



The Digital Doers

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Tech savvy individuals who use Pinterest for seeking self-growth and inspiration. They love the ability to personalise the content they see and are passionate about tech, sports and travel

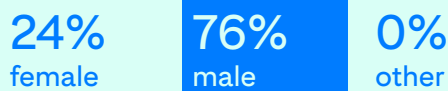
Primary Interests

Technology
Holidays & Travel
Sports

Secondary Interests

Automotive
Finance

Gender Split



Age



The role of Pinterest
A planning tool

Pinterest plays a role in researching upcoming purchases and shorter-term ideas as well as undertaking bigger projects in the long term.

Visualising aspirations

Pinterest helps The Digital Doers to organise their lives and visually represent their goals and ambitions, which makes them seem more within reach.

Freedom to explore

Pinterest is seen a place where they can enjoy and tap into their own interests, rather than feeling the pressure of ideas being pushed at them by other people.

Key: value over index

Inspiration leads to action

Their value to advertisers

7 out of 10 of Digital Dreamers believe that Pinterest is an inspirational platform and a place for discovery. 9 out of 10 take some form of post-platform action after using Pinterest.

“It’s been great using Pinterest during this time though as it’s helped inspire projects and planted the idea seeds for ones we will likely begin to tackle in the future - near and far.”

- Male, 35-44
Midlands, UK



Inspiration

71%

feel that Pinterest is an **inspirational platform**.

Discovery

73%

feel Pinterest is a **place for discovery**.

Action

85%

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

Advice to brands

1. They love understanding how things work, so brands taking the creative approach of **‘Product as Hero’** can really cut through.
2. Communicating aspects of **product composition and / or features** appeals to their desire to get under the skin of things.
3. **Instructional or ‘how to’ videos or content** appeals to their practical nature, and helps them visualise the outcome of a task.