



CASE STUDY

FarmTRX  TM

About FarmTRX™

FarmTRX specializes in providing farmers with user-friendly yield monitors that offer advanced mapping capabilities through an Internet of Things (IoT) approach. Their product allows farmers to monitor and upload yield data using their own phones or tablets, ensuring affordability.



With over 1 million acres already mapped, FarmTRX operates in 45+ countries, offering a cost-effective solution for accessing precision agricultural insights while keeping upfront costs low.



FarmTRX™ CASE STUDY

1 challenges

Facing a significant challenge in optimizing lead generation and overall growth, FarmTRX sought to enhance their advertising strategy. The company identified a need to boost leads, clicks, conversions, and overall online visibility. In response to this challenge, FarmTRX enlisted the expertise of Mediaforce to explore the impact of their services on transforming and elevating FarmTRX's digital presence and marketing outcomes.



before Mediaforce

\$3,438.14 spent



0 purchases



10 leads



1,206 clicks

\$2.85 per click



0.83%
conversion
rate



5.68% click
through
rate



21,215
impressions

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key metrics

2

FarmTRX's case study evaluates key metrics such as clicks, \$ per click, purchases, leads, search through click rate, conversion rate, impressions, and \$ spent. These metrics collectively provide insights into the effectiveness and efficiency of FarmTRX's advertising strategy. The study aims to showcase improvements in lead generation, user engagement, and overall return on investment resulting from Mediaforce's services.



