

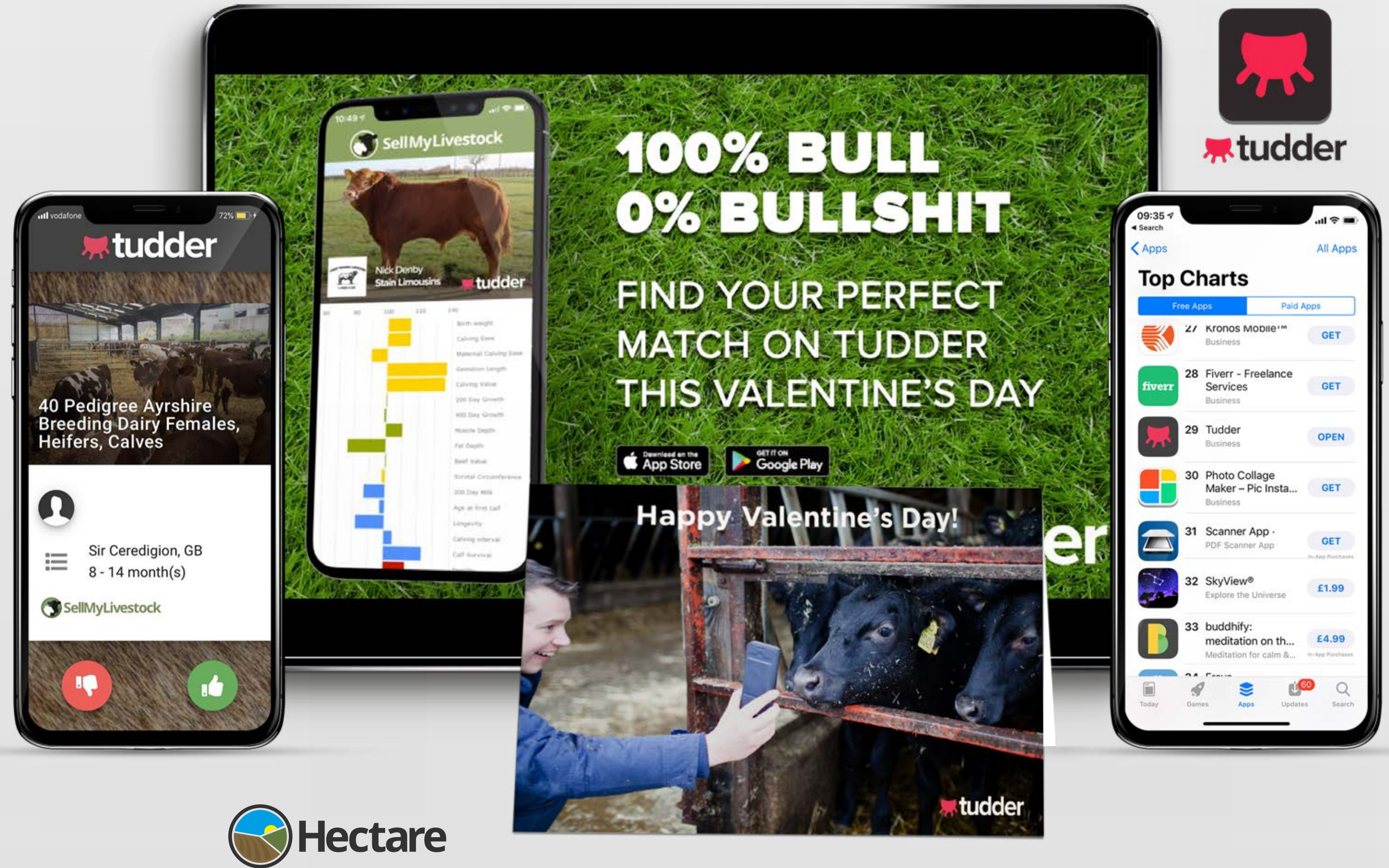
TUDDER

'TINDER FOR COWS'

'We were overwhelmed by the results of the Tudder campaign. The incredible media coverage led to an unprecedented increase in new registrations to the SellMyLivestock platform, and put us at the centre of the agritech conversation with both media and investors.'

