, premium medium as your buyers work and research form anywhere

Social Media Marketing

Connect via high-impact, premium medium as your buyers work and research from anywhere

Programmatic Marketing

Precise targeting at scale to drive consideration and conversion. Premium off-site digital activation.

Solution Summary

Combining Farm Journal's trusted and complete market access with Precision Reach's next-generation technology gives you the most robust solutions to deliver high ROI campaigns. Deliver impressions to your audience wherever they go in the digital space

Program Stats

- 4,300,000+ total records matched to Smartphones, Laptops, Tablets and Smart TVs
- Primary DSPs: Trade Desk, Google DV360, StackAdapt

Row Crops

1.4M+

Corn, Soybeans, Cotton, Wheat

Ag Retailers

73K

US and Canada

Farm Equipment Dealers

8K+

US and Canada

Specialty Crops

335K+

Fruits, Veggies, Tree Nut & Vine

Beef

425K+

Producers, Vets

Dairy

126K+

Producers, Vets

Swine

57K+

Producers, Vets

Other Audiences

1.9M+

Landowners, Non-operators, Agronomists, Nutritionists, Consultants, Agribusiness

Email Marketing

Personalize and contextualize inbox value messaging at scale.

Solution Summary

Your message delivered to the inbox or mobile phone of Farm Journal email subscribers. Drive engagement with contextually aligned offers, thought-leadership content, and video.

Program Stats

- Reach more than 450,000 producers who have opt-ed in to receive 3rd party emails.

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Contextual & Endemic Marketing

Contextual & endemic alignment to drive relevancy and attention as buyers research.

Solution Summary

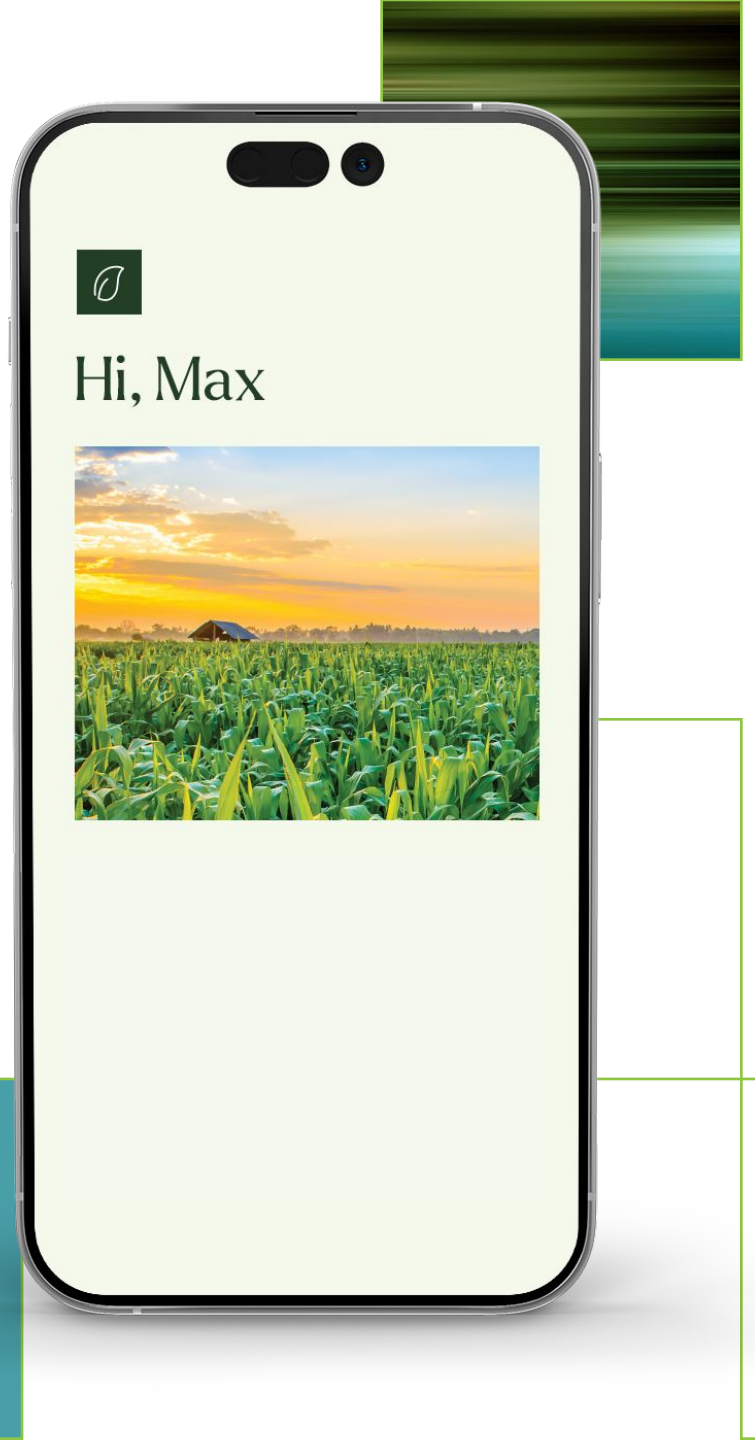
As the most trusted voice in agriculture, Farm Journal's commitment to service journalism across its iconic brands is unwavering. Tap into our first-party relationships and data to connect more deeply with audiences. Leverage cross-channel engagement to deliver the right message to the right growers at the right time.

