



**ROOSTER**  
STRATEGIC SOLUTIONS

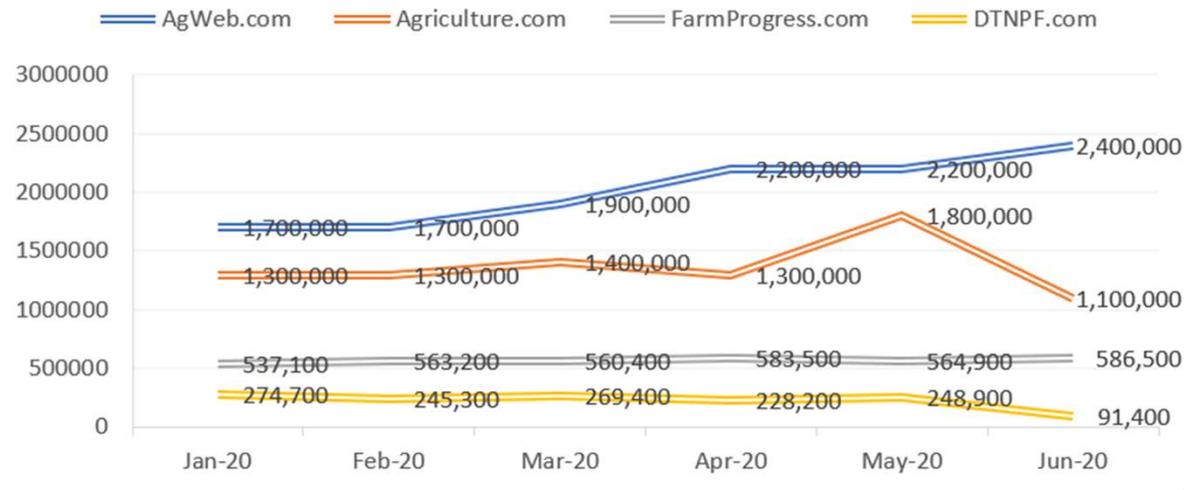
## Quarterly Ag Site Activity Report

April 2020 – June 2020

The following report compares third-party visits-share data across six categories important to agriculture. The purpose is to make comparisons between key web sites and their engagement with the ag audience.

# AgWeb reasserts itself

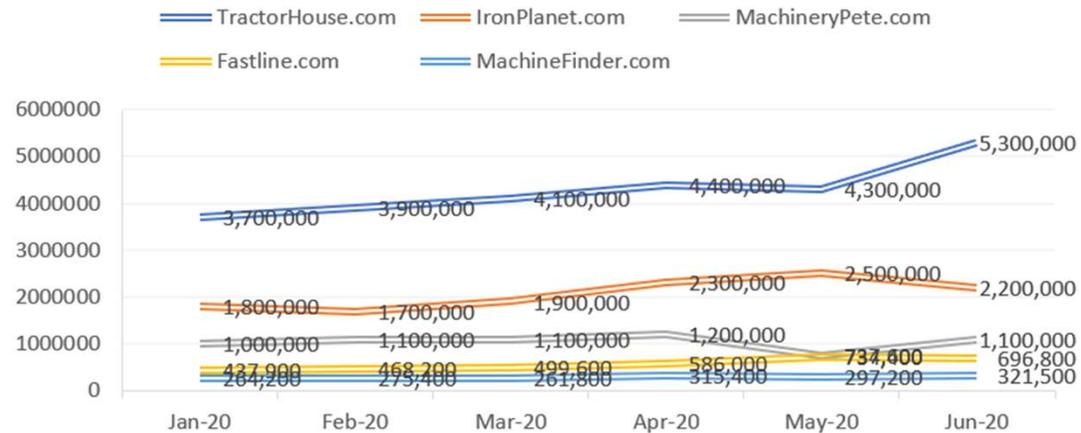
## AG NEWS VISITS SHARE



**NOTE:** In the heart of planting and COVID-19, AgWeb has once again separated itself in traffic, advancing even in June when total traffic to this group fell sharply.

