



2021 AGRONOMY FOCUS VIDEO REVIEW

In 2021 we significantly cut the number of Agronomy Focus videos produced by Three Pillars for use on our social media and web platforms. CVA had only ten videos in 2021 vs. the 21 produced in 2020. The goal was to increase engagement and views despite a decrease in quantity. Overall, we expanded our YouTube viewership with fewer videos; however, overall views could not compete with 2020. The viewing average of each video did outperform the 2020 numbers. Email open rates and clicks also increased this year. We saved significantly on cost this year by decreasing the quantity of videos shot and edited by Three Pillars. We also chose to decrease videos due to the continued production of CVA's monthly SOIL TALK podcast. Statistics collected in this booklet were captured on January 14, 2022.

2021

10 videos produced

\$210 Total spend for Facebook boosts

4,913 Average video reach on Facebook

2020

21 videos produced

\$328 Total spend for Facebook boosts

4,770 Average video reach on Facebook

MOST POPULAR VIDEO PROTECTING YOUR NITROGEN INVESTMENT

Release Date: MARCH 25, 2021

VIEWS BY PLATFORM

210

12

3,800

113

TOTAL VIEWS
4,135



To share the videos on LinkedIn and Twitter we share the YouTube or Vimeo Link. Twitter does not allow uploading videos longer than 2 minutes & 20 seconds. We plan to upload the video file to LinkedIn in 2022 to increase views on this platform.





This video was the most popular video on Facebook by views and reach.

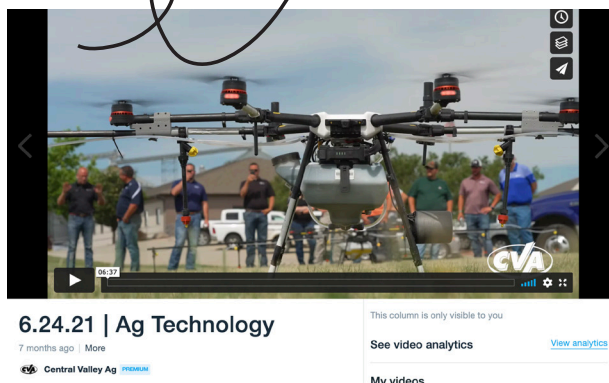
MOST POPULAR BY PLATFORM:

Below you can review what videos stood out the most on the various platforms used to engage with customers and employees. The Ag Technology video performed higher than the other videos on several platforms.

AG TECHNOLOGY

Release Date:
APRIL 22, 2021

			
2,454	3,426	264	105
LinkedIn Impressions	Twitter Impressions	Vimeo Views	YouTube Views



Engagement on the technology video was high on various platforms because we could tag and engage with both Rantizo & Taranis. They shared the video on their different pages and commented on our post.



HERBICIDE CHALLENGES

Release Date: APRIL 22, 2021

168 INSTAGRAM VIEWS

EMAIL



FUNGICIDE & YIELD

Release Date: MAY 18, 2021

Top Email Click Rate **180 clicks**



CARBON PROGRAMS

Release Date: DECEMBER 16, 2021

Top Email Open Rate **36% 1,077 opens**

24.2%

AVERAGE EMAIL OPEN RATE

The average open rate for emails in 2020 for the agriculture, forestry, fishing & hunting category was 23.20%.

VIDEO BREAKDOWN MONTH BY MONTH

Views by platform for each video released in 2021. Note that the September and October videos were not sent out via email. The effect can be seen in the decrease in Vimeo views. The September video "All About Wheat" was shared on Facebook with a link rather than uploading a native video. This also shows a dramatic decrease in views. Trial and error are helping the CVA marketing team determine the best ways to promote these videos. Total views for each video are featured in the top left corner of each month, numbered 1-10 based on popularity. When looking at these statistics, keep in mind the published month of the video. Videos continue to grow in views the longer they live online.

#1 **4,135** **MARCH**

Protecting Your Nitrogen Investment

TIM MUNDORF & PAUL RASMUSSEN

v 210 **f 3,800**

y 12 **i 113**

#3 **3,489** **APRIL**

Herbicide Challenges

TIM MUNDORF & JOSH BECKMAN

v 207 **f 3,100**

y 14 **i 168**

#2 **3,874** **AUGUST**

Improving Your Sustainability

AARON SINDELAR & KELLEN JORGENSEN

v 173 **f 3,600**

y 24 **i 77**

3,225 **MAY** **#6**

Fungicide & Yield

TIM MUNDORF & STETSON JUNEK

v 189 **f 2,900**

y 29 **i 107**

3,462 **JUNE** **#4**

Ag Technology

TIM MUNDORF & GLEN FRANZLUEBBERS

v 264 **f 3,000**

y 105 **i 93**

1,126 **JULY** **#9**

ACS Innovation Series Invite

ALEX OBERMEIER

v 121 **f 946**

y 9 **i 50**

349 **SEPTEMBER** **#10**

All About Wheat

TIM MUNDORF & JEFF JENSBY

v 24 **f 322**

y 3 **i 0**

3,350 **OCTOBER** **#5**

Raven: Driverless Ag

TIM MUNDORF & PAUL BRUNS

v 35 **f 3,300**

y 15 **i 0**

2,154 **NOVEMBER** **#8**

Planning for Next Season

TIM MUNDORF & ALEX HEIDEN

v 158 **f 1,900**

y 3 **i 93**

2,913 **DECEMBER** **#7**

Carbon Programs

TIM MUNDORF & AARON SINDELAR

v 132 **f 2,700**

y 27 **i 54**

Producer from Exeter, Nebraska featured in this video.