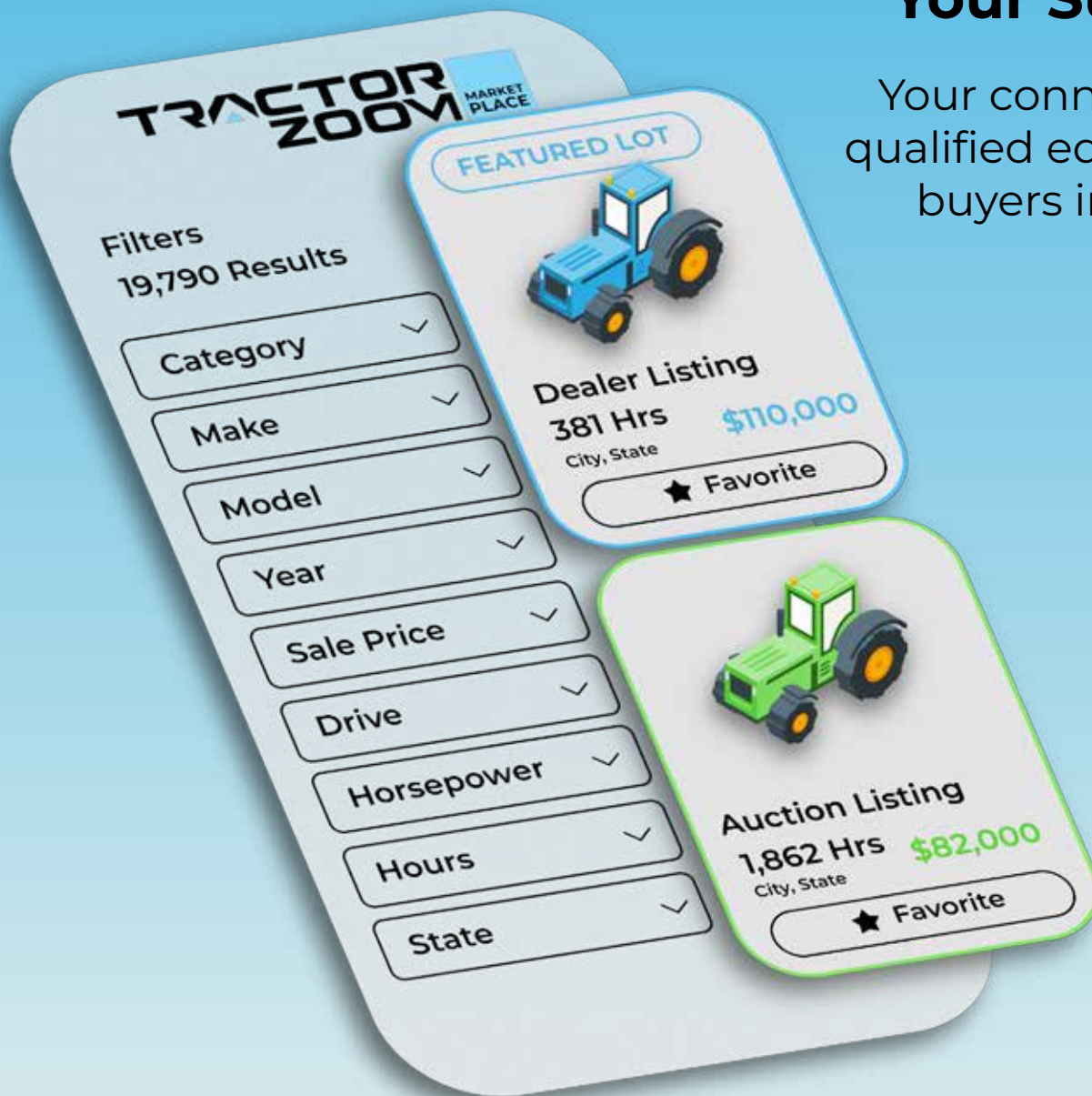


Partnering In Your Success

Your connection to
qualified equipment
buyers in the U.S.