'The campaign has also opened doors for us in strategic locations, such as the US and continental Europe, which we're continuing to explore and expand on now.'

Doug Bairner, CEO Hectare



Category name:
Category number(s):
Contact:

Campaign name:
Brand:
Agency:

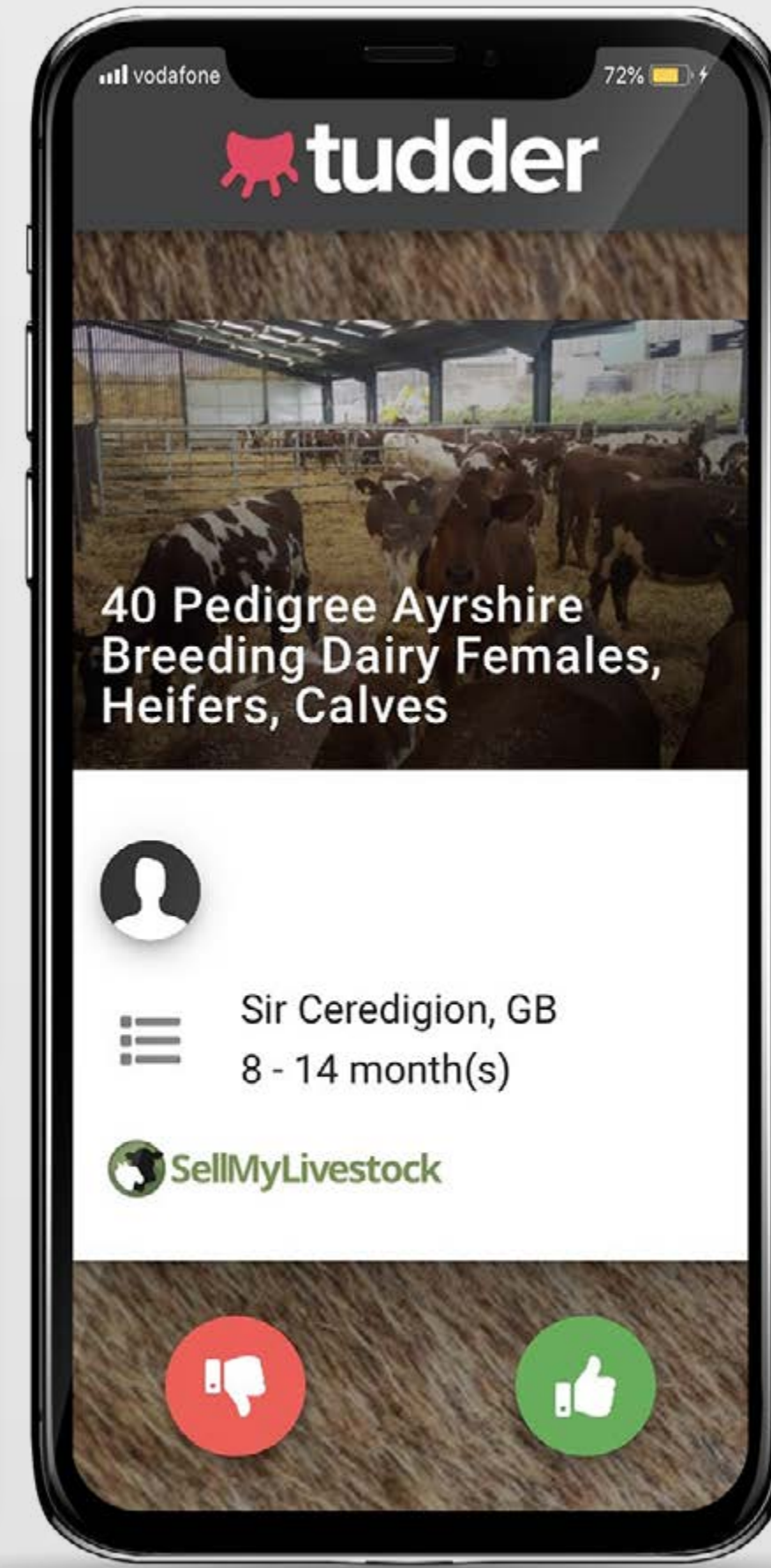
TUDDER

'TINDER FOR COWS'

