

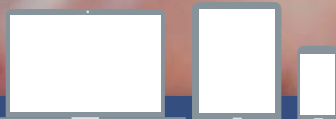
1.911.626
Annual
visitors

333

dossier 2016



www.3tres3.com.pt
www.3tres3.com
www.pig333.com
www.3trois3.com
www.3tre3.it
www.3tres3iberico.com
www.3trzy3.pl
www.3dre3.de
www.pig333.cn
www.pig333.ru
www.camdeporc.cat



333

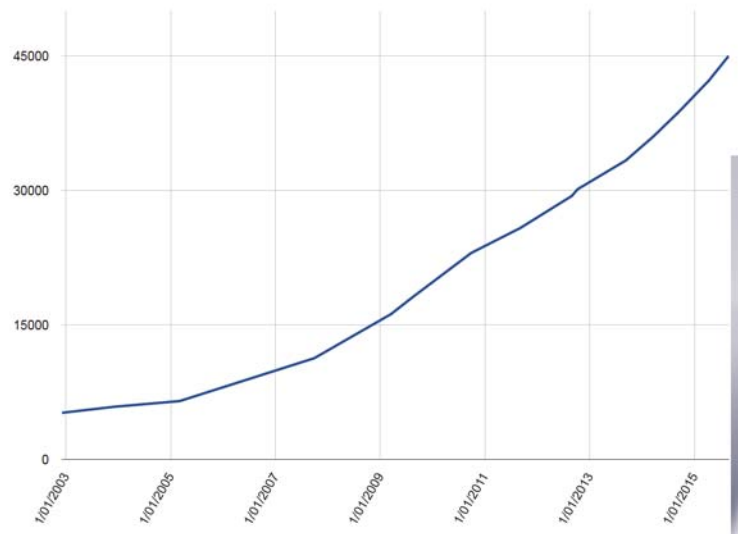
The online marketing tool for pig2pork



333 users

45.000
Active registered users
28/8/2015

Evolution of registered users



Users by country

	Spain	12 150	27 %
	Mexico	4 303	9.6 %
	Colombia	3 760	8.4 %
	France	3 033	6.8 %
	Italy	1 960	4.4 %
	Argentina	1 843	4.1 %
	Portugal	1 632	3.6 %
	Venezuela	1 489	3.3 %
	Philippines	1 422	3.2 %
	Peru	1 168	2.6 %
	China	1 095	2.4 %
	Ecuador	821	1.8 %
	Chile	756	1.7 %
	Poland	735	1.6 %
	United States	656	1.5 %
	Brazil	590	1.3 %
	UK	413	0.9 %
	Canada	355	0.8 %
	Alemania	301	0.7 %
	Bolivia	278	0.6 %
	Russia	252	0.6 %

Users by continent

Europe	22 507	50.1 %
South America	10 927	24.3 %
North America	6 358	14.6 %
Asia	4 006	8.9 %
Africa	543	1.2 %
Oceania	147	0.3 %

Users by activity

Veterinarians	10 168	22.6 %
Producers	7 939	17.7 %
Students	7 222	16.1 %
Agronomists	4 105	9.1 %
Educators - Researchers	2 050	4.6 %

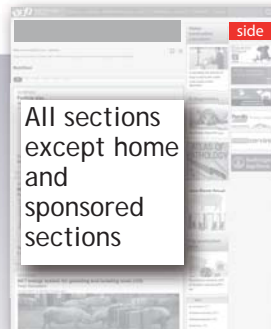


The online marketing

HOME



G1



G2



G3



G4



Advertising

Geotargeting: We have an international vocation 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 profession 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 help to increase clickthrough, branding, and conversions.

Banner sizing

XXL: 998x200 px
jpg/gif. Animated or static.

XL: 345x91px
jpg/gif. Animated or static.

Top/Bottom Banner: 630 x 80 pixels
jpg/gif/swf (for swf banners send fla files with rasterized text). Animated or static.

Side banner: 160 x 65 px
jpg/gif. Static.

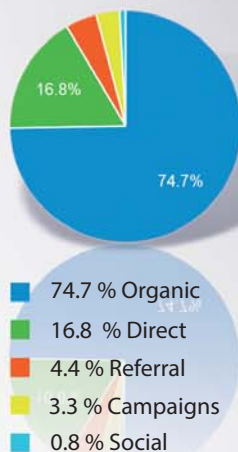
Skyscraper: 160 x 750 px (just for G1)
jpg/gif/swf (for swf banners send fla files with rasterized text). Animated or static.

