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## Insight Into Customers

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The team at GrowIt! recently launched a new biweekly newsletter called Fresh Insights to highlight what's trending on the social media app. For example, one recent newsletter called out growing interest in gladiolus. The newsletter frequently takes a look at what questions gardeners are asking and which plant is the "most loved" for the past two weeks. Retailers, allied trade and growers can glean more insight into what consumers in general are talking about on the app, which now has more than 875,000 users.

To sign up for the free newsletter, visit [www.growitmobile.com/newsletter-signup](http://www.growitmobile.com/newsletter-signup). GP