after Mediaforce

\$8,409.21 spent



9 purchases
\$31,483.39 in revenue



68 leads



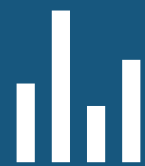
4,156 clicks
\$2.02 per click



**1.85%
conversion
rate**



**10.9% click
through
rate**



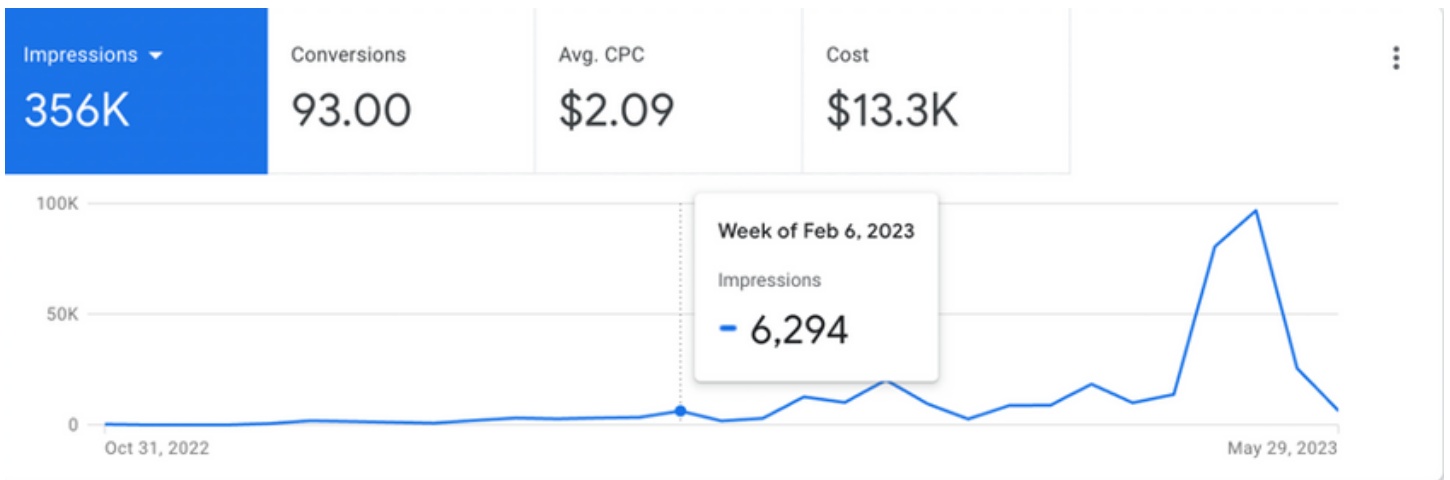
**254,713
impressions**

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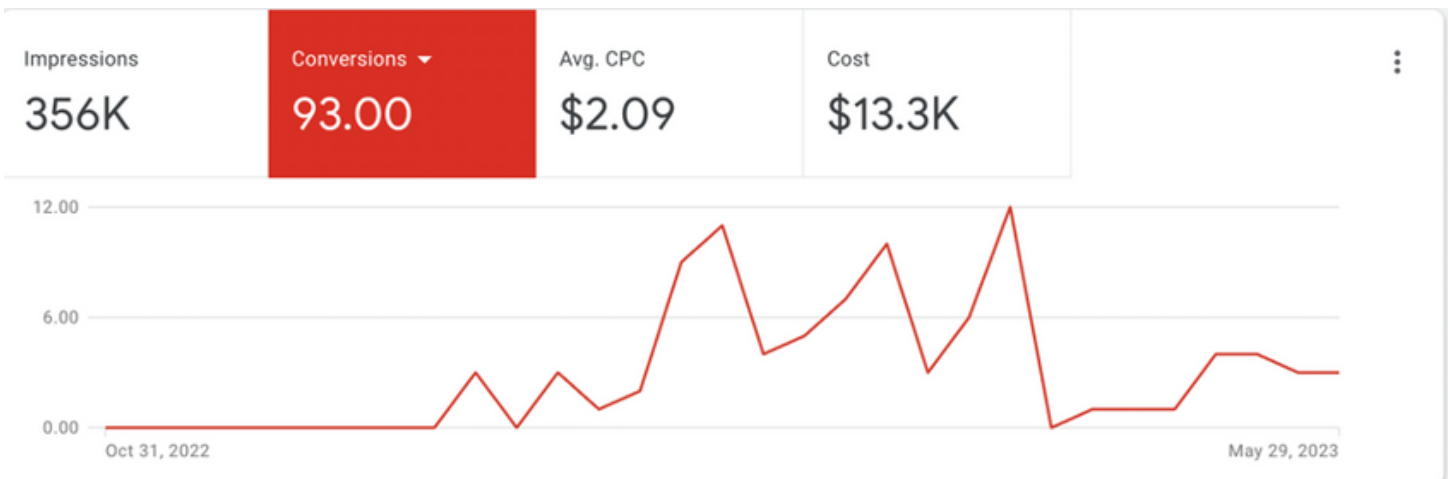
3 analytics

A comprehensive visual analysis compares the performance metrics of FarmTRX's advertising campaigns over the last 3 months before engaging with Mediaforce for the subsequent 3 months. Graphs illustrate key metrics, offering a clear depiction of the impact on impressions, clicks, conversions, leads and overall cost for the company. This section aims to provide a visual narrative of the transformation in campaign performance achieved through Mediaforce's strategic interventions.

Impressions



Leads

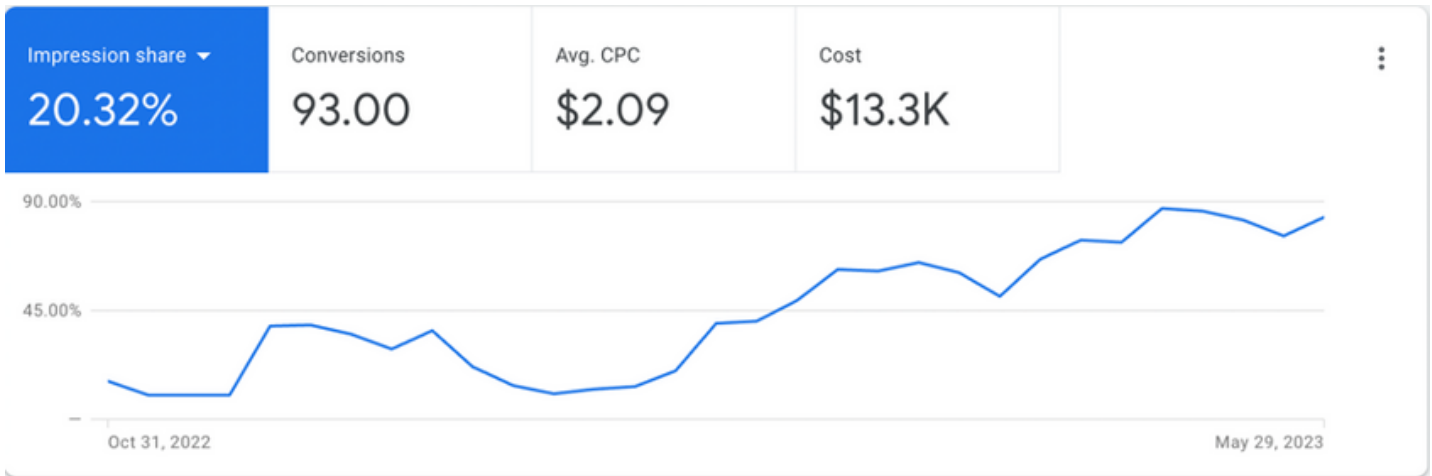


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Impression Share



Clicks

