

Reach your ag audiences with programmatic precision

Cutting through the noise to reach your ideal ag audience can be difficult in today's information-dense landscape. AgTarget advertising makes it possible through its unmatched programmatic power.

Not only does AgTarget use the latest digital technology to deploy your content, its exclusive, ultra-precise FarmMarket data also helps ensure your message reaches the right farmers at the right time and place.

Get better results with programmatic

- Save time and money by placing your ads in front of your target audience at the right moment and place
- Achieve better producer segmentation while adding additional data points
- Enhance campaigns by integrating FarmMarket data across multiple advertising channels
- Increase ROI by building custom personas or purchasing custom modeling

AgTarget is the only way to access the rich segmentation offered by FarmMarket data — the industry's largest and deepest database. It not only houses the most current, accurate, and detailed data on the market — blending in proprietary data from DTN and *Progressive Farmer* further sharpens its level of precision.

AgTarget

Gain access to ag's largest customer database

AgTarget utilizes FarmMarket data to deliver your ad units to your target audience, including customers and prospects. In addition, reach numerous target audiences while adding additional data points to support making valuable connections with accurate messages.

Develop your target audience

Optimize your programmatic plans with help from our teams and custom models specifically designed to reach your ideal audience. Once defined, they'll safely and anonymously digitally onboard your audience via LiveRamp and launch your ads through multiple demand-side platforms. Once live, the team constantly monitors and optimizes your campaign to ensure your performance indicators are met. AgTarget also allows you to tailor your strategic approach across multiple digital platforms, like social media, internet, audio, video, and connected TV.

Increase confidence in your efforts

Put FarmMarket data to work with your sales and marketing teams by synchronizing their efforts, including emails, direct mails, and sales outreach, with your ad campaigns. By unifying your efforts with data-driven tactics, you can further maximize your ROI.