



Audience Profile 2025

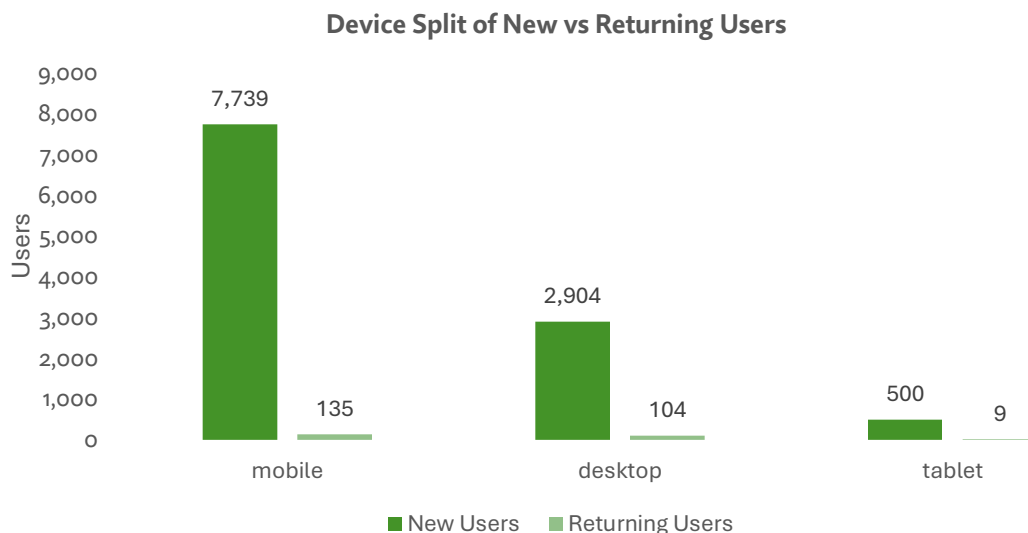
This document will serve as a valuable resource in identifying key characteristics and behaviors of the current  audience. This insight is crucial for guiding strategies to enhance engagement and target communication effectively.

Overall 2025 Audience (GA4)

Date Range: 01/01/25 – 3/31/25

	Total Users	New Users	Returning Users
Total	11,455	11,143	312
Average Engagement Time per Session	0:38	0:37	1:01
Engagement Rate	54.8%	54.6%	61.6%

Device Utilization:

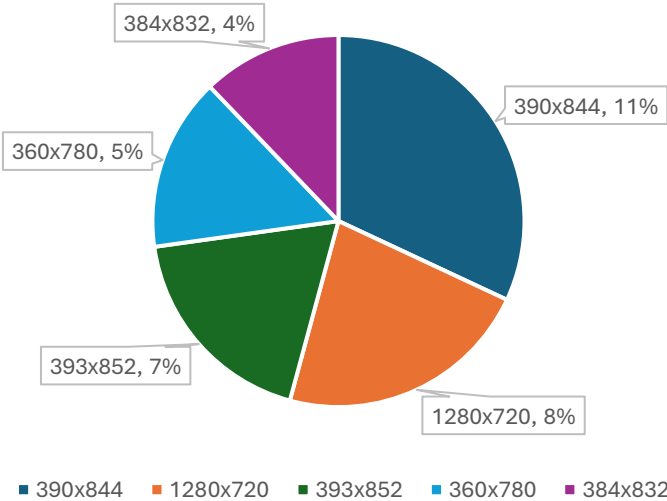


- Mobile devices were used most often by 69% of new users. Alternatively, 42% of returning users to the site utilized a desktop. This suggests that initial engagement often happens on mobile, likely driven by convenience or on-the-go browsing, while returning users may

prefer desktops for deeper exploration or task completion, indicating a potential shift in intent or behavior between visits.

