



**Basic guide to
understand how the
Engormix advertising
format works.**



Basic Glossary

Before diving into the functionality of the Suggested Links, it's important to agree on some common terms within Engormix communities. With that in mind, we share a brief Glossary with you.



We define "**Engormix Client Company**" as the advertising brands that carry out advertising, marketing, and communication activities within the Engormix user network, with a reach limitation to the countries and species contracted in each language.



We refer to "**Showcase**" as the space within the network, exclusive to an Engormix client company, which includes various content, such as the company description, products, technical articles, and its own news, events in which it participates, among other topics, aimed at its target users.

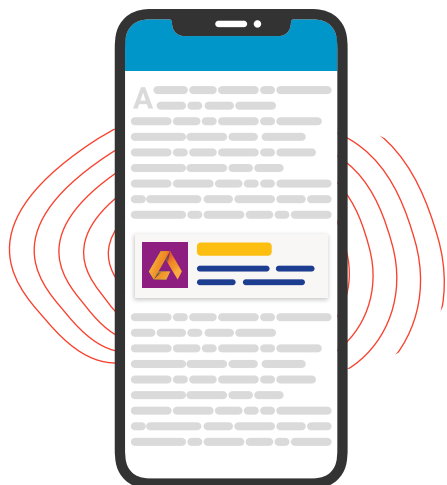


A "**Target User**" is an online profile of a person registered on Engormix, who is considered a "client's client" (that is, a person from a company potentially interested in the products of the Engormix client company). The target user will be part of a user group (other members of the same target company) and will be linked directly to it by the Digital Content Manager, whether requested by the client or not.



"**Generic Content**" refers to content generated by the network's users that does not belong to any specific company (that is, it is not part of any Showcase). This content can come in various formats: Article, news, video, or forum.

What is a suggested link?

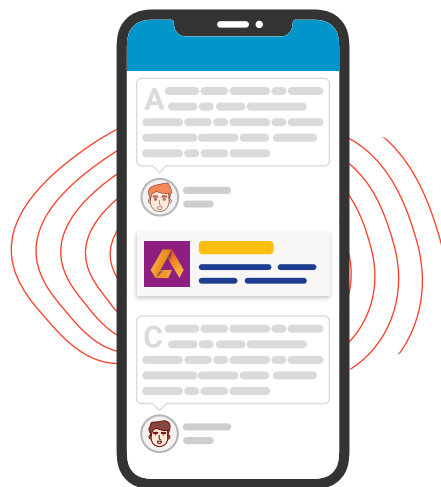


When a user, considered a *Target* by a *Client Company*, accesses Engormix intending to view *Generic Content*, they will also see an advertisement from that Client Company.

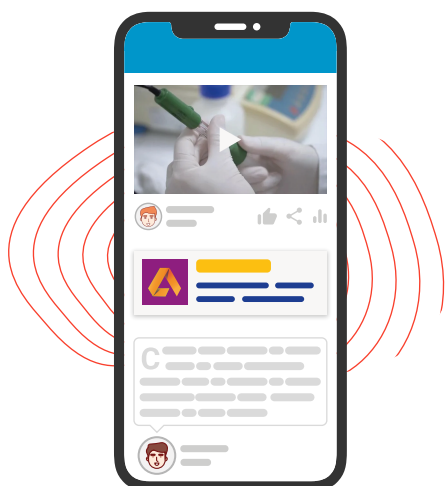
In articles and news, the advertisement will appear after the first 500 characters.

This advertisement will contain information and a link to content from the Client Company and will be considered a *Recommended Link* for users.

In a forum, it will be shown among the comments.

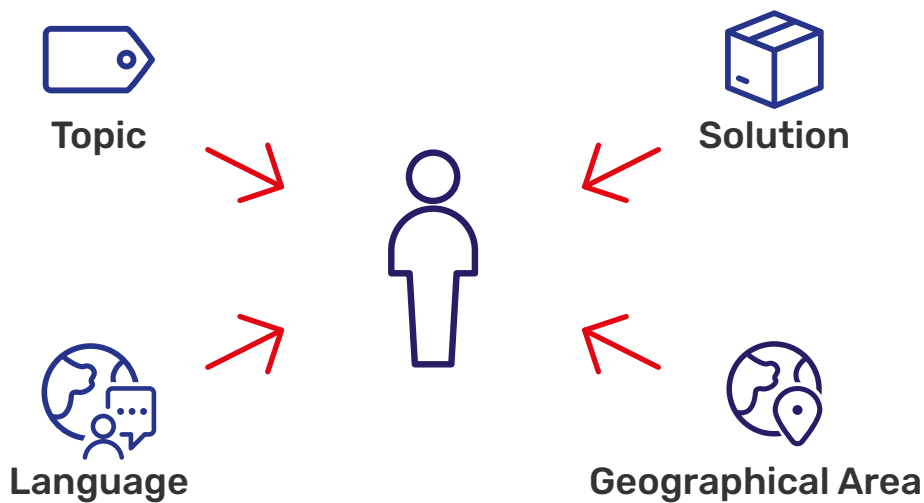


The connection between both pieces of content (the generic one and the advertisement content) exists because they *share the same topic* (for example, "enzymes" or "mycotoxins") and have been associated within the network to this specific theme. And this new content proposed by the Suggested Link will be: a news piece, an article, a video, a product, or simply, a link to the company's showcase.



Will all users see the same Suggested Links?

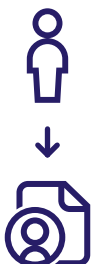
*Each user will see different Recommended Links, based on the connections of their profile with various **topics** and the **companies addressing these issues**, as well as the **geographical area** and **language** from where they are registered.*



Under no circumstances will a Suggested Link from one company be displayed within the content of another company: These advertisements will always appear in the generic content, although there are also two other criteria or instances for displaying Suggested Links:



Within the Showcase of a Client Company, any user will be able to find Suggested Links interspersed with references to products from that company.



For those users who consume generic content within an Engormix community and have not yet been linked as a Target of Client Companies, the Suggested Links interspersed in such generic content will present information and links to products, technical articles, company-specific news, and other content included in the Showcases of any of the Engormix Client Companies that operate within that community or theme.

What are the benefits obtained by clients companies from the suggested links?

- Increase brand visibility.
- Strengthen loyalty among their target users and attract prospects within the world's largest agricultural social network.
- Generate greater awareness about their products and services.
- Amplify the marketing actions carried out throughout the year.
- Consolidate BRANDING actions on the Internet, within the Engormix network.
- Increase online presence on Engormix and viralize actions with clear and measurable results.
- Support distributors and channels with marketing actions linked to target users in each geographical area.
- Promote new products and introduce complementary new services.
- Enhance their position as a leading company in the industry.

Thank you very much for taking the time to learn more about our tool.