

# Engagement Metrics

## Farm Journal Mobile Messaging – Q4

- **Click to Learn Rate**
  - **Incentivized**
    - Average = 2.4%
  - **Non-incentivized**
    - Average = 2.6%
  
- **Keyword Response Rates**
  - **Incentivized**
    - Average = 1.22%
  - **Non-incentivized**
    - Average = 2.3%
  
- **Text-based Polling Response Rates**
  - **Incentivized**
    - Average = 11.8%
  - **Non-incentivized**
    - Average = 16.42%