# TractorHouse dominates in prime time

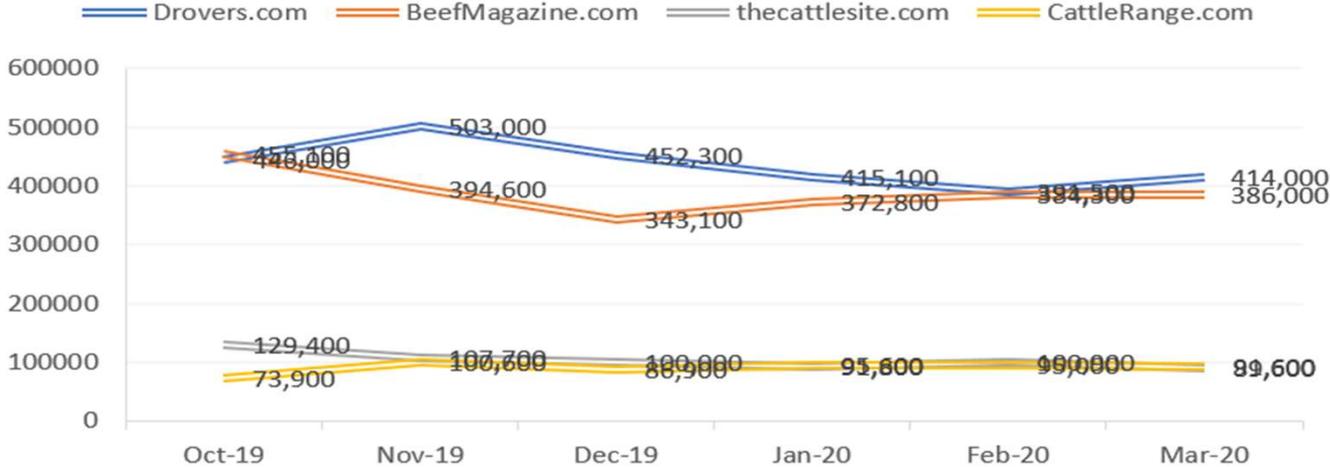
## EQUIPMENT LISTINGS VISITS SHARE



**NOTE:** While all of the other sectors fell in traffic, these equipment listings sites showed strong traffic gains. TractorHouse earned more than half of all of the visits during this time, shooting to its highest point in the past eight months growing to 2.6 million unique visitors.

# Drovers and Beef sharing the lead

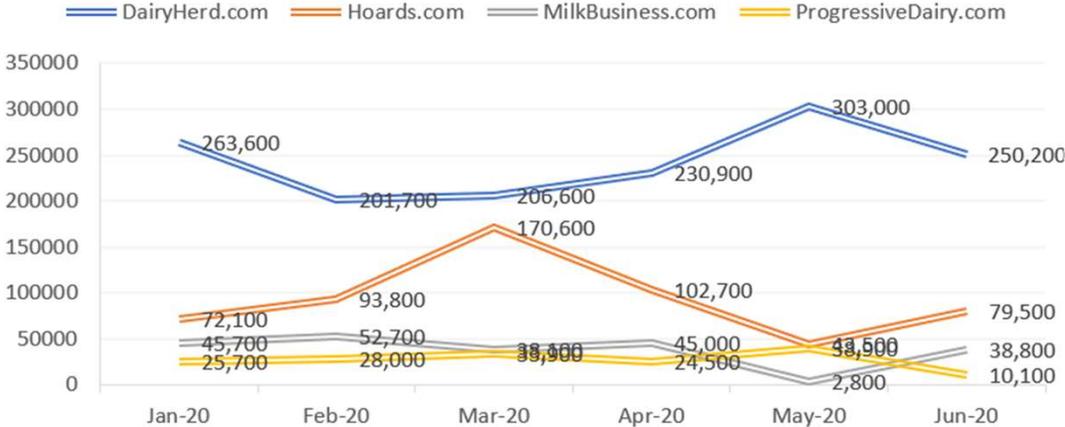
## CATTLE NEWS VISITS SHARE



**NOTE:** Drovers and Beef are the leaders, with Beef edging Drovers over the past few months. With a 2.5 page per visit advantage (and nearly an extra minute of visit duration time), Beef is dominating in other categories. Traffic in June fell off 30 percent to these sites.