- Period: 15/08/2014 al 14/08/2015

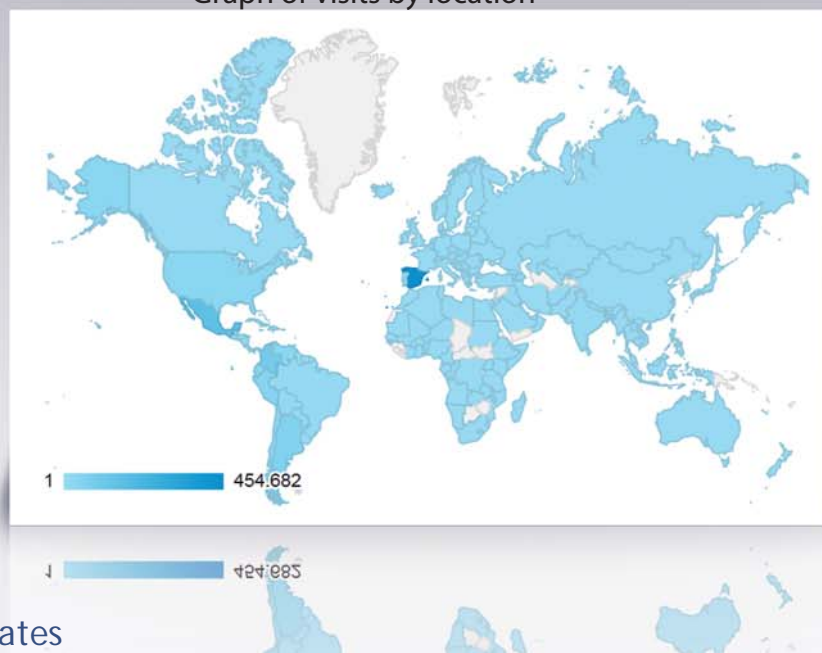
634 044 users have visited this site
1 042 672 Visits
634 044 Exclusive visitors
2 427 030 Page views
2.33 Page views/visit
00:02:21 Average time spent on the site
69.34 % Bounce rate
58.83 % Percentage of new visits

Country/territory	Visits	Page views/visit
Spain	454 682	3.00
Mexico	160 146	1.70
Colombia	96 775	1.81
Argentina	54 415	1.96
Peru	42 624	1.74
United States	36 212	1.73
Ecuador	31 731	1.47
Venezuela	31 126	1.79
Chile	21 208	1.69
Bolivia	12 012	1.89

Traffic Sources



Graph of visits by location



2015-2016 Advertising rates

XL: home page only:	450 €/month
XXL: home page only:	1 000 €/month
G0: home page only:	250 €/week
G1: 1.600 €/month, (content according to estimate)	
G2: High navigation.	1 100 €/month
G3: Mid navigation.	500 €/month
G4: Low navigation.	250 €/month

Country	Registered users
Spain	12 155
Mexico	4 306
Colombia	3 761
Argentina	1 846
Venezuela	1 489
Peru	1 170
Ecuador	821
Chile	754