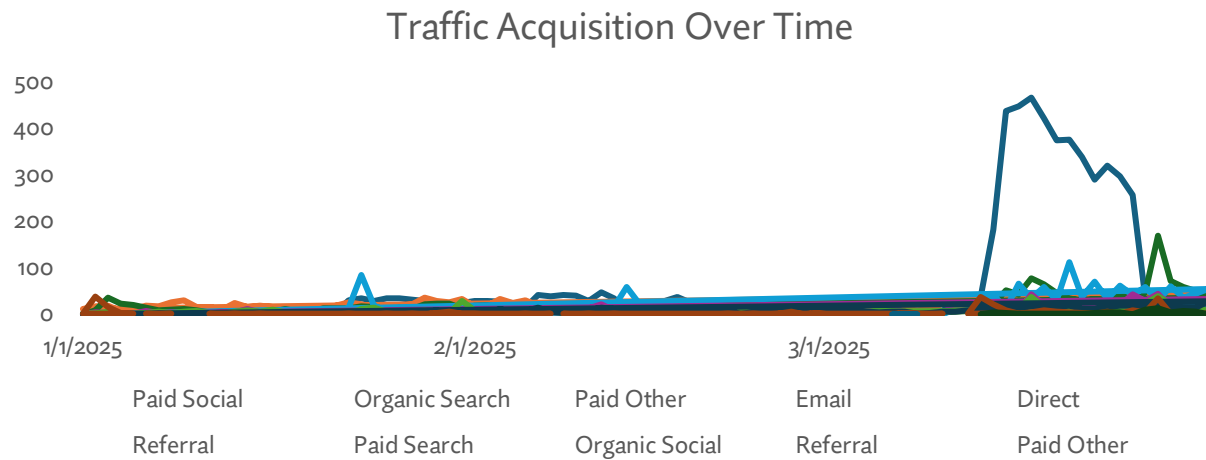
Top 5 Browsers	Total Users	Engagement Rate	Average Engagement Time per Session
Chrome	3,391	56.6%	0:53
Android Webview	3,187	40.5%	0:11
Safari (in-app)	2,550	56.0%	0:26
Safari	1,797	66.3%	0:53
Edge	271	74.5%	1:38

Screen Resolution Utilization by Total Users



- The top 5 browsers used by this audience represents 98% of all users. Additional browsers used infrequently include Firefox, Samsung Internet, Opera, and Amazon Silk.
- The most popular screen resolution size is 390 x 844, equivalent to iPhone 12/13/14.
- Most desktop users visit  from a Chrome, Safari, or Edge browser.

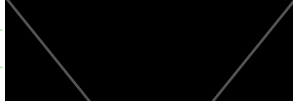
User Acquisition:



- The most engaged audience included Organic Search and Referral traffic, which accumulated the highest of 83% and 68% engagement rates, respectively.
- Paid traffic including Paid Social, Paid Native, Display, and Paid Search acquired 62% of total users to ██████ pages. The Facebook Paid Social campaigns continue to contribute to the largest audience to the site of 5,504 users with an average 43% engagement rate.
- Syngenta-us.com drove 253 total users to the site.

Organic Search Terms

Top 10 Organic Search Terms

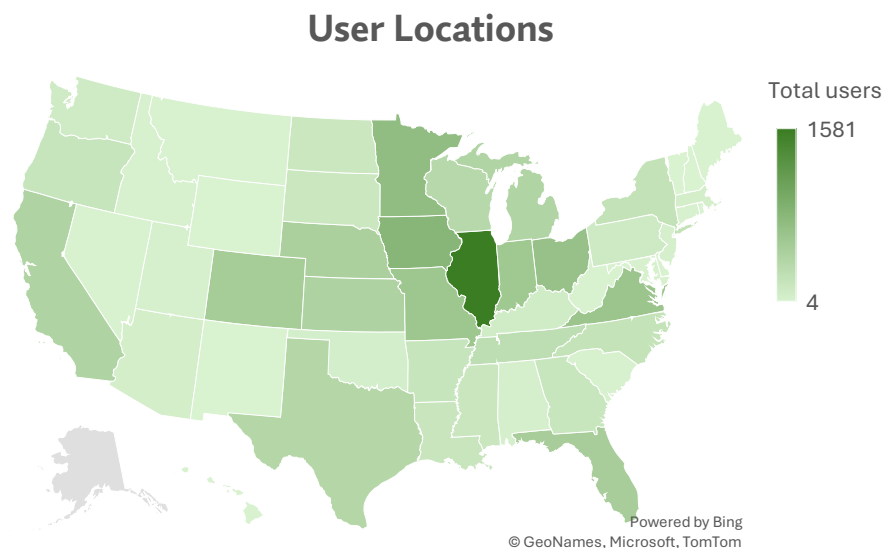
Top queries	Clicks	Impressions	CTR	Position
	47	56	83.93%	1.00
	36	94	38.30%	1.01
	29	101	28.71%	1.02
	22	298	7.38%	12.31
	21	819	2.56%	7.20
	19	219	8.68%	3.50
	19	186	10.22%	5.72
	17	567	3.00%	6.35
	15	515	2.91%	4.91
	7	433	1.62%	7.77

- Overall, users are searching for **actionable, research-backed, and sustainability-focused information**—either for practical implementation on farms or to stay informed about agricultural innovation.
- **Field Insights** keywords showed users, looking for information grounded in field performance, particularly around **improving soil health, managing cover crops, and**

navigating challenges like **pests, drought, and climate shifts**. There's also strong interest in regional crop trials and climate-smart agriculture practices that can be applied in the field.

