dossier 2018

online marketing for the swine sector

pig333.com

swine professional community

swine professional community / technical content & social network

333**CORPORATE**.COM

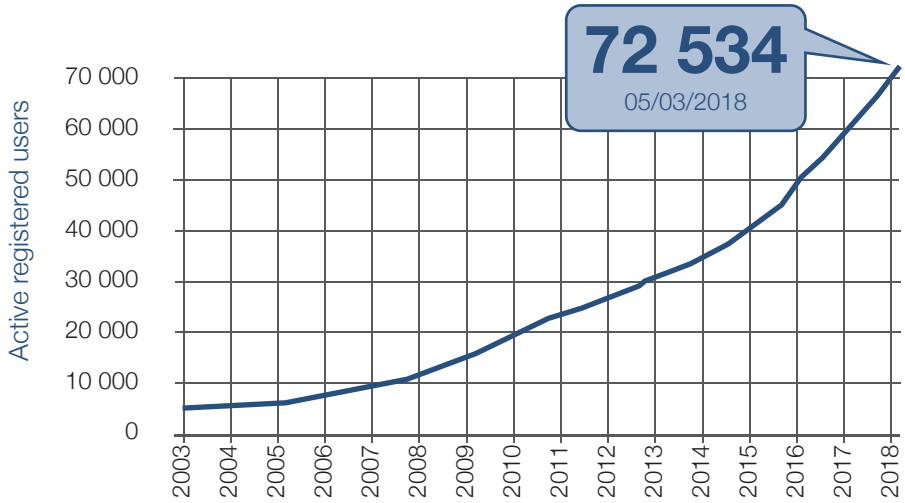
Pig

pig333.com
3tres3.com
3trois3.com
3tres3.com.pt
3tre3.it
3trzy3.pl
pig333.cn
3drei3.de
pig333.ru
3tres3iberico.com

Pork

carne.3tres3.com
carne.3tres3.com.pt
carndeporc.cat

USERS 333



users by country	
Spain	18 559
Mexico	5 940
Colombia	4 952
France	4 376
Italy	3 053
Portugal	2 573
Argentina	2 536
Venezuela	1 960
Philippines	1 886
China	1 753
Peru	1 661
Poland	1 351
Ecuador	1 200
USA	1 026
Chile	1 015
Brazil	954
Germany	610
United Kingdom	575
Glen	553
Vietnam	465
Russia	423

users by activity	
Veterinarians	13 021
Producers	12 114
Students	10 274
Agronomists	5 934
Educators	3 322

users by continent	
Europe	34 854
South America	14 990
North America	9 364
Asia	5 926
Africa	1 026
Oceania	227

	annual visits	page views
3tres3.com	1 655 744	3 328 824
pig333.com	368 881	772 998
3trois3.com	245 996	561 946
3tres3.com.pt	210 453	392 177
3tres3iberico.com	84 919	149 289
3tres3.it	130 685	367 005
3trzy3.pl	94 294	159 535
pig333.cn	-	-
3drei3.de	24 044	47 024
pig333.ru	21 859	61 311
carndeporc.cat	30 928	74 519
carne.3tres3.com	22 083	47 389
carne.3tres3.com.pt	4 106	9 515
Total	**2 884 784**	**5 983 898**

pig333.com figures

registered users with English language	
Philippines	1 877
USA	794
United Kingdom	541
Vietnam	445
China	425
Romania	344
South Korea	324
India	310
Other	5 863
Total	**10 923**

country	visits
United States	67 270
Philippines	44 838
United Kingdom	15 237
Canada	12 513
Spain	12 415
Vietnam	12 293
South Korea	10 051
China	9 085
Bulgaria	7 667
Romania	6 989

visits	218 771
exclusive visitors	212 771
page views	773 633
page views/visit	2,10
average time spent on the site	2:04

