

Best of Farm Journal Mobile

Farm Journal Mobile Messaging

- Click Rates
 - 107% in a Mobile-4-Media program
 - 12% in an incentivized program
 - 74.8% in a non-incentivized program
- Keyword Response Rates
 - 5%% in an incentivized program
 - 0.014% in a non-incentivized program
- Text-based Polling Response Rates
 - 42% in a Farm Journal PULSE program
 - 6.5% in an incentivized program
 - 48.5% in a non-incentivized program