27/08/2015

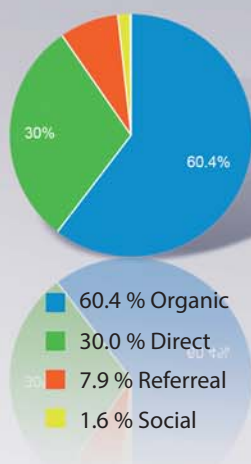
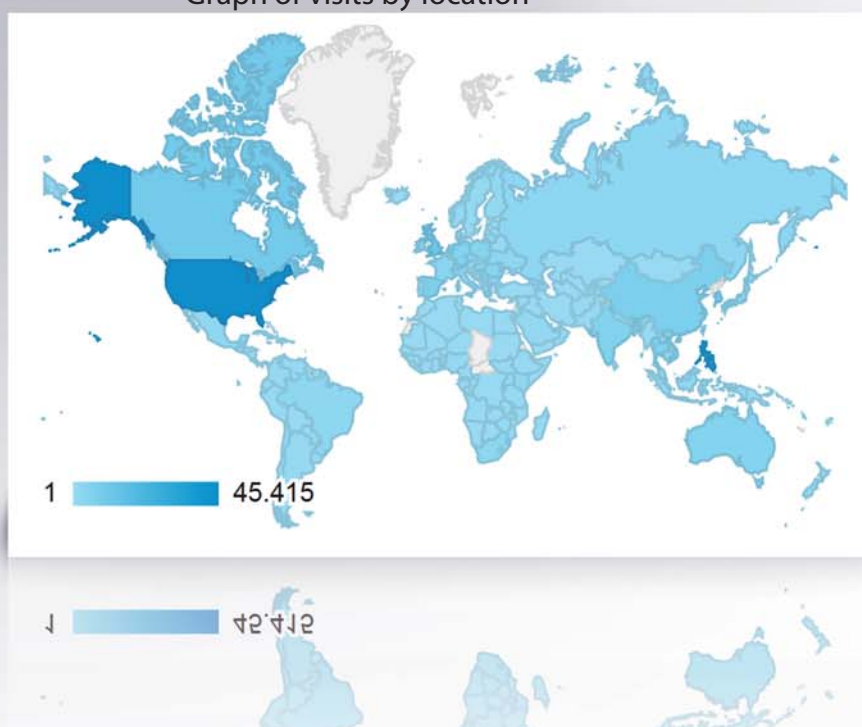


- Period: 15/08/2014 al 14/08/2015

160 292 users have visited this site

270 988 Visits
 160 292 Exclusive visitors
 595 966 Page views
 2.20 Page views/visit
 00:02:17 Average time spent on the site
 68.68 % Bounce rate
 57.13 % Percentage of new visits

Country/territory	Visits	Page views/visit
United States	45 415	1.44
Philippines	42 326	2.11
United Kingdom	11 577	2.11
Canada	9 763	1.88
South Korea	8 959	3.26
China	7 024	3.55
Spain	6 997	3.14
Vietnam	5 945	1.66
India	5 692	2.09
Thailand	5 577	2.68

Traffic Sources**Graph of visits by location****2015 Advertising rates**

XL: home page only: 450 €/month
 XXL: home page only: 800 €/month
 G0: home page only: 200 €/week
 G1: 1.500 €/month, (content according to estimate)
 G2: High navigation. 900 €/month
 G3: Mid navigation. 500 €/month
 G4: Low navigation. 250 €/month

Country	Registered users
Philippines	1 423
United States	657
United Kingdom	413
Canada	355
Australia	129



27/08/2015

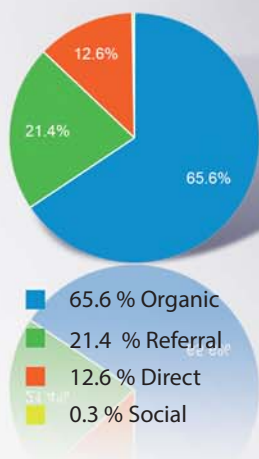


- Period: 15/08/2014 al 14/08/2015

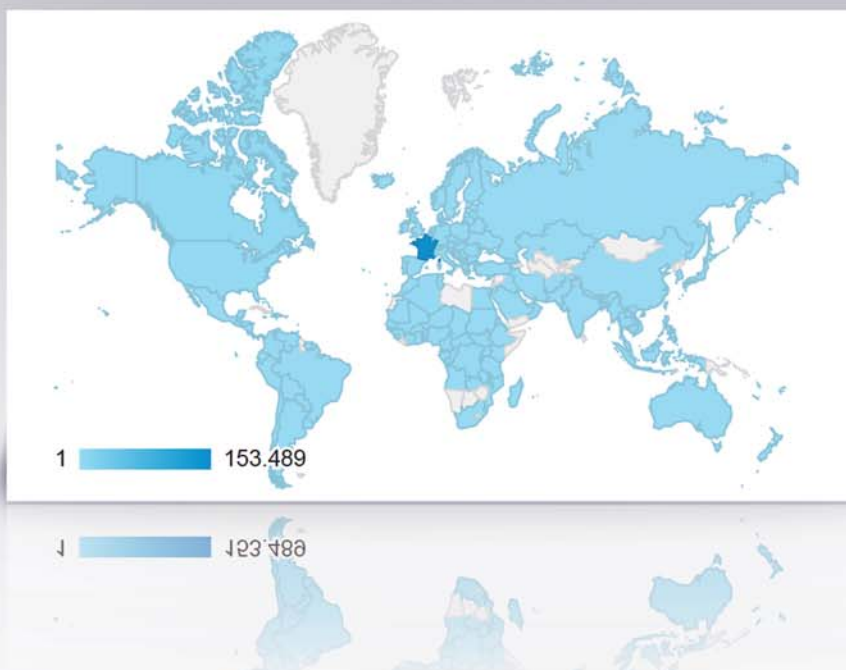
101 800 users have visited this site
193 213 Visits
101 800 Exclusive visitors
549 186 Page views
2.84 Page views/visit
00:02:07 Average time spent on the site
56.70 % Bounce rate
51.23 % Percentage of new visits