WHO IS TRACTOR ZOOM

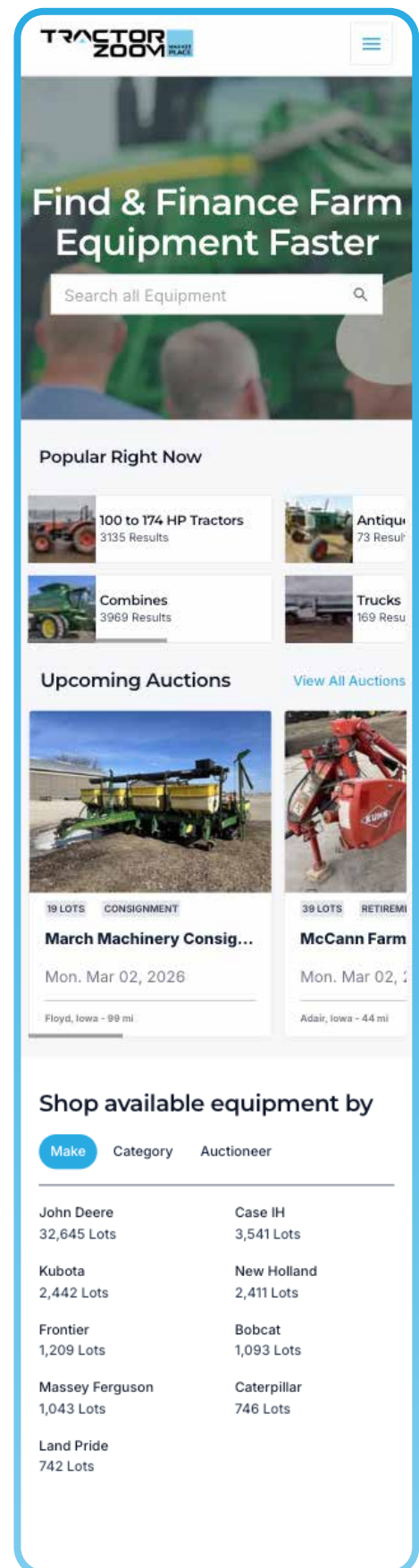


Connecting Equipment Buyers With Equipment Sellers

Established in 2017, we are changing how the industry researches, values, and manages the purchase of farm equipment and heavy machinery.

By partnering with over 2,800 auctioneer and dealer locations nationwide, we've built the fastest-growing and most transparent heavy equipment database that allows buyers to easily find, value, and finance the equipment they need, all online and from the palm of their hands.

Our auction and dealer partners are in the business of selling equipment. We help them move lots by getting more qualified eyeballs on their inventory.



AUDIENCE STATS

Our Audience Is Your Next Buyer

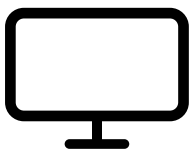
Today, we represent over 350,000 (and growing) equipment buyers across the U.S. From farmers, acreage owners, construction owners, and more, Tractor Zoom Marketplace users represent the ideal buyer profile in terms of demographics and behavior.

Audience Demographics

Device Usage



Mobile
86%



Desktop
11%



Tablet
3%

Gender



Male
89.5%



Female
10.5%

Search Behavior

Tractors

81% of all
page views

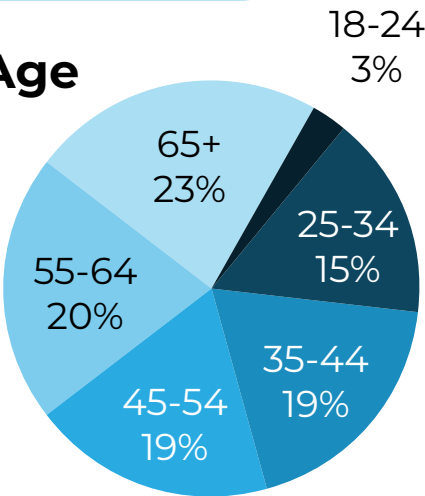
Harvesting
Equipment

7% of all
page views

Construction
Equipment

11% of all
page views

Age



PROFILE STATS

Our Audience Is Growing

We are connecting more and more buyers looking to purchase equipment with auctioneers and dealers that have available inventory. We're committed to helping equipment buyers make empowered, data-driven decisions when it comes to the equipment purchase process, and to do that, we need to continue to grow our user base.

Our users are highly engaged and in the market to purchase. Visits to and actions completed on Tractor Zoom properties represent buying signals that allow us to not only provide you with the right target audience but deliver buyers ready to purchase.