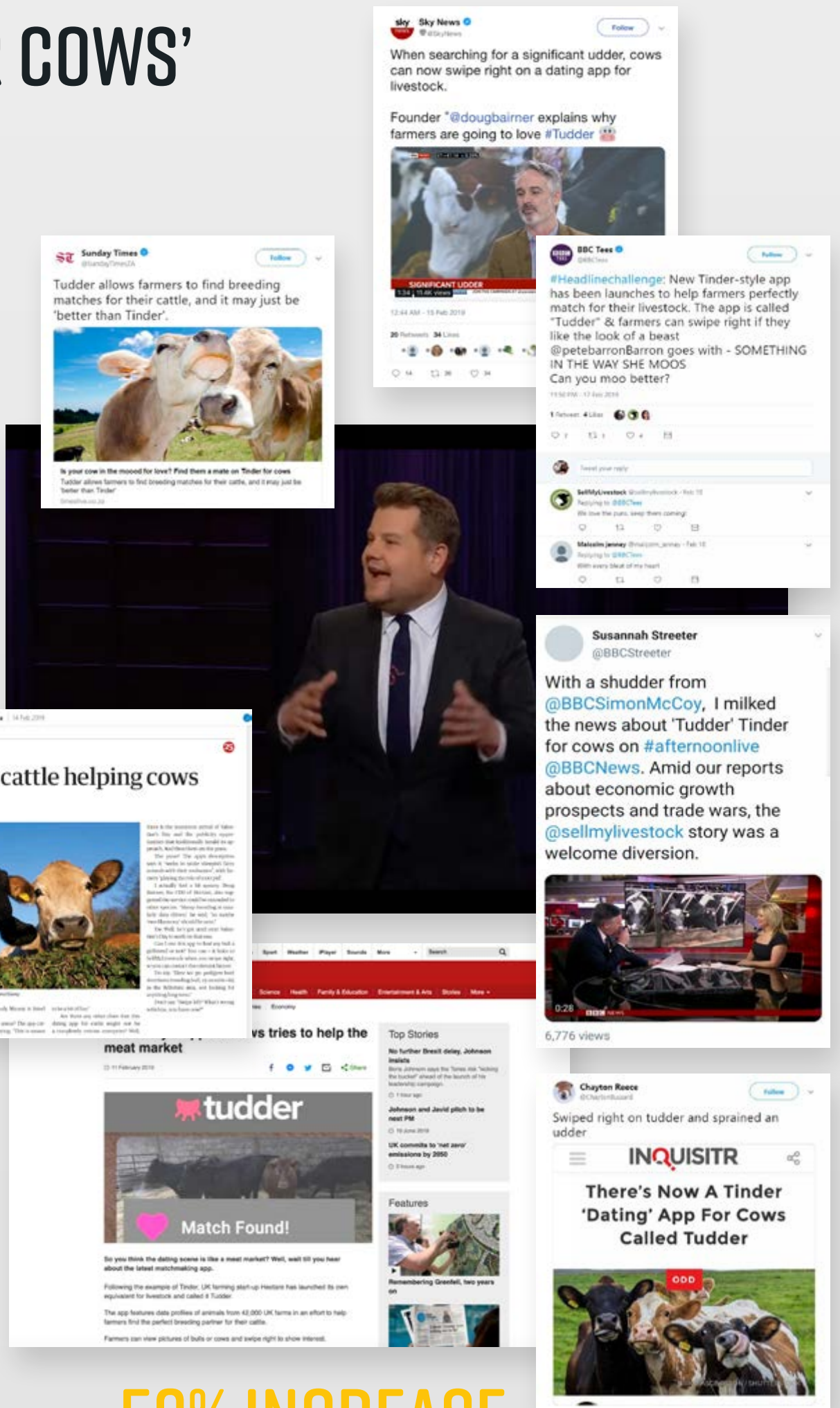
18,000+
downloads across
Apple and Google App stores