# DairyHerd remains the leader

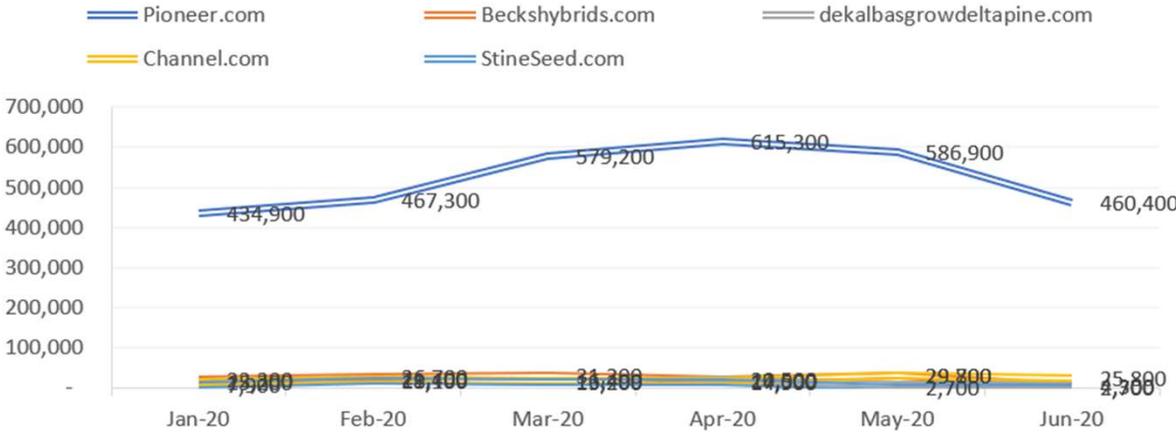
## DAIRY NEWS VISITS SHARE



**NOTE:** The Hoard’s spike in March didn’t last, leaving DairyHerd as the dominant leader in dairy news. Combine DairyHerd with its sister site MilkBusiness and you see three times the traffic of the other two sites combined.

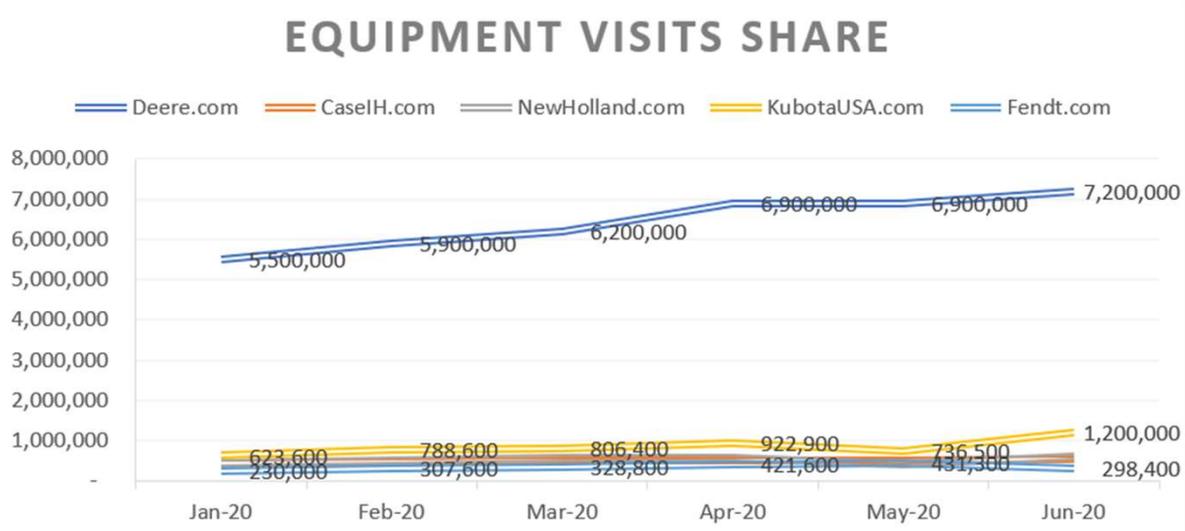
# Pioneer owns digital in the hybrid arena

