



FERTILIZER CANADA
FERTILISANTS CANADA

Fertilizer Canada Dashboard Metrics

As of May 31, 2019



Fertilizer Canada's Overall Impressions

4,836,588

Annual Goal: 25,000,000

Earned Media Impressions

**4.5
Million**



Annual Goal:
20 Million

Media Releases

11



Annual Goal:
24

Speaking Engagements

8



Annual Goal:
15

Sharing Common Ground Open Rate

33.8%



Annual Goal:
20%

Email Open Rate

7.1%



Annual Goal:
20%

Social Media Campaigns

5



Annual Goal:
12

twitter

255,307

Annual Goal:
750,000

facebook

4,441

Annual Goal:
15,000

LinkedIn

32,198

Annual Goal:
45,000