Tractor Zoom Monthly Active Users & Followers



Website
300k+



Facebook
163k



Instagram
21k



YouTube
10.3k



LinkedIn
4.7k



TikTok
25.8k

SPOKESPERSON

Meet Ryan Roossinck

Ryan is the voice behind Tractor Zoom's farmer-facing video and social content, known for a conversational style that feels natural and easy to listen to. He's a bit of a storyteller, focused on what makes a piece of equipment interesting and worth paying attention to, and he takes the time to get the details right. At the end of the day, he's there to keep it relatable, build a little trust with buyers, and get more eyes on the iron.



ADVERTISING OPPORTUNITIES

Get More Eyeballs On Your Equipment

Tractor Zoom is pleased to offer additional opportunities for you, our valued partner, to increase exposure and leads generated for your existing and upcoming lots.

List Your Equipment On Tractor Zoom Marketplace For FREE

Farmers across the country are connecting with sellers like you to find the equipment they need — right from the palm of their hand — on Tractor Zoom Marketplace and the Tractor Zoom app. Join over 2,800 auctioneers and dealer locations who are leveraging Tractor Zoom to list their equipment with no hidden costs and no effort required.

- Sign up today and we'll do all the work to get your equipment added
- Leads are passed directly to your website or bidding platform – not via forms or phone calls
- Transparent, real-time analytics shows you what equipment is being viewed, how often, on what device, and more



2026 Kubota M6S-111SHDC DEALER

5 Hrs **\$103,967**

114 HP

Crystal Tractor
DeLand, FL - 1114 mi ★ Favorite



2025 John Deere 8R 410 DEALER

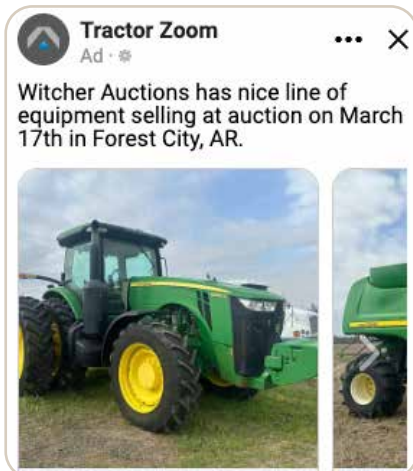
254 Hrs **\$529,900**

410 HP

ADVERTISING PRODUCTS

Dark Ads (Unlimited)

Dark posts are targeted ads we run from our page that puts your auction in front of people most likely to be interested in your equipment in a way that looks and feels like one of our regular Facebook photo posts. It won't show up on our timeline; it works in the background to reach more qualified buyers. If they click any of the photos, it takes them to the Tractor Zoom Marketplace listing page for your auction.



Sponsored Metrics*

-  12,000 Impressions
-  9,000 Reach
-  266 Link Clicks

** Example metrics, results not guaranteed*



Catalog Metrics*

-  65,000 Impressions
-  39,000 Reach
-  3,300 Link Clicks

** Example metrics, results not guaranteed*

ADVERTISING PRODUCTS

Boosted In-Feed Posts

Boosted in-feed posts are regular posts on our page—photos, details, and a link to your auction listing—that we give an extra push so more people see it. Think of it like taking a good sale listing and making sure it gets in front of a bigger crowd, not just the folks who already follow along.

“For older, well-cared-for retirement lineups and collections - especially muscle tractors!” - Ryan

