



# INSPIRATION NATION





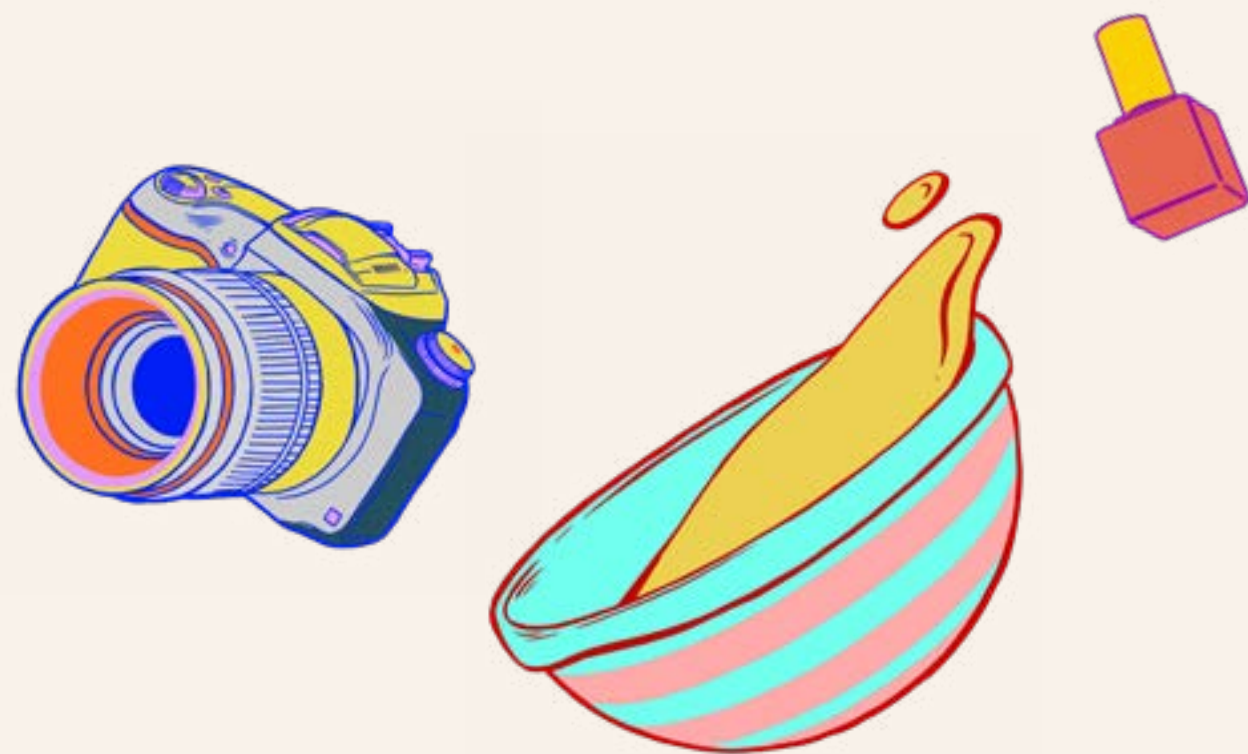
# INSPIRATION NATION



Scan the QR code to see  
their stories on film

[pin.it/inspiration-nation](https://pin.it/inspiration-nation)

# Foreword



People on Pinterest continually surprise me. They're diverse in every way you can imagine. Sure, many of them are women—and we're proud of that—but we're also seeing huge growth among men. Because Pinterest is for everyone. And they defy the perception that the platform is just recipes, DIY projects and wedding dresses.



But even as the size and tastes of our total user base changes, some things stay the same. People aren't using the platform to fend off FOMO. They aren't passively scrolling the day away. Consistently, people come to Pinterest looking for ideas, and they leave with a plan of action: make the purchase, try the recipe, start the project. That's just what they do here.

In fact, they actually need and want brands to show up when they're looking for information or planning to buy something. They don't like the disruption of ads when they're trying to connect with friends. But on Pinterest, it's not an interruption.

It's one of the reasons why we see from our research that people trust ads that appear on Pinterest 35% more than ads on social media platforms.<sup>1</sup> The unique mindset that people have when they're on our platform gives brands the perfect

opportunity to be just the thing they were looking for in exactly the place they were hoping to find it.

That's just one of the nuggets of wisdom from our latest UK audience study, Inspiration Nation. In it, and the following pages, we reassess who's on Pinterest, the role the platform plays in their lives and why they're valuable for brands. Plus, you'll find out how to better reach—and connect with—all these action-oriented audiences on Pinterest.