Country/territory	Visits	Page views/visit
France	153 489	3.04
United States	6 174	1.80
Canada	4 165	1.93
Belgium	3 224	1.31
Switzerland	2 159	3.01
Algeria	2 106	3.16
Ivory Coast	2 007	2.01
Spain	1 472	1.30
Morocco	1 204	1.90
Cameroon	997	1.42

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only:	250 €/month
XXL: home page only:	500 €/month
G0: home page only:	100 €/week
G1: 1200 €/month (content according to estimate)	
G2: High navigation.	500 €/month
G3: Mid navigation.	250 €/month
G4: Low navigation.	150 €/month

Country	Registered users
France	3 036
Canada	355
Belgium	199
Ivory Coast	88
Cameroon	61



27/08/2015

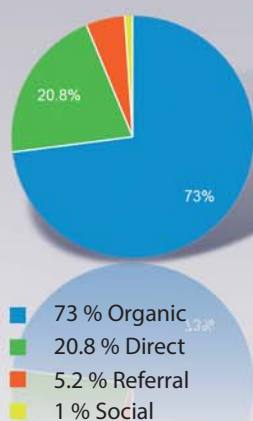


- Period: 15/08/2014 al 14/08/2015

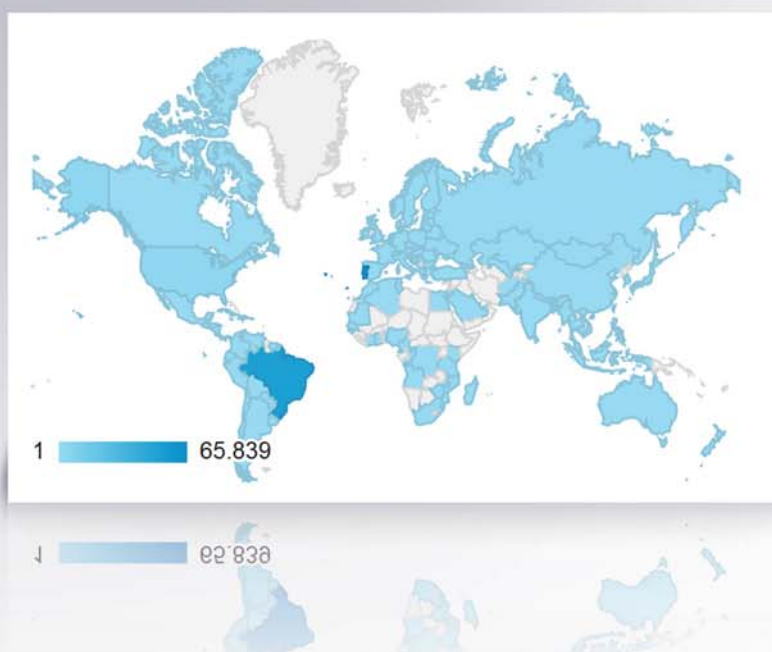
78 190 users have visited this site
131 099 Visits
78 190 Exclusive visitors
244 867 Page views
1.87 Page views/visit
00:01:42 Average time spent on the site
73.60 % Bounce rate
58.19 % Percentage of new visits

Country/territory	Visits	Page views/visit
Portugal	65 839	2.23
Brazil	52 532	1.50
United States	3 293	1.13
Spain	1 667	1.09
(unregistered)	1 335	2.15
Mozambique	698	1.35
France	575	1.27
Angola	495	3.02
India	448	1.70
Canada	335	1.32

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only:	250 €/month
XXL: home page only:	375 €/month
G0: home page only:	100 €/week
G1: 600 €/month, (content according to estimate)	
G2: High navigation.	360 €/month
G3: Mid navigation.	220 €/month
G4: Low navigation.	125 €/month