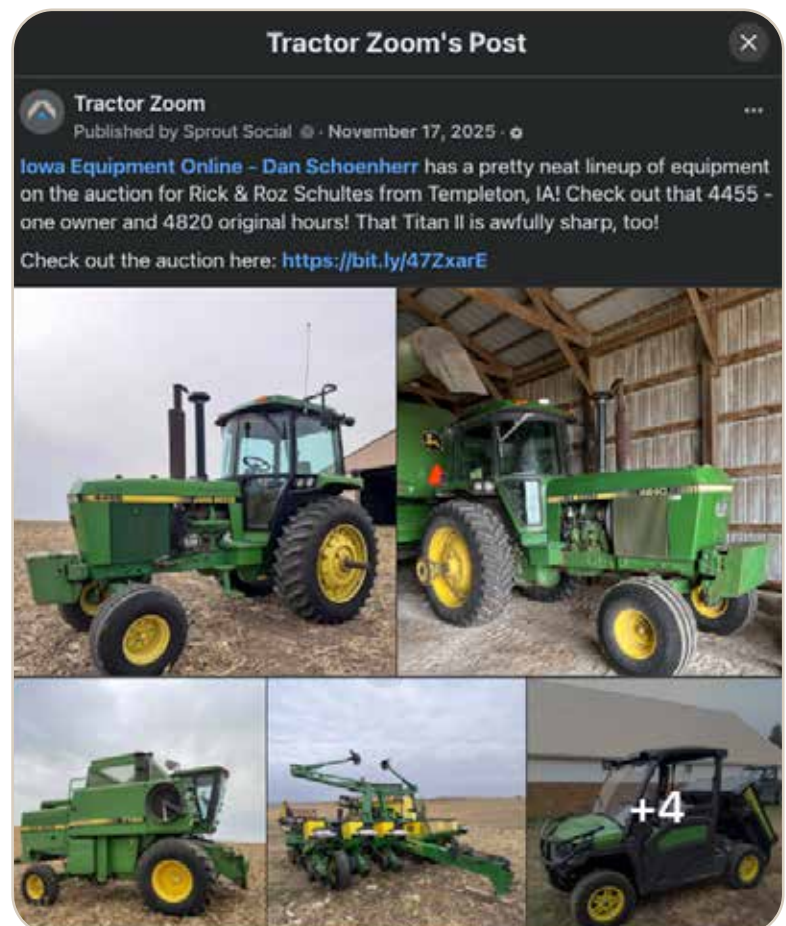
Post Metrics*

 159,697 Views

 851 Interactions

 1218 Link Clicks

** Example metrics,
results not guaranteed*



ADVERTISING PRODUCTS

“What Will It Bring” Posts

These are short videos we post on our page highlighting one piece of equipment, links directly to its listing, and turns it into a bit of a guessing game—what do you think it'll bring at auction? These tend to work especially well on well-kept, iconic tractors from the 70s-2000s that everybody's familiar with, and we give it an extra push so it reaches more potential buyers.

Once the auction wraps up, we'll post a recap video where we talk about the guesses, the sale price, and what may have influenced it.

You're involved in these videos, too; Ryan will work with you to make sure we're highlighting the right things, and then get your feedback after the auction ends so he can record the recap video.

“For nice examples of tractors that everybody knows and respects. 90s icons are dynamite for videos like this.” - Ryan

Post Metrics*



120,000 Views



887 Interactions



29 Link Clicks

** Example metrics,
results not guaranteed*



On-Site Auction Features

This is an on-site video package where we come out and film a few pieces from your sale, telling the story behind them alongside you and/or the owner—just like two guys talkin' tractors in the shop. Each video links back to your auction listing, and it works especially well for nice collections of muscle tractors, retirement lineups, or unique pieces with a story to tell.

*"Tractor collections (and retirement auctions where there's a few nice older pieces) work well for these types of videos, especially when the owner/family is there to speak to the details."
- Ryan*

Post Metrics*



541,000 Views



8,597 Interactions



61 Link Clicks

** Example metrics,
results not guaranteed*



ADVERTISING PRODUCTS

Interesting Iron

It's a short story-style writeup we publish on our site and syndicate to the Successful Farming website that digs into a unique or interesting piece of equipment and the history behind it. It's less about selling and more about telling a good story—something that naturally draws people in and gets more eyes on the listing.

Ryan works with you and the owner to identify the backstory and then adds in a little context of his own to create an engaging, well-rounded piece.

Best for:

- Rare tractors
- Muscle tractors
- Classic tractors
- Nice restorations
- Unique machines

"I typically try to educate and entertain with stories like these, oftentimes in the form of telling the history of that model OR that particular tractor." - Ryan

Case IH 7220 Magnum: The Sweet Spot



Ryan Roossinck
February 11, 2026



This is one of the nicest 7220s I've seen in ages! (Photo: R.J. Stockwell Land & Auction Co.)

