

# REESE'S PINWORM

## CONSUMER MARKETING

Attracting customers to your store  
Over 3 million targeted impressions

100% increase in new user  
website traffic over last year



### Google Pay-Per-Click/SEM

7.05% Click-through rate (CTR)

{Keyword:Pinworm Medicine} | Single Dose Effectiveness  
[www.reesepinworm.com](http://www.reesepinworm.com)  
Trusted Reese's Pinworm Medicine to the Rescue.  
Special rebate offers available.

{Keyword:Pinworm Medicine} | The #1 Trusted Formula  
[www.reesepinworm.com](http://www.reesepinworm.com)  
Safely & Effectively Treating Pinworm since 1986.  
Rebate offers available.

{Keyword:Pinworm Medicine} | Stops Pinworm in its Tracks  
[www.reesepinworm.com](http://www.reesepinworm.com)  
Reese's Pinworm Medicine is readily available online and at retailers nationwide.

### Driving Traffic to Your Stores

Store Locator on website helps consumers find store locations using zip code search.



Where to Buy Reese's Pinworm

Use our Store Locator to find Reese's Pinworm near you:

STORE LOCATOR

### Display Desktop/Mobile

Keeping our product top of mind with site retargeting



### Native Ads

High impression based advertising



### YouTube Advertising

Reaching consumers via their preferred content medium

YouTube is the 2nd largest search engine in the world, with more than 1 billion unique users (monthly)



### Consumer Incentives

Consumers can receive money back with Reese's Pinworm Products mail-in rebate program.



### Direct Mail

Targeting Pediatricians, School Nurses & Daycare Centers with information they can pass along to consumers