Country	Registered users
Portugal	1 632
Brasil	590
Angola	14
Mozambique	6



27/08/2015

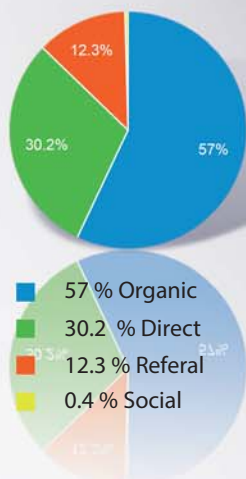


- Period: 15/08/2014 al 14/08/2015

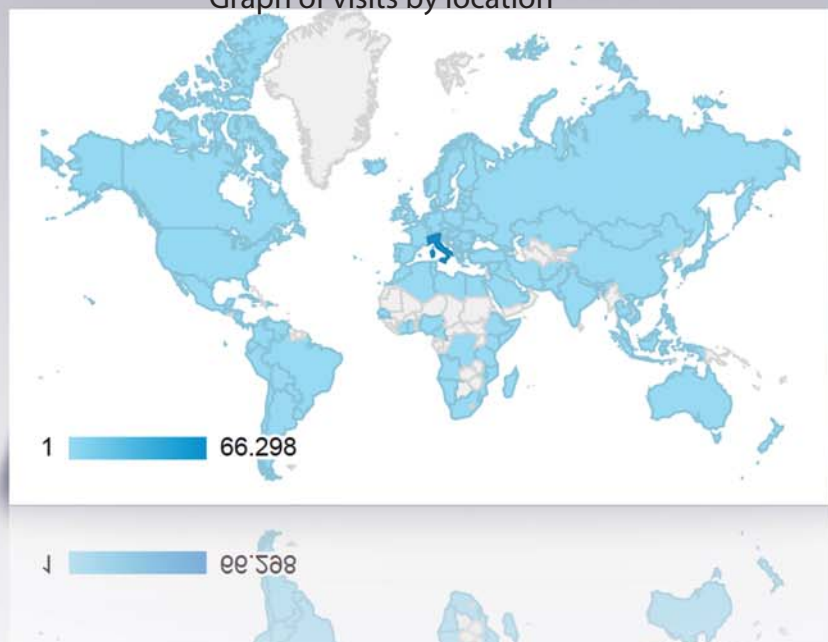
38 458 users have visited this site
72 802 Visits
38 458 Exclusive visitors
189 477 Page views
2.60 Page views/visit
00:02:19 Average time spent on the site
62.66 % Bounce rate
50.84 % Percentage of new visits

Country/territory	Visits	Page views/visit
Italy	66 298	2.66
United States	1 651	1.18
Germany	596	3.24
Spain	583	2.53
Brasil	550	1.29
Romania	312	4.54
France	293	2.86
Switzerland	287	1.70
United Kingdom	182	2.31
Poland	138	1.31

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only: 100 €/month
XXL: home page only: 180 €/month
G0: home page only: 200 €/week
G1: 750 €/month (content according to estimate)
G2: High navigation: 450 €/month
G3: Mid navigation: 180 €/month
G4: Low navigation: 100 €/month