## SEED HYBRIDS VISITS SHARE



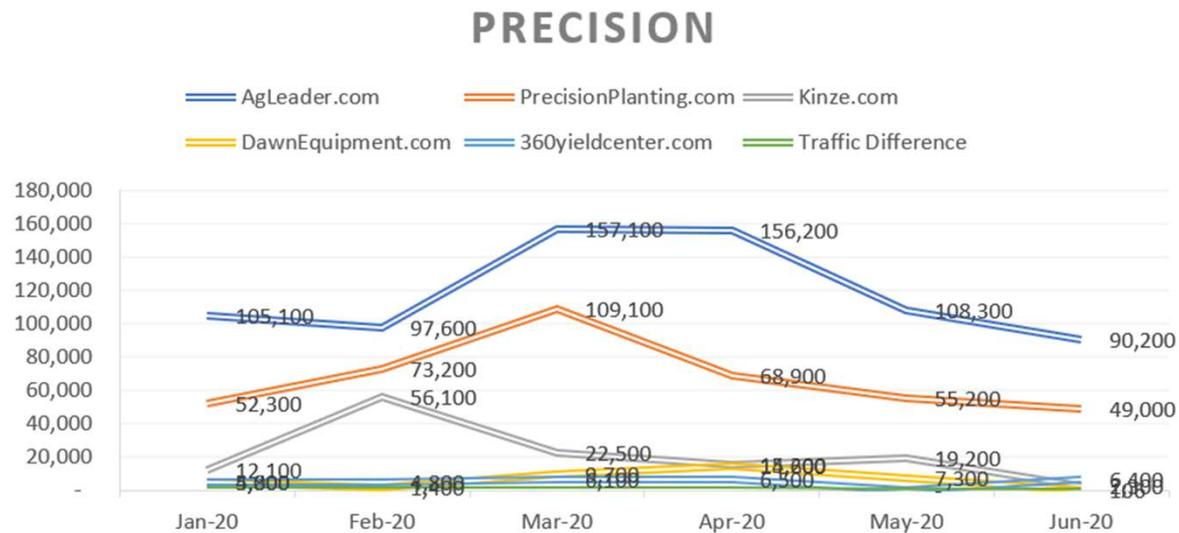
**NOTE:** Pioneer’s dominance in digital metrics doesn’t even compare to other similar sites. The other brands fit between 2,500 and 15,000 visits per month – and that includes numerous other brands not noted here.

# Deere leads and trends upward



**NOTE:** While there was more traffic to equipment listing sites in Q2, there was also more on equipment brand sites, like JohnDeere.com. All sites grew in June, save for Fendt, but Deere hosts the most. Kubota’s leap in June is notable and will be something to watch in Q3.

# AgLeader maintains lead in precision area



**NOTE:** The visits to precision web sites dropped 50 percent in Q2, down to 150,000 combined visits in June. AgLeader held its lead over Precision Planting, with the other sites dropping significantly. Precision Planting continues to outpace AgLeader in unique visitors but AgLeader's 6.28 pages per visit and 15:20 average duration are powerful analytics.



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