19 sep 2016
18 sep 2017

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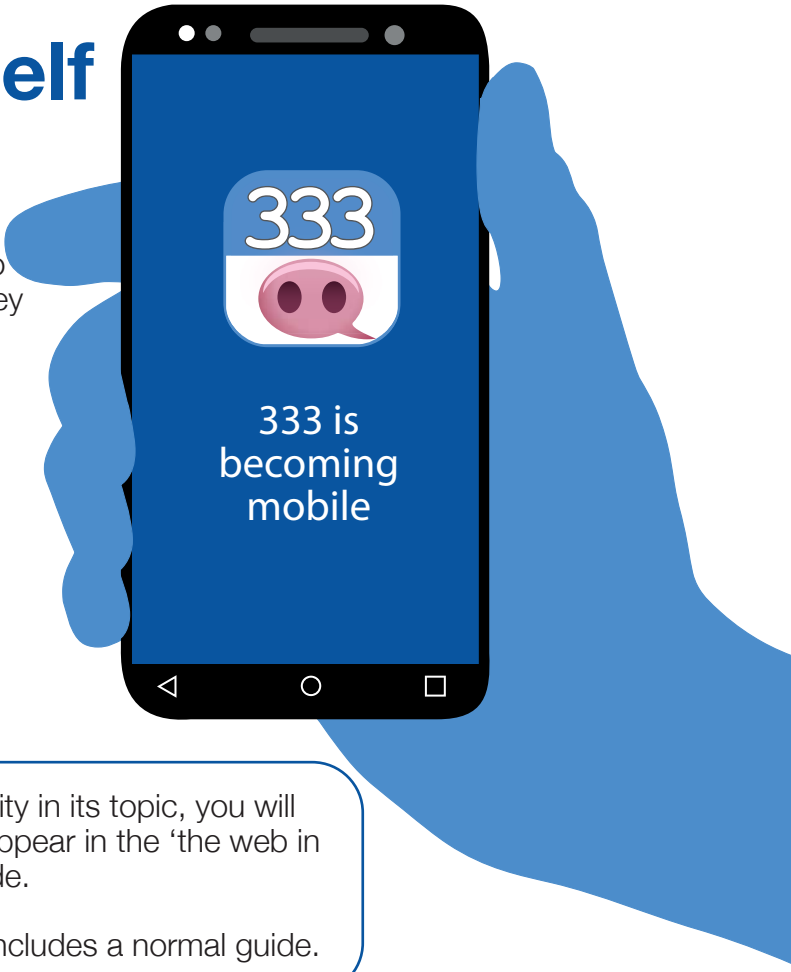
333 transforms itself



333 was born in April 1998, and since then many things have changed. The growing access from mobile phones (50% of the visits) has given rise to new needs. We have added tags to the contents so each user can use them to filter out those things they are not interested in.

How does all this affect advertisements?

We have simplified the ads in two groups (Gold and Silver), that will only be shown in the chosen topic (different prices):

Health | Nutrition | Genetics and reproduction | Management | Housing | Economy | Others

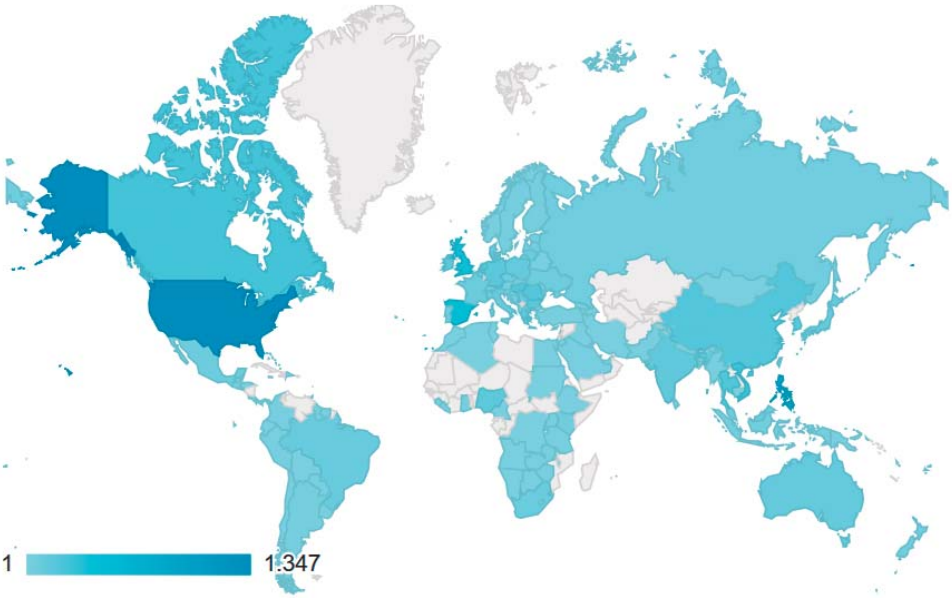
Gold: Your banners will have the maximum visibility in its topic, you will be able to sponsor articles, new or old, and will appear in the 'the web in 3 minutes' newsletter. It includes a Premium Guide.