Country	Registered users
Italy	1 963

27/08/2015



ONLINE
SINCE
1-1-2013

333

3trzy3.pl
świnie online

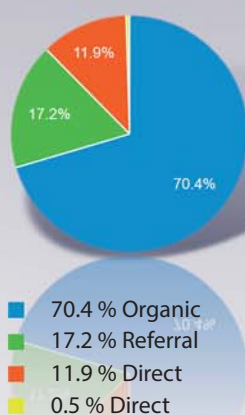
- Period: 15/08/2014 al 14/08/2015

25 696 users have visited this site

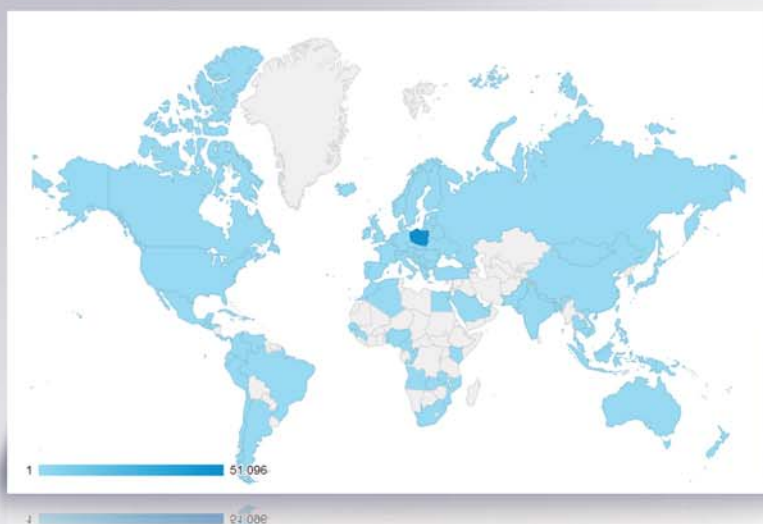
54 477 Visits
25 696 Exclusive visitors
113 114 Page views
2.08 Page views/visit
00:02:09 Average time spent on the site
71.48 % Bounce rate
45.74 % Percentage of new visits

Country/territory	Visits	Page views/visit
Poland	51 096	2.09
United States	402	1.17
Germany	369	2.53
Brasil	306	1.07
Spain	299	2.06
France	172	2.49
United Kingdom	171	1.96
Denmark	157	2.53
Austria	150	2.15
Holanda	136	1.52

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only: 150 €/month
XXL: home page only: 300 €/month
G0: home page only: 150 €/week
G1: 1000 €/month, (content according to estimate)
G2: High navigation. 600 €/month
G3: Mid navigation. 300 €/month
G4: Low navigation. 150 €/month

Offer for annual contracts*

XL: home page only: 100.5 €/month
XXL: home page only: 200.1 €/month
G0: home page only: 100.5 €/week
G1: 667 €/month, (content according to estimate)
G2: High navigation. 400.2 €/month
G3: Mid navigation. 200.1 €/month
G4: Low navigation. 100.5 €/month



Country	Registered users
Poland	736

27/08/2015

-33,3%

* Offer valid for contracts
signed before 31/12/2015



piq333.cn

世界猪业之窗

ONLINE
SINCE
14-5-2013

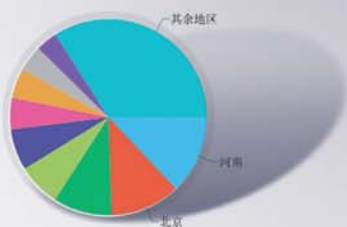
- Period: 15/08/2014 at 14/08/2015

12 949 users have visited this site
22 560 Visits
12 949 Exclusive visitors
112 838 Page views
5.00 Page views/visit
00:06:57 Average time spent on the site
53.42 % Bounce rate
42.6 % Percentage of new visits

Country/territory	Visits
China	21 297
Taiwan	1106
Hong Kong	122
Macao	4

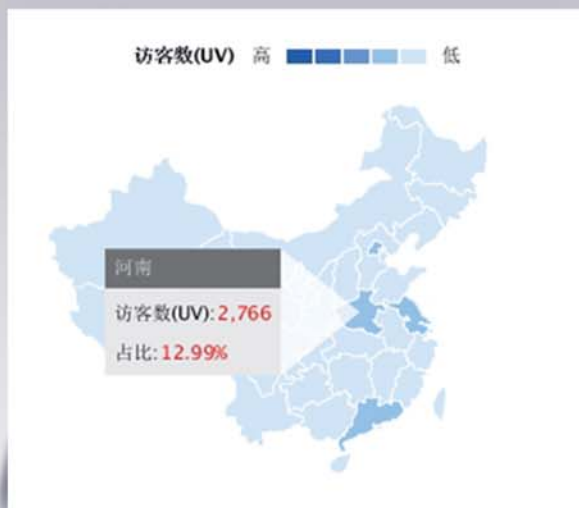
Traffic Sources

河南	2,766	12.99%
北京	2,452	11.51%
广东	2,057	9.66%
江苏	1,503	7.06%
山东	1,441	6.77%
台湾	1,106	5.19%
福建	1,060	4.98%
湖北	898	4.22%
湖南	763	3.58%
其余地区	7,251	34.05%



40.6 % Referral
34.9 % Direct
21.5 % Organic
3 % Social

Graph of visits by location



2015 Advertising rates*

XL: home page only: 25 000 CNYs/month
XXL: home page only: 50 000 CNYs/month
G0: home page only: 250 CNYs/week
G1: 100,000 € /month (content according to estimate)
G2: High navigation. 50 000 CNYs/month
G3: Mid navigation. 25 000 CNYs/month
G4: Low navigation. 12 500 CNYs/month