ADVERTISING PRODUCTS

Auction Spotlight (VO Video)

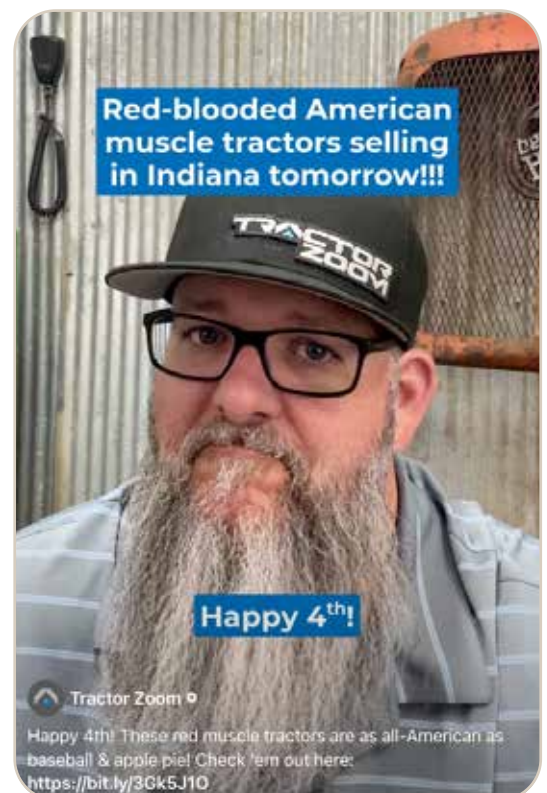
It's a short voiceover video we post on our page that walks through a handful of highlights from your auction and points people to the full listing. It gives buyers a fast, easy way to see what's on the sale and helps drive more traffic to the auction. Our audience loves tractors, so these work great with tractor-heavy auctions.

Ryan will work with you to identify the important stuff you want to highlight for the auction - individual pieces, onsite preview dates, auction day-of information, etc.

Post Metrics*

-  152,000 Views
-  3173 Interactions
-  244 Link Clicks

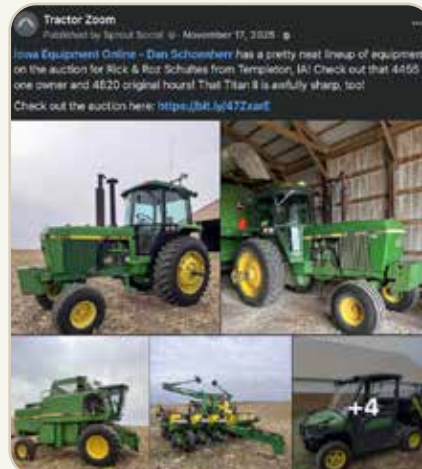
** Example metrics,
results not guaranteed*





Dark Ads (Unlimited)

Facebook catalog or custom dark ads promoting auction listings. Doesn't appear on feed, targeted social media ad.



Boosted In-Feed Posts

Organic-style paid posts from TZ's main Facebook feed.



“What Will It Bring” Posts

Sponsored educational content spotlighting featured listings



On-Site Auction Features

Premium video + Interesting Iron + long-form YouTube coverage



Interesting Iron

Deep dives into notable, rare, or historic machines



Auction Spotlight (VO Video)

Short voiceover video featuring a single high-interest auction

WHAT OUR PARTNERS SAY

“The first sale using Tractor Zoom, I received calls from buyers residing in four different states. I have never received these out of state calls before. I will definitely be using Tractor Zoom as an advertising resource to expand my advertising geographies.”

Morgan Riat
Foundation Realty

“We like to market our customers’ assets to the best and biggest markets we can. Recently we decided to advertise with Tractor Zoom. Lo and behold, we had a customer purchase two tractors at our auction after seeing them on Tractor Zoom!”

David Whitaker
Whitaker Marketing Group

“We were already working with Tractor Zoom Pro to get real-time auction results. Taking our partnership to the next level by listing our equipment with them made a ton of sense for us at C&B and we look forward to continuing our partnership.”

Ryan Ellefson
C&B, Operations LLC

“Tractor Zoom consolidates an equipment search process that used to take a large amount of time and makes it easy and convenient. I now get updates when the equipment I was looking for is available at auction.”

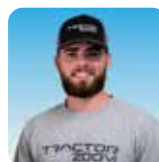
Jake Wilson
Farmer

Let's Get In Touch

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