Silver: It does not allow sponsoring contents. It includes a normal guide.

Geotargeting: We have an international focus but we see marketing as a local tool. We have the capacity to show publicity to each user according to their country of origin, or the country where they connect.

Behavioural Marketing: We can show one type of publicity or another, based on the professional activity or interests of the user, for example: a different banner for veterinarians and for non-veterinarians.

Size and position: The large size of the advertisement and its positioning on the webpage helps increasing clickthrough, branding, and conversions.

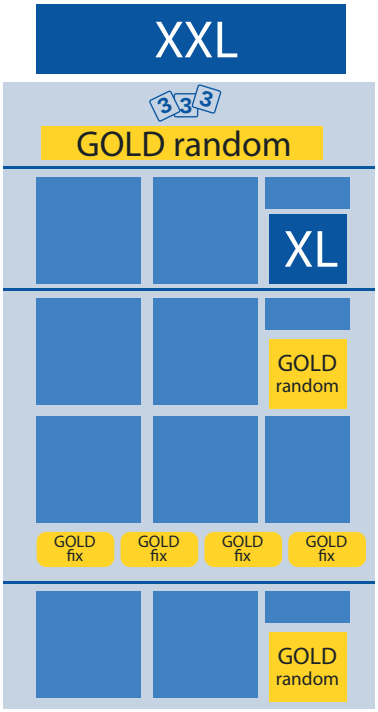


Main changes

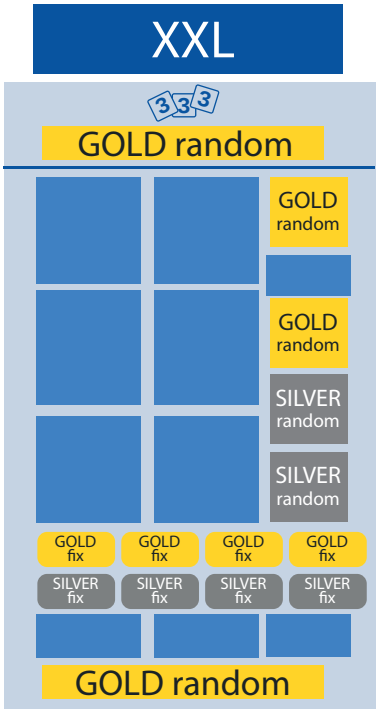
- CONTENTS ARE DIVIDED ACCORDING TO TOPICS
- 2 ADVERTISING CATEGORIES: GOLD AND SILVER
- ADVERTISEMENTS ONLY IN THE SELECTED TOPIC (each topic has different prices)
- ONLY GOLD CAN SPONSOR ARTICLES
- WE ADD A SQUARE BANNER FOR MOBILE PHONES

