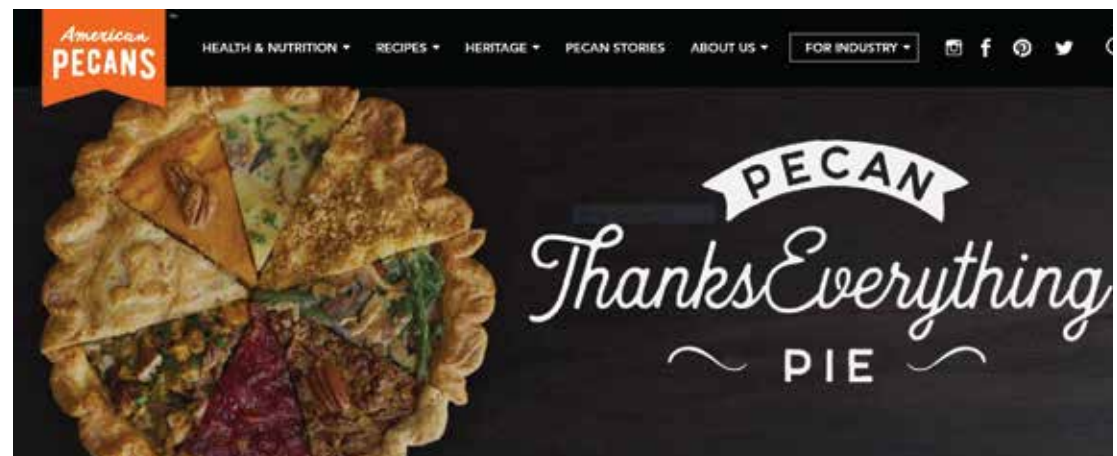




DECEMBER 2019 MARKETING HIGHLIGHTS

SOCIAL CONTENT HITS THE MARK

The Pecan ThanksEverything Pie was a showstopper, and social media videos of the pie reached viewers nationwide. We **cut our cost per video view in half** from our last campaign. Thanks to appealing content, which resonated with more of our target audience, we stretched your marketing dollars even further.



COST PER CLICK AT AN ALL-TIME LOW!

Reaching consumers who are searching for recipes gives us a great opportunity to influence those preparing to buy ingredients. We used paid search terms to drive consumers to pecan recipes on our website as they searched for holiday inspiration.

Compared to last December, our cost per click to the site was **53% lower** at 92 cents, demonstrating increasingly efficient targeting and relevant keywords.



HOLIDAY CONTENT DROVE EVEN MORE PEOPLE TO AMERICANPECAN.COM

The Pecan ThanksEverything Pie continued to intrigue consumers after Thanksgiving, as visitors to AmericanPecan.com were **up 35%** from November to December.

HOLIDAY PECAN RECIPES ARE A HIT!

We saw a **9% increase** in website recipe page views from November to December, indicating more people are interested in purchasing pecans to use in holiday recipes.



Statesman

Reinvent your holiday meals using one simple ingredient



(BPT) - The holiday season is upon us, bringing opportunities to whip up delicious, crowd-pleasing dishes for all occasions, from party appetizers to a family dinner spread. This year, make your celebrations the best yet with

REINVENTING CLASSICS WITH AMERICAN PECANS

We know consumers love their traditional holiday recipes, so American Pecans offered twists on signature favorites that include The Original Supernut. An article featuring some of these options appeared **more than 1,000 times** both within pecan-growing states, and far beyond!