



Pinterest Overview

Pinterest is not a Social Media platform, it is a powerful search engine. What makes it so special is that it is the only visual search engine on the internet.

It operates similarly to any other search engine but uses images attached to keywords.

Pinterest works like your favourite photograph album or mood board. Launched in 2010 Pinterest enables users to post, or 'Pin' images found on the internet to specific category boards. It is a glorious world of images, which can be searched and filtered down to find specific aesthetics, products and services.

Who uses Pinterest?

- ★ 82% of Pinners use Pinterest to actively shop and decide what to buy.
- ★ 87% of Pinners make a purchase after seeing something on Pinterest.
- ★ Over 5% of all referral traffic comes from Pinterest.
- ★ There are 478 million monthly active users on Pinterest.
- ★ 71% of Pinners are female, but most recently mens usage is increasing.
- ★ 80% of US mothers who use the internet use Pinterest.
- ★ 50% of Pinners earn \$50K or greater per year, with 10% of users households earning greater than \$125K per year.
- ★ Half of all millennials use Pinterest every month.
- ★ 50% of Pinterest users are outside of the US with this figure growing steadily.
- ★ 85% of Pinterest users use the site when they want to start a new project.

(All statistics have been sourced from Pinterest.com 2020)

What does Pinterest offer?

- ★ Pinterest is the 3rd largest search engine after Google and Youtube but is unique in it being the only visual search engine.
- ★ Pinners come to Pinterest to search for solutions to problems, this might be to look for a particular gift, a pair of shoes and interior design inspiration but equally might also look to find advice and guidance.
- ★ There are over 175 billion ideas on Pinterest.
- ★ Pinterest users are a 'warm' audience. They are searching for something specific which means that they are ready to take action i.e. save your pins for a later date.
- ★ Pinterest offers shopping direct from Pins and a new verified merchants program (VMP).
- ★ Pinterest offers the ability to link your Etsy and Shopify accounts to your profile.
- ★ Because Pinterest is a search engine rather than a social media platform, you can focus on your own products, services and brand as much as you like without being seen as 'self promotional'.

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Why use Pinterest?

- ★ Pinterest drives significant referral traffic: Around 5% of all referral traffic to websites comes from Pinterest. This is second only to Facebook, which drives almost 25% of all referral traffic on the web. That means businesses with click worthy content on Pinterest have a better shot at driving conversions and other desired actions on their website.
- ★ Pinners have larger shopping carts: According to Shopify research, the average order value from Pinterest referral traffic is \$58.95, compared to \$55 for Facebook.
- ★ Pinterest can give you powerful signals into emerging trends and popular products in a given industry, especially in fashion, home and garden, food and beauty. Pinterest search bubbles up popular keywords and trending products in real time. When you use Promoted Pins, you can also track which products are in style or might be losing traction in the market. This information can help your business improve its line of products and services.
- ★ 97% of searches on Pinterest are unbranded. Therefore Pinners are searching for items such as 'white trainers' rather than 'Nike trainers'. This means that unknown brands can succeed.
- ★ Pinterest enables a one stop shop shopping experience, therefore if you are a product based business Pinterest is as important as ranking in google searches.
- ★ Service based businesses do exceptionally well, with the increase and most popular searches around mindfulness resources during Covid-19 and wellbeing advice and guidance.
- ★ Investing in Pinterest pays off long-term. Because Pins last forever, your quality content has a longer shelf life. Since discovery and search powers Pinterest, content has evergreen value. So, when you create high quality, relevant Pins and optimise your website, you'll see results.
- ★ A refreshing 90% of Pinterest users say that Pinterest is filled with positivity.

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