Country	Registered users
China	1 097
Taiwan	99
Hong Kong	37
Macao	4



27/08/2015



The online marketing

ONLINE
SINCE
28-3-2013

333

3drei3.de
Alles über Schweine

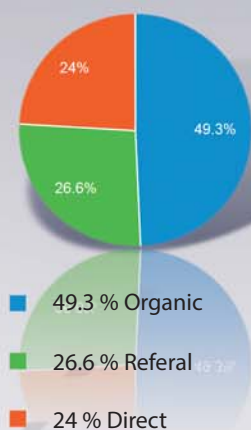
- Period: 15/08/2014 al 14/08/2015

11 367 users have visited this site

15 956 Visits
11 367 Exclusive visitors
33 590 Page views
2.11 Page views/visit
00:01:41 Average time spent on the site
69.04 % Bounce rate
69.87 % Percentage of new visits

Country/territory	Visits	Page views/visit
Germany	10 070	2.10
Austria	1 075	2.37
Spain	1 003	2.47
Switzerland	575	2.32
Poland	462	1.66
United States	343	1.13
Brasil	281	1.05
Romania	278	2.55
France	230	2.69
Luxemburg	215	1.47

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only: 250 €/month
XXL: home page only: 550 €/month
G0: home page only: 125 €/week
G1: 800 €/month, (content according to estimate)
G2: High navigation. 550 €/month
G3: Mid navigation. 250 €/month
G4: Low navigation. 66.7 €/month

Country	Registered users
Germany	301
Austria	41



27/08/2015

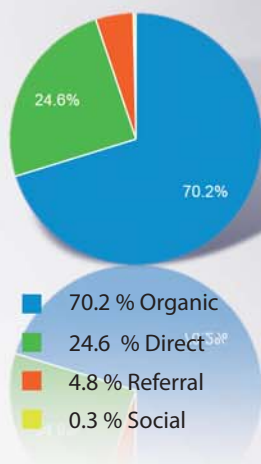


- Period: 15/08/2014 al 14/08/2015

37 804 users have visited this site
82 399 Visits
37 804 Exclusive visitors
152 721 Page views
1.85 Page views/visit
00:01:34 Average time spent on the site
71.66 % Bounce rate
43.80 % Percentage of new visits

Country/territory	Visits	Page views/visit
Spain	68 929	1.91
United States	3 027	2.31
Portugal	2 481	1.20
Mexico	1 207	1.32
Colombia	1 000	1.23
Argentina	839	1.26
Peru	509	1.24
Ecuador	498	1.45
Chile	344	1.09
Venezuela	336	1.26

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only: 200 €/month
XXL: home page only: 400 €/month
G0: home page only: 100 €/week
G1: 600 €/month (content according to estimate)
G2: High navigation. 400 €/month
G3: Mid navigation. 200 €/month
G4: Low navigation. 100 €/month





pig333.ru

от фермы к рынку

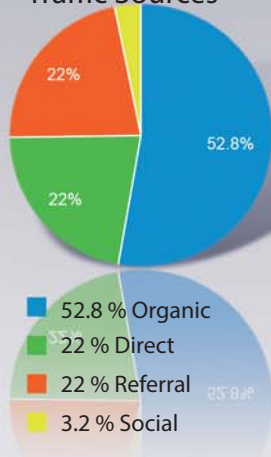
- Period: 15/08/2014 at 14/08/2015



9 865 users have visited this site
17 212 Visits
9 865 Exclusive visitors
50 967 Page views
2.96 Page views/visit
00:03:11 Average time spent on the site
64.27 % Bounce rate
56.19 % Percentage of new visits

Country/territory	Visits	Page views/visit
Russia	9 140	3.09
Ukraine	2 737	3.02
Denmark	1 469	3.19
Spain	652	2.92
Belarus	374	3.21
United States	274	2.77
Moldova	243	4.52
Kazakhstan	232	1.34
Latvia	231	1.04
Brazil	216	1.61

Traffic Sources



Graph of visits by location



2015 Advertising rates

XL: home page only: 500 €/month
XXL: home page only: 1 100 €/month
G0: home page only: 250 €/week
G1: 1600 €/month, (content according to estimate)
G2: High navigation. 1 100 €/month
G3: Mid navigation. 500 €/month
G4: Low navigation. 250 €/month