1.3 BILLION
print media reach

30% UPLIFT
in **SellMyLivestock**
traffic during the
coverage



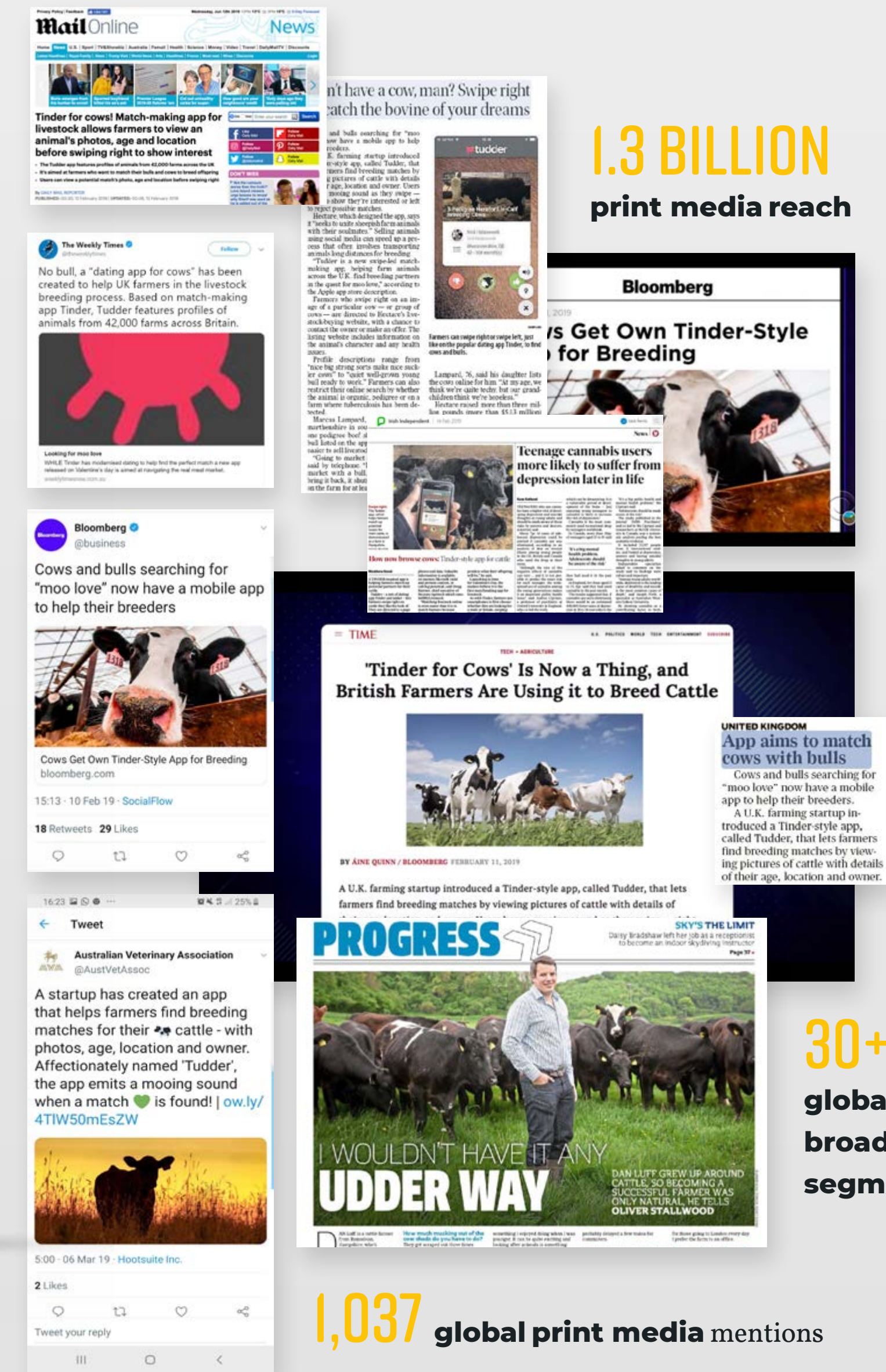
tudder



58% INCREASE
in **new user registrations**
compared to top
six-month average

TOP 10
Tudder
ranked among
top 10 business
apps during
launch week

30+
global
broadcast
segments



1,037 global print media mentions

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