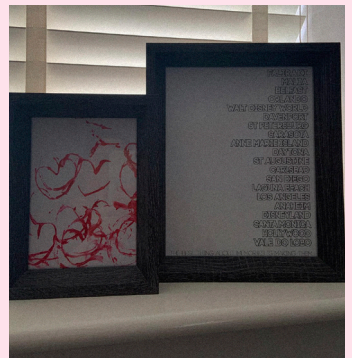


The Inspired Makers



The Inspired Makers



Artistic and creative, these older Pinners turn to Pinterest to seek inspiration and discover new ideas around DIY, gardening, and home

Primary Interests

DIY & Crafts
Home
Art & Design

Secondary Interests

This segment is very focused on these primary interests, so secondary interests are less emphasised

Gender Split

90%
female

10%
male

0%
other

Age

40%
18-34yrs

22%
35-44yrs

38%
+45yrs

The role of Pinterest

Next big project

They are always looking for the next big creative project to sink their teeth into, from wedding planning to home renovation, and Pinterest is their go to tool for this.

Creative do-ers

They are an action-orientated bunch who use Pinterest with the view to implement the ideas they've found from children's play ideas to making gifts for friends.

Building their worlds

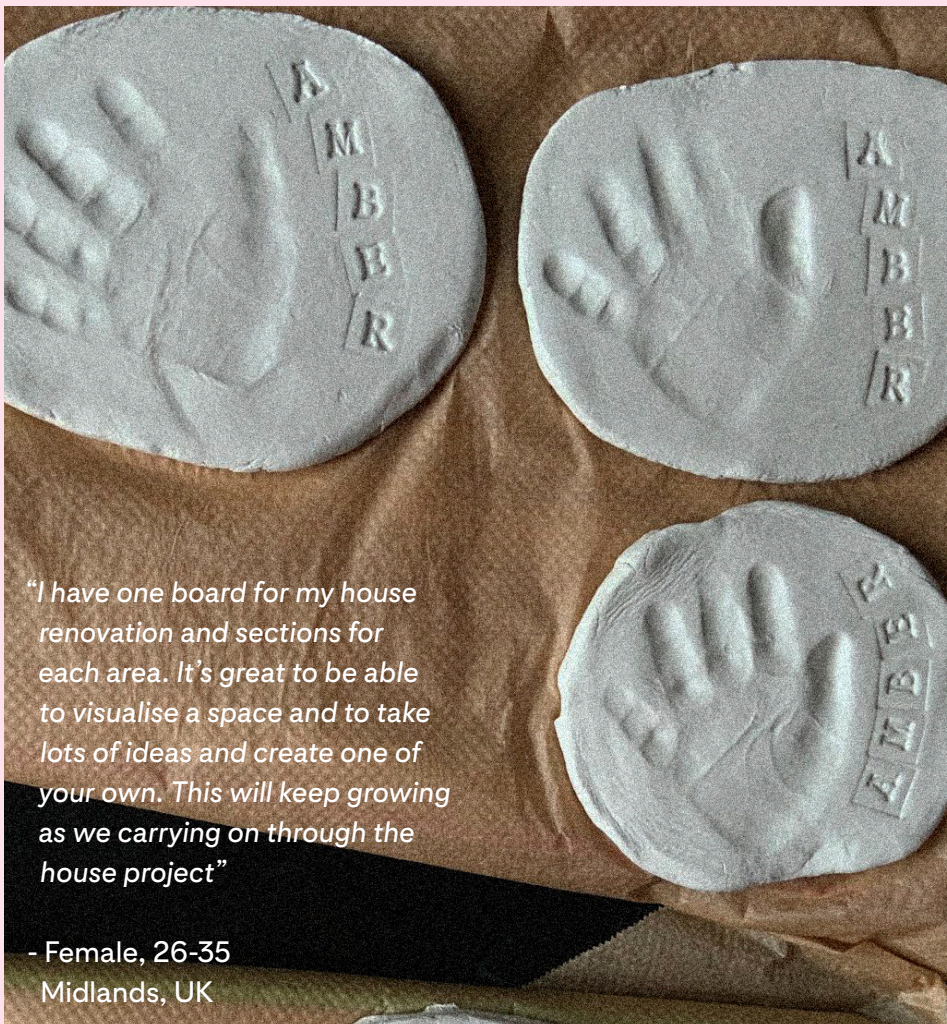
By collating images of interiors, they like to try out various combinations to see how the full ensemble fits together; Pinterest helps them to do this.

Key: value over index

They're inspired to act

Their value to advertisers

This segment has strong perceptions that Pinterest is a safe and inspirational place, and they are likely to take some form of action after using the platform.



Inspiration

2x

more likely to feel that Pinterest is an **inspirational platform** compared to competitor average.

Discovery

70%

more likely to feel that Pinterest is a **place for discovery** compared to competitor average.

Action

86%

take some form of **post-platform action** after using Pinterest.

Advice to brands

1. **Beautiful imagery** really appeals to this creative segment who appreciate aesthetics and powerful visuals.
2. They want brands to show them **end results**, as they are action orientated and are ultimately going to implement their pins.
3. **Catalogue styling** appeals as they want to see how items fit together within the bigger picture, e.g. a full room interior or an outfit.