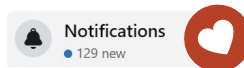


ONGOING RESEARCH & OPTIMIZATION DRIVES BEST-EVER ROI, PUTTING AMERICAN PECANS IN FRONT OF MORE CONSUMERS

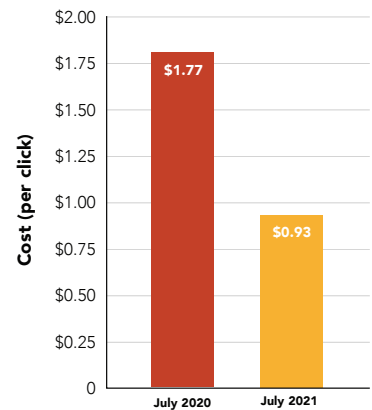
MARKETING ROI CONTINUES TO RISE



Lorrie Etheridge Sommers
My favorite nut!

American Pecans activations continue to reach large audiences while lowering costs. By optimizing social media advertisements for increased consumer awareness, our recent content generated more than 15 million consumer views & touchpoints in a month's time – 3X the amount received the month prior.

New “smart bidding” techniques have brought our paid search ROI to extreme efficiency. By optimizing beyond keywords and including audience behavior – such as location and device type – we increased overall consumer views and touchpoints (awareness) with greater efficiency. Our program saw **reduced cost per click of \$0.93**, a reduction of 39% compared to the previous month and a 52% reduction compared to the same time last year.



HEALTHY EATERS SEEK PECANS FOR THEIR SUMMER MEALS

This summer, American Pecans targeted our healthy habits audience – men and women ages 24-60 who are interested in overall nutrition and wellness.

By tapping into current health trends such as recipes that call for salmon, the use of an air fryer, etc., American Pecans’ website **received nearly 17,000 clicks – an 82% increase compared to July of 2020.**



We also directed social media content to our healthy habits audience – it was the top performing post on Instagram with the lowest cost per thousand among all summer content.



nutritious recipes



RECIPE VIEWS REACH NEW HEIGHTS



Following the optimization of paid-search advertisements, recipe views on American Pecans' website increased by nearly 5,000 views compared to the month prior, with paid search accounting for 62% of overall web traffic.

Recipe views in July 2021 increased by 14,400 YOY – a 48% increase – and overall website traffic increased by 25%, thanks to ongoing enhancements to our paid search strategy.



CHINESE TRADITIONS WITH AN AMERICAN PECANS TWIST

American Pecans held a consumer contest in China leading up to the Dragon Boat Festival, a traditional Chinese holiday that includes the making of delicious rice dumplings (zongzi). More than 500 people submitted their favorite ways to make the traditional dumplings with pecans, and the campaign received **more than 20 million consumer views & touchpoints**, thanks to amplification on social media.