Mobile Marketing

Connect via high-impact, premium medium as your buyers work and research form anywhere.

Solution Summary

Producers are 2x times more mobile than other B2B audiences. Over 100,000 farmers, ranchers and agri-business professionals opted in to receive Farm Journal content delivered via text message, and more than 50,000 active unique users engage with Farm Journal endemic mobile apps annually.



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Social Media Marketing

Precise social.

Solution Summary

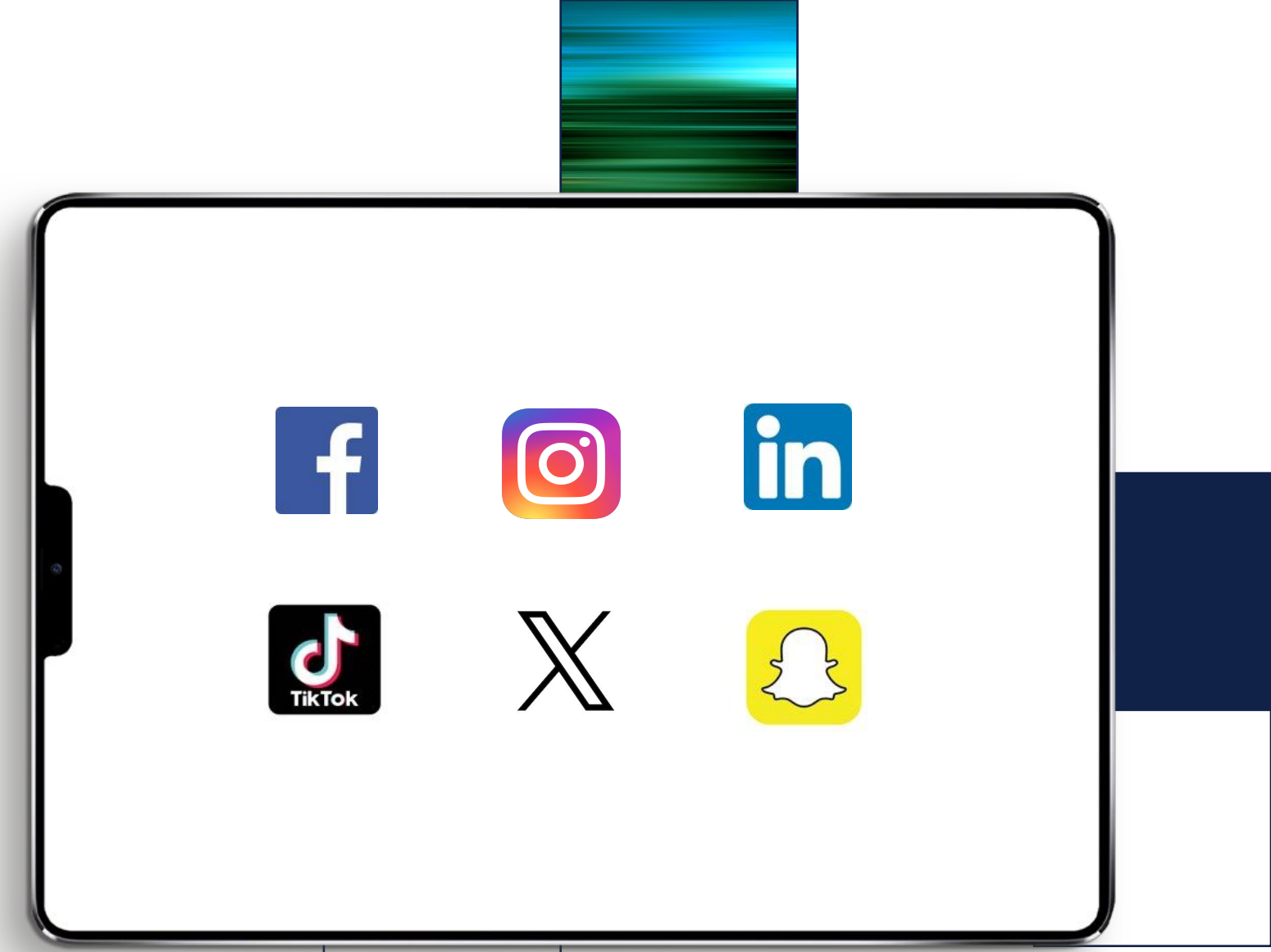
An audience-driven solution to help agri-marketers run ads more effectively on social media.

Social Advertising Networks

Facebook / Instagram (Meta)

LinkedIn

SnapChat

TikTok

Twitter