

MARKETING ROI SOARS TO NEW HEIGHTS



NUT FESTIVAL FEATURES AMERICAN PECANS IN CHINA

For the first time, American Pecans joined Tmall, one of **China's largest e-commerce sites**, during their annual Nuts Festival. Throughout the three-day e-commerce promotional festival, Tmall highlighted American Pecans, one of only two tree nuts to receive prominent promotion in the popular online event.

As part of the collaboration with Tmall, seven key opinion leaders encouraged consumers to try out American Pecans, generating broad awareness with **more than 14 million social media views**. American Pecans was also featured on the landing page of the Nuts Festival, which garnered a total of **1.25 million views** and **nearly 40,000 clicks** to the pecan tab on Tmall's site.

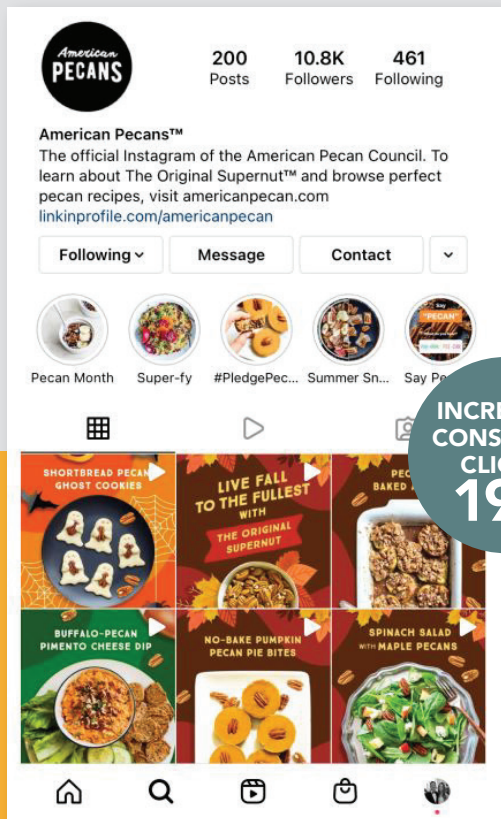
WEBSITE CLICKS BRING BIG BANG FOR YOUR BUCK

Fall-friendly, pecan-forward recipes are drawing in consumers. Thanks to our search engine advertising strategy, more than 350 recipe hunters, per day, visit our site's recipes — each primed for purchase. Cost-per-click for these recipe seekers was highly efficient at \$0.83, roughly one-third the industry average cost. ROI and website visitors continue to climb thanks to continued keyword research and optimizations into keyword bids.

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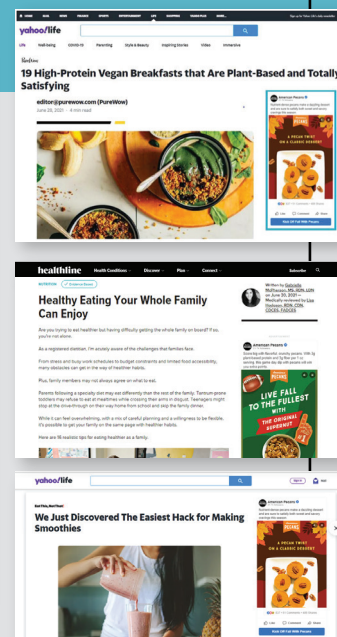
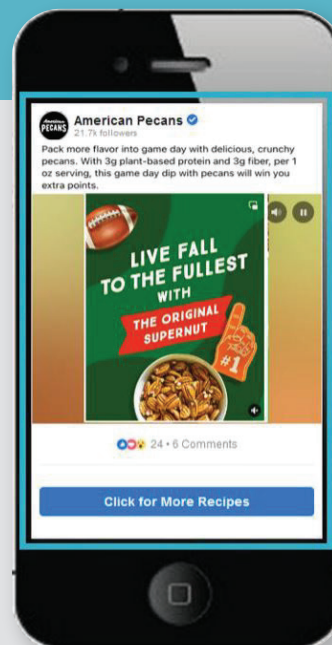
To stay up to date with our marketing efforts and how your industry dollars are making an impact, visit AmericanPecan.com and register for our industry newsletter. On the website, you can also access marketing resources and reports in the Marketing Toolkit.



INSTAGRAM USERS LOVE PECANS

A strong Instagram presence is a staple of modern brand building. In the past two years, American Pecans has **increased its consumer clicks 19X!** And average clicks per post are more than double just one year ago.

MAXIMIZING IMPACT WITH DIGITAL REACH



American Pecans utilized a new advertising platform that gives added life to our social media creations through website ads. Stretching our digital content and industry dollars farther than ever before, we secured nearly an additional **10 million consumer views and touchpoints this fall.**

CONSUMERS ARE SHARING THEIR

PECAN
LOVE ON
SOCIAL
MEDIA

I am definitely a pecan type girl 🍷

We LOVE snacking on pecans and adding them to oatmeal!

Obsessed with pecans right now 🥰

👏 I'll be using pecans all season!!! 👏