

American
PECANS
THE ORIGINAL SUPERNUT

NOVEMBER 2020 MARKETING HIGHLIGHTS

SUPER-FIED CLASSICS REIGN SUPREME

Pecan twists on classic dishes, like Pecan-Crusted Green Bean Casserole and No-Bake Pumpkin Pecan Pie Bites, were top paid search performers and drove **more than 10,000 clicks** to the recipes on AmericanPecan.com.

FESTIVE SNACKING WINS FANS ON FACEBOOK

This is such a fun snack idea!

Healthy and yummy snack.

Adding to list of treats to make in December!!!

So creative! I love that snack idea!

This looks dee-lish!!! We're going to try this as well!!



Pecans prove holiday snacking can be nutritious and delicious. Our Facebook ad for seasonal Gingerbread Pecans accounted for **more than 52,000 clicks**. The highly effective ad provided strong ROI at 24 cents per click – roughly **one third of standard costs**.

