

The customers you care about are on Pinterest. Here's how to reach them.

Pinterest ads are uniquely positioned to help. They enable advertisers to build a holistic approach to measurement, take the burden off lower funnel activity, while helping to drive better campaign results.

How? A multi-objective media strategy. Not only do they cut through the noise, but they also help brands stay relevant and top of mind—connecting with customers in important moments of discovery and when they're ready to take action.

People come to Pinterest with a mission-driven mindset.

They don't want to pass the time; they want to create a life they love.

Inspiration mindset
Discovery

97%

Of top searches on Pinterest are unbranded¹

80%

Of campaigns run on Pinterest drive ad recall²

67%

Of Pinners in Germany use the internet to get inspired and find new ideas³

Consideration mindset
Decision

2.7x

Pinners are 2.7x as likely to say it is the most influential platform for their purchase decisions⁴

83%

Of Pinners say that Pinterest shows them something they'd like to try or buy⁵

67%

More efficient at driving consideration vs. other social media platforms⁶

Commercial mindset
Do

3x

The conversion and sales lift and the positive incremental ROAS⁷

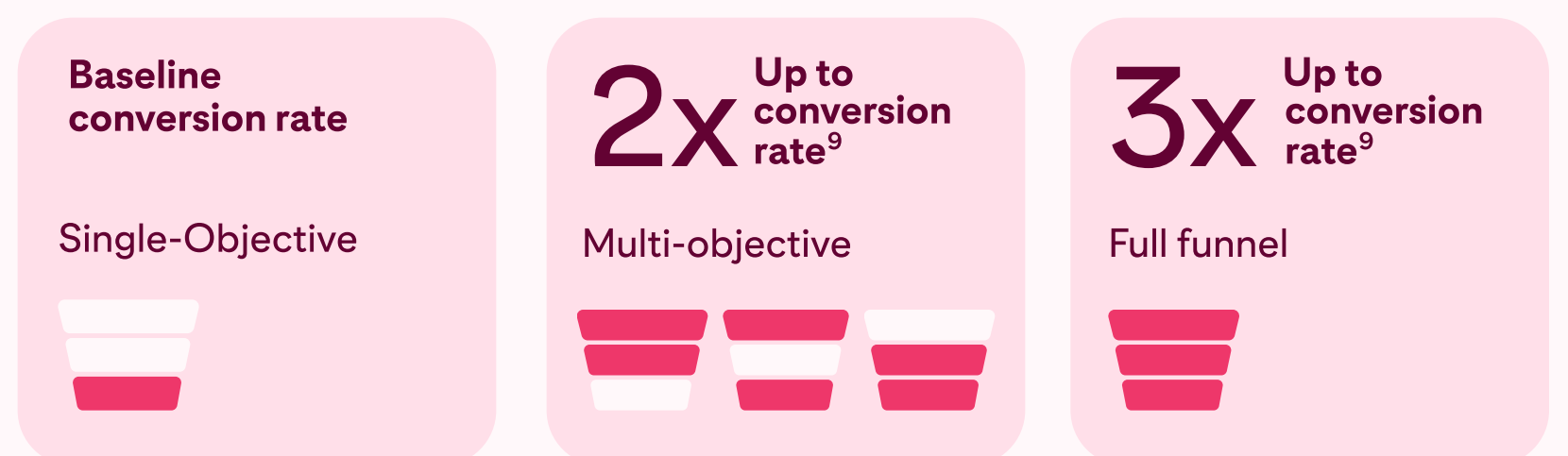
85%

Larger baskets at checkout⁸

2x

Shoppers on Pinterest outspend people on other platforms by 2x every month⁸

Compared to the average user, those exposed to campaigns along multiple stages of the funnel convert at a higher rate



Combining objectives drives higher brand metric uplifts¹⁰

		Bid type investment mix							33% Aware, 33% Consid, 33% Conv
		100% Aware	100% Consid	100% Video V	80% Consid +20% Aware	80% Aware +20% Consid	50% Aware +50% Consid	50% Video V +50% Consid	
Brand lift metrics	Aided Awareness	+1.1	-	+3.5	+0.8	+2.5	+2.0	+2.0	+2.2
	Pin Awareness	+3.4	+4.5	+5.3	+3.4	+5.7	+5.9	+5.3	+4.5
	Message association	+1.5	+1.0	-	+0.8	+1.9	+1.3	+1.4	+1.7
	Brand Favorability	-	-	-	-	+1.1	+2.3	+1.5	-
	Action Intent	+0.1	+0.6	+1.1	-	+1.2	+1.3	-	-

