

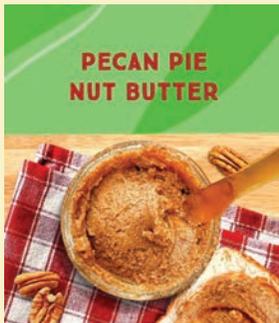
American
PECANS
THE ORIGINAL SUPERNUT

CONSUMERS ENGAGE WITH LIFESTYLE & SNACKING CONTENT

COST-EFFICIENT ADS DRIVE
**SAVORY-
SEEKING**
CONSUMERS TO PECANS

Cost per click down 56% from last year

Google search ads for savory recipe and snacking options are leading more and more consumers to our pecan-inspired recipes. Through continued optimization and smart bidding techniques, American Pecans secured our **most efficient cost per click rate ever** — \$0.85, down 8% from last month's all-time low and 56% lower YOY.



SOCIAL EFFORTS REACH NEW HEIGHTS

Our social media ads are showing consumers how well The Original Supernut™ pairs with other favorite snack options. Recent social content generated **an average of 300K+ consumer views & touchpoints per day** and nearly 36K clicks to try recipes.

More than 32K consumers clicked to try Pecan Energy Bites in a month's time. Pecan bites are an all-star snacking option that will play a major role in this year's upcoming holiday campaign.

To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.



2.5M+
CHINESE
CONSUMERS
REACHED

**BAKING EVENT
INSPIRES
MILLIONS
IN CHINA**

In China, American Pecans had a smash success in its recent activation with popular chef and social media influencer Xiaobaojun, aka Bread Boy. His DIY baking workshop reached full capacity and inspired **more than 2.5 million people on social media.**

SNACK WITHOUT SACRIFICE

Your days of compromise are over. Versatile, satisfying pecans are among the highest in fiber vs. other nuts.

PECANS GO WHEREVER SUMMER TAKES YOU

Among the lowest in carbs and highest in fiber vs. other nuts, national down pecans are perfect for generosity of your summer adventures.

[CHECK OUT RECIPES](#)

**AMERICANPECAN.COM
GROWS AS HUB OF
SNACKING INSPIRATION**

Visitors to AmericanPecan.com are **up 35% YOY**, recently hitting **more than 51K monthly visitors**. On our site, they find an ever-growing resource of nutrition and heritage information as well as recipe and snacking inspiration.

An interest in snacking, in particular, has seen a major uptick on our site, as snacking pageviews **increased 25% YOY** from organic searches. Our campaigns continue to reinforce pecans' connection to healthy snacking, a priority identified in our strategic planning and a central pillar of our marketing efforts.

PECANS STAR IRL

Our latest Pecan Partners present pecans as a supporting star in a healthy lifestyle, whether as a snack or a nutritious recipe ingredient.

Tati Chermayeff of @healthfulblondie set the bar high with her mid-hike snack post. With **an engagement rate of 6% – 2.5X the industry standard** – Tati showed consumers that pecans are a delicious option right out of the bag.

Dani Breiner of @danishealthyeats wowed followers with her Peach and Pecan Muffin recipe, which garnered **30.5K consumer views & touchpoints** and achieved an extremely impressive **engagement rate of 13%**.

**30.5K
CONSUMER VIEWS &
TOUCHPOINTS**



**2.5X
THE INDUSTRY
STANDARD
ENGAGEMENT RATE**