

JULY 2020 MARKETING HIGHLIGHTS



As we work to expand how people use pecans, we've been capturing the attention of online recipe seekers with summer grilling and BBQ paid search terms. Our Grilled Cauliflower Steaks with Pecan Pesto recipe had the **highest click-thru-rate (CTR) of the month**, driving **more than 800 users** to American Pecan.com.

SNACKING IS OUR SUPERSTAR



Our "What's Your Summer Snacking Style?" quiz brought more than 44,000 visitors to AmericanPecan.com this month – and 40% of them came directly from our paid social media targeting.

WHAT ARE YOU CRAVING?



Something to satisfy my sweet tooth!



Something savory (and flavor-y)!

IT'S A PERFECT SUMMER DAY. WHERE ARE YOU?



Getting lost in a good book on the patio.



Flexing my green thumb in the garden.

BIG BONUS EDITION: PECAN LOVE O

Pecans are legit my fav nuts

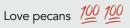
Making this NOW!!



Pecans are magical - especially when toasted 😍 🤚



This is the greatest idea! What an ideal breakfast!



Can't wait to try it

Need to make this



Yup making this tomorrow!

YES!! I have been craving overnight oats!! This looks INCREDIBLE!

Omg! Making this ASAP 😍



Wowza this looks and sounds incredible!! 💠 🤲 造