Pinterest Business

	Targeting strategy	Targeting inclusion	Targeting exclusion	Placement	Ad format	Creative messaging
Build Awareness	Option 1: Split between new customers and Pin engagers					
	Find new customers	Broad interests + keywords Expanded targeting on	Pin engager	All	Standard Ads Standard Video/ Max Width Idea Ads	<ul style="list-style-type: none"> Strong branding Prominent/ consistent logo Aspirational imagery Product shots
	Target existing Pin engagers	Pin engager	-			
	Option 2: Find new customers only (Pinterest Tag)					
Find new customers	Broad interests + keywords Expanded targeting On	Pin engager + Website Visitors (6 months)				
Add Consideration	Retarget impressions and engagements resulted from your Awareness campaign					
	Find new customers	View/Engagement on Awareness campaign	-	All	Static, Carousel, Collections	<ul style="list-style-type: none"> Clear call-to-action encouraging a click
	Scaled retargeting via Catalog Sales (CPC)		-		Shopping Collections Ads	<ul style="list-style-type: none"> On-theme products from product feed; Clear call-to-action encouraging a click
	In addition you can target Pinners who haven't seen your Awareness activities					
Drive remaining Pinners to site	Interests + keywords	View/Engagement on Awareness	All	Static Carousel Collections	<ul style="list-style-type: none"> Clear call-to-action encouraging a click 	
Get Conversions	Reach people who are most likely to take action or purchase on your website					
	Prospecting	Specific interests + keywords	Conversion intent (30 - 360d) + Site visitors	All	Standard Ads Carousel Collection	<ul style="list-style-type: none"> Product-focused image in a lifestyle context Use a headline Include consistent branding Clear call-to-action encouraging the intent (e.g. 'Shop Now') Clear price communication
	Reconnect with Users	Site visitors + Conversion intent (e.g. Add to cart)	-			
Activate Catalog Sales (Shopping)	Option 1: Scaled prospecting approach in combination with manually created audiences					
	Prospecting	Product metadata	Purchaser 30 - 360d	Search	Shopping Collections Ads (Static/Video/ Slideshow)	<ul style="list-style-type: none"> Product-focused image Include consistent branding Lifestyle images work best Smartly for dynamic creative optimization
	Reconnect with users	Site visitors + Add to cart	-	All	Shopping Ads	
	Option 2: Let DRT (Dynamic retargeting) automatically target website visitors + add to cart engager					
Dynamic retargeting	Site visitors + Add to cart	Automatic	Home feed	Shopping Ads	<ul style="list-style-type: none"> Product-focused image Include consistent branding 	

1) Pinterest internal data, global English Searches, April 2020.

2) Pinterest Brand Lift Meta Analysis, global, July 2021-June 2022 (N=709)

3) Global Web Index, DE, Q1'22-Q4'22, 18+

4) Reach3, Path to Purchase Study, DE, March 2022, among monthly Pinners who purchased product in at least one category vs people on competing social platforms

5) Advertiser Perceptions, US, Trust in advertising report, H1 2020

6) Nielsen and Pinterest, Return on Inspiration analysis, Marketing Mix Model, US: Food, Health & Beauty, and Home Decor; UK: Food and Health & Beauty, April 2018-April 2021

7) Pinterest Internal Data, US, Pinterest Conversion Lift Meta Analysis; Analyzed median Checkout conversion metrics for 44 campaigns w/Shopping ads and 26 campaigns w/o Shopping ads, 2020.

8) Dynata, US, 2021 shopping in fashion and beauty among weekly Pinterest users and people on other platforms, April 2021.

9) Pinterest internal data, Median user level media performance stats based on advertisers who run multiple objectives, Global, H1 2022

10) Kantar Pinterest Ad Product Meta Analysis, Global, Q1 2019 - Q3 2020 (N = 635)