Cereals LIVE 2020

Post Show Statistics

10,812 Attendees

Demographics

- Age 18-24: 10.1%
- Age 25-34: 25.1%
- Age 35-44: 17.4%
- Age 45-54: 18.8%
- Age 55-64: 14.2%
- Age 65+: 14.4%

Gender

- Male: 67.2%
- Female: 32.8%

Geography

- UK
- Ireland
- USA
- France
- Netherlands
- Germany
- Finland
- New Zealand
- Estonia
- Canada

Webinar Stats

- 9,260 webinar viewers
- 18 live webinars
- 90+ expert speakers
- 2481 live chats with exhibitors

Pre Event Campaign

- 17 pre-show emails sent
- 33,711 social media ad views
- 256 follow-up emails sent
- 344,500 Twitter impressions

Top 3 webinars

- Top webinar viewers: 9,260
- Top video views: 1,087,524
- Top webinar questions: 18

The Farming Forum

- 32,654 unique visitors to Cereals North Dakota webinar
- 309,472 total Cereals page views on TFF
- 1,087,524 total views of Cereals logo

Stats

- 62.3% desktop
- 7.2% tablet
- 30.5% mobile

Top 10 countries

- UK
- Ireland
- USA
- France
- Netherlands
- Germany
- Finland
- New Zealand
- Estonia
- Canada