Offer for annual contracts*

XL: home page only: 333.5 €/month
XXL: home page only: 733.7 €/month
G0: home page only: 166.75 €/week
G1: 1067.2 €/month, (content according to estimate)
G2: High navigation. 733.7 €/month
G3: Mid navigation. 333.5 €/month
G4: Low navigation. 166.75 €/month



Country	Registered users
Russia	252
Ukraine	110
Belarus	23
Kazakhstan	5

-50%

* Offer valid for contracts signed before 31/12/2015

27/08/2015

333 Business Directory

Thanks to 333's search engine position, appearing in the 333 Business Directory will increase your web notoriety and help your business get found by customers.

With an annual subscription, you can considerably increase your online presence, and that of your products. Through the most advanced SEO (Search Engine Optimizer) technology, we can improve the positioning of your products online.

Available in English, Chinese, Portuguese, Spanish and Italian.



Annual subscription: 175 €

To appear in 2 languages: 250 €

To appear in 3 languages: 300 €

To appear in 4 languages: 333 €

To appear in 5 languages 350€/year

Take advantage of our exclusive SEO service for just 95€/product per language.

Mailings

This consists of sending publicity materials to registered users. Thanks to the categorization of our users by country and activity, we are able to carry out marketing strategies based on specific groups, in specific geographical areas.

Preparation of mailings: 250 €

Price per address is 0.39 €



Promotional items

Promotional items for your swine industry clients. We can print, engrave, or screen-print your logo on almost every product in our store.

Estimates available based on product and quantity.



The online marketin



e-surveys

We've developed a new online survey service, just tell us what you want to know and who you want to ask... we have the solution:

Sales and Marketing | Human Resources and professional training | Quality | Client satisfaction

Basic service 2 200€ (10 questions, 1 mailing, 1 language and online report)



333tv - pig to pork television

- Production of videos for television.
- Educational and/or training videos.
- Commercials (Advertising).
- Spots for radio and television.
- Reports.
- Interviews.
- Videos for the web/YouTube.
- Digital photography.
- Corporate videos: institutional, corporate identity, promotions, publicity.



Web	Visits	Page views
3tres3.com	1 018 478	2 380 214
pig333.com	276 996	617 836
3trois3.com	145 349	426 873
3tres3.com.pt	118 649	239 566
3tres3iberico.com	78 986	160 785
3tre3.it	70 945	177 978
3trzy3.pl	33 330	78 276
pig333.cn	34 926	129 199
3drei3.de	9 560	23 193
pig333.ru	7 062	21 791
Total	1 794 281	4 255 711

Global campaigns

We can offer online campaigns in English, Portuguese, French, Italian, Deutsch, Russian, Chinese and Spanish, using our geotargeting service. Request an estimate free of obligation.

On-line Marketing Consultancy

- On-line marketing audit
- SEM
- SEO
- Web analytics and data interpretation
- Construction of on-line marketing dashboards
- Social Media
- Online strategy



Creation of on-line campaigns

Banners: 99 €

Landing pages: 220 €



ing tool for pig2pork

sales@pig333.com

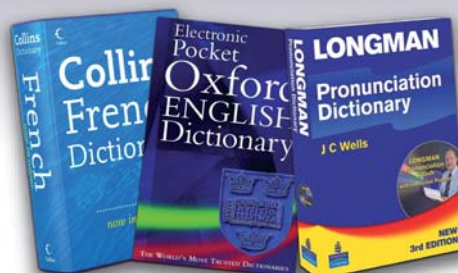
Apps

- We are committed to creating your app to improve your business. Our creative team will produce your app in line with your requirements. We aim to develop everything fully customized to your idea.
- Having an app is essential for improving customer loyalty and satisfaction. We look forward to hearing from you, contact us if you have any questions.
- We will help you launch your app with our marketing team.



Technical translations

- Italian
- Russian
- English
- French
- Chinese
- Portuguese
- Spanish
- Polish
- German



Content syndication

You can add 333 content to your website.



- Pig prices: One country 25€/month
Europe 45 €/month
World 95 €/month
- Agenda: 50 €/month
- News: 200 €/month

e-learning

- Campus CReSA-IRTA
Technical basis for controlling PRRS 85.00 €
Epidemiology, diagnosis and control of the diseases caused by PCV2 85.00 €
- Campus CAMPUSAL
How can we improve our treatments in swine production 85.00 €