Advertising in 333

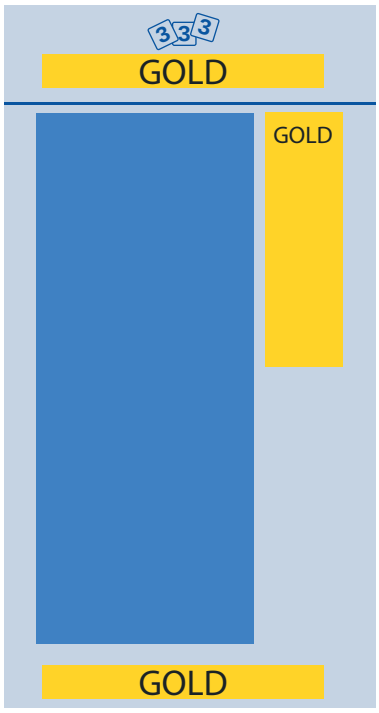
Home



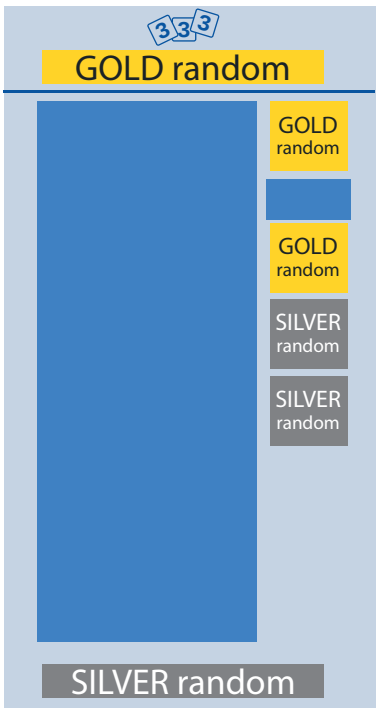
Subhome



Sponsored article



NON sponsored article



XXL: 1 000 x 200 px jpg/gif. Animated or static.

XL: 500 x 500 px jpg/gif. Animated or static.

Top/Bottom banner: 840 x 110 px jpg/gif. Animated or static.

Squared banner: 500 x 500 px jpg/gif. Static.

Skyscraper: 160 x 750 píxeles (only Gold) jpg/gif. Animated or static.

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SERVICES

GUIDE333

- Increase the notoriety of your brand in the web.
- Your brand and products are better positioned.

Premium guide: 1 750 €/year

Guide: 175 €/year

Product: 95 €

MAILINGS

- Sending publicity to registered users.
- Our users DDBB is segmented by language, activity and country.
- Detailed statistics in the customers' area.

Preparation of mailings: 250 €

Price per address is 0.40 €

SURVEYS

- Online survey service.
- Sales and Marketing | Human Resources and professional training | Quality | Client satisfaction...
- Detailed statistics in the customers' area.
- Likely booster with telephone survey (price to be negotiated).

Basic service 2 200 €

(10 questions, 1 mailing, 1 language and online report)

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SERVICES

CONTENT SYNDICATION

- You can add 333 content to your website.
- The content is automatically updated.

Pig prices: 40 € /month (1 country)
95 € /month (world)

News: 200 € /month

Agenda: 50 € /month

TRAINING (CLASSROOM AND ONLINE)

- Open courses.
- CReSA-IRTA Campus (Epidemiology, diagnosis and control of the diseases caused by PCV2 and Technical basis for controlling PRRS)
- Campusal (How can we improve our treatments in swine production).

CORPORATE GIFTS

- Gadgets y products for the pig and pork production.
- Products from our shop.
- Add your logo to the gift.

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SERVICES

ON-LINE DESIGN AND PROGRAMMING

- Static and animated banners.
- Web sites and landing pages.
- Apps: iOS and Android.
- Audit, web analytics and SEO and SEM consulting.

Banner: 110 €

OFF-LINE CREATIVITY

- Branding and corporate identity.
- Packaging design.
- Advertising campaigns: printed materials, print ads, POS communication.
- Naming, market research.

PRESS OFFICE

- Writing and reviewing press releases and reports.
- Sending to media (general and specialized press).
- Clipping service.
- Community Management Service (price per hour / month).
- Translation of technical articles (10 languages).

333TV (PIG TO PORK TELEVISION)

- Production of videos, commercials and interviews.
- Own recording studio.
- Dubbing and / or subtitling in 10 languages (native speakers).
- Professional Photo (studio or in situ).

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