- **Community and Culture** terms highlight an interest in the human side of agriculture—**farmer stories, youth and women in ag, and inclusive community efforts**. Searchers are drawn to platforms that elevate voices in farming and celebrate the culture and networks that shape the ag community.
- **Farm Operations** users are seeking guidance on practical tactics like **planting strategies, weed control, irrigation techniques, and sustainable grazing**. There's a clear demand for tools and insights that support operational efficiency and long-term resilience on the farm
- Tech and Research terms reflect curiosity about emerging agricultural technology and scientific approaches. Users are exploring topics such as **carbon intensity, the ROI of regenerative practices, and the integration of biologicals**. There's also growing attention on **AI-powered scouting, satellite imagery, and data tools** that help guide precision farming decisions.

Additional Demographics:



- The top 5 states where users live that have accessed the site include Illinois, Iowa, Minnesota, Ohio, Virginia, and Missouri.
- Within the top 5 regions, Iowa users have the highest engagement rate of 63.3%.



Email Sign Ups

Date Range: 02/01/23 – 03/31/25

Total Email Subscribers: **10,435** (10,816 including internal)

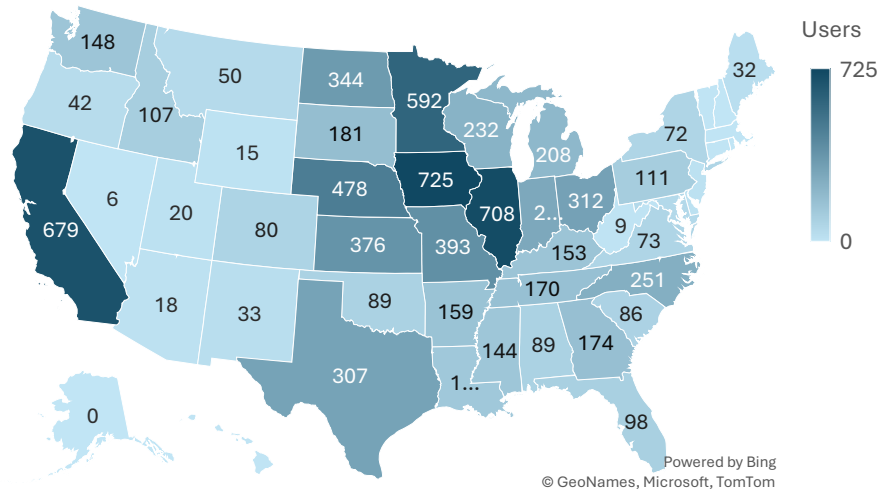
Total Email Sign Ups: **550 users**

Inactive Users:  **users** – defined by a lack of engagement within the previous 90 days and once users are considered inactive/unengaged, they are added to the quarterly re-engagement campaign; this number will fluctuate each quarter.



Crop Interest Selections			
		% of picks	% of users
Unspecified	4752	20%	44%
Cereals	1284	6%	12%
Citrus	117	1%	1%
Corn	4752	20%	44%
Cotton	400	2%	4%
Grapes	206	1%	2%
Peanuts	273	1%	3%
Pome Fruit	61	0%	1%
Potatoes	202	1%	2%
Rice	260	1%	2%
Soybeans	4266	18%	39%
Tree Nuts	323	1%	3%
Vegetables	497	2%	5%
Wheat	3462	15%	32%
Other Crops	2430	10%	22%

Sign Up by State



- Overall, high website traffic does not always align with high email sign-up volumes. States like Virginia and Georgia have strong website usage but comparatively low email sign-ups, highlighting opportunities to improve email capture strategies in those regions. In contrast, states such as Iowa, Kansas, and Nebraska demonstrate strong performance in both web visits and email sign-ups, suggesting more effective conversion tactics or stronger audience engagement.

Signups by Region	State	Users	% of Users
Central Plains	NE, KS	854	10%
Mid-Atlantic	PA, DE, NJ, MD, WV, VA	287	3%
Mid-South	KY, TN, AR, MS, LA	761	9%
Midwest	IA, MO, IL, IN, OH	2418	29%
Northeast	NY, VT, NH, ME, MA, CT, RI	121	1%
Northern Plains	ND, SD	525	6%
Pacific Northwest	WA, OR, ID	297	4%
Pacific Southwest	CA, NV, AZ, NM	736	9%
Rocky Mountain States	MT, WY, UT, CO	165	2%
Southeast	NC, SC, GA, AL, FL	609	7%
Southern Great Plains	OK, TX	396	5%
Upper Midwest	MI, MN, WI	1032	13%