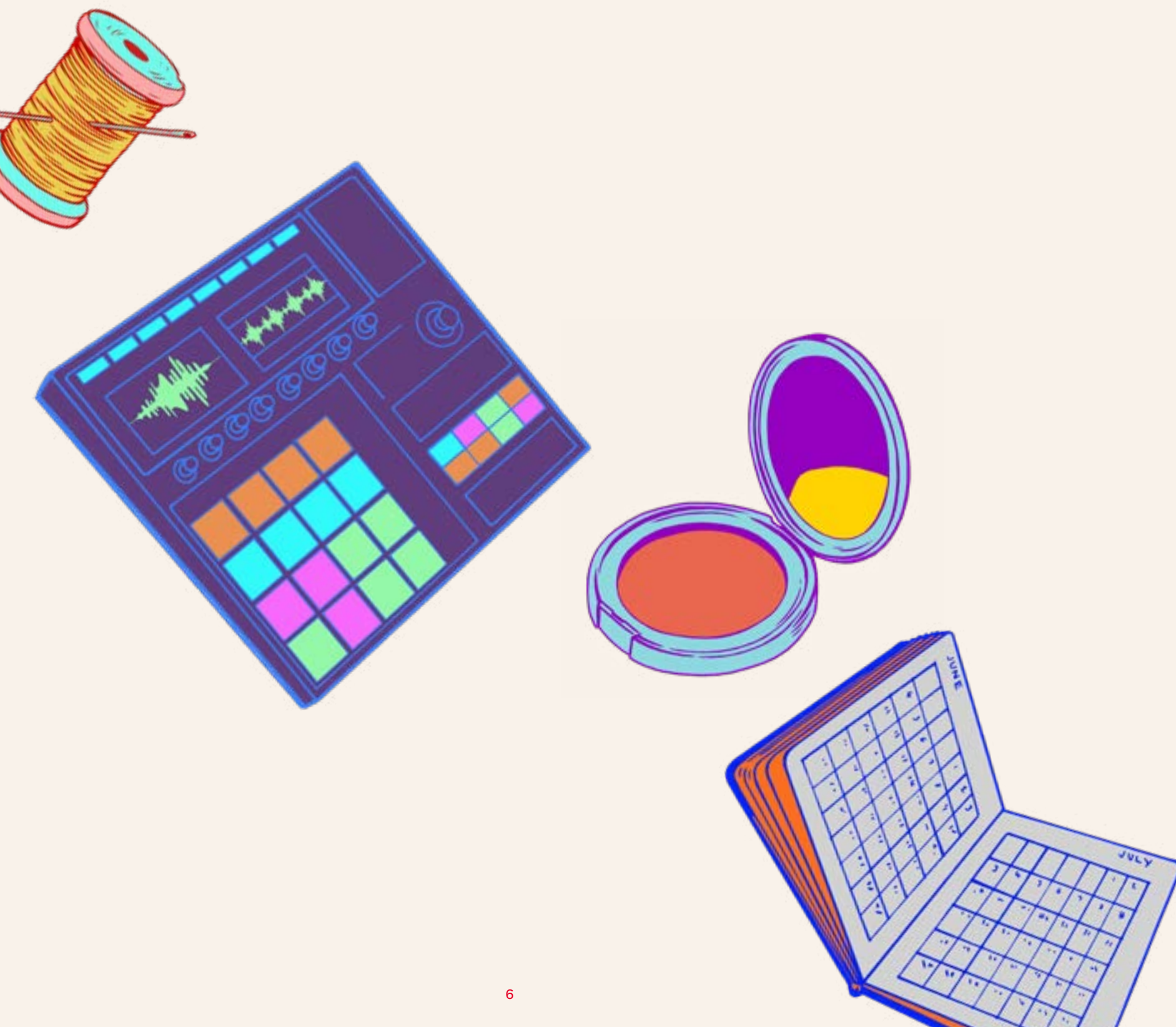
Let's stop interrupting and start inspiring.

A stylized, handwritten signature in blue ink.

**Visha Naul**  
Director of Business Marketing,  
EMEA, Pinterest



# Introduction



At Pinterest, our mission is to bring everyone the inspiration to create a life they love. We do that by first helping people dream, and then helping them make those dreams a reality.

Pinterest shows people new possibilities—and motivates them to take that next step, more than any other digital platform. People who use Pinterest also buy more things, spend more money on those things, browse longer and have a higher lifetime value.<sup>2</sup> This is the audience you want to reach.

Each month, over 450 million people<sup>3</sup> come to Pinterest—a number that's skyrocketed in the last year, and that includes 16.7 million monthly active users in the UK<sup>4</sup>. Watching this audience grow and evolve from the comfort of our homes and loungewear, we wanted to check in. Do some digging. We wanted to know who all these new people really are and what makes them tick—so we can better understand the role we play in their lives and create advertising that delivers what they're looking for.

To answer these questions for ourselves and you, our advertisers, we kicked off a comprehensive study of our UK audience. The results are in the following pages. You're going to want to read on. Trust us. You may think you know these audiences but we have some surprises in store for you. They are more varied in gender, age, interests and how they use Pinterest than we imagined.

But we're getting ahead of ourselves. To gather all this juicy intel, we worked with Sparkler, part of PA Consulting, and set off on a rigorous journey. We conducted a 5,000-person online survey of people who actively use the platform. Then we followed it up with a segmentation study to identify and get to know all the different groups that make up the UK's Pinterest community. We put diversity and inclusion at the heart of it all to tell a truly representative story.

At the end, we identified six distinct audience segments of makers, doers, seekers and go-getters. They come to Pinterest to find inspiration, to discover things and to consider what to buy. Then they go out into the world to do the things and buy the stuff they learned about here.

Now you're getting the idea? They also told us how they like to engage with brands, and what kind of ads they like—some want an emotional connection, others prefer to stick to the facts. So, we broke all that down for you here too.

1 • YouGov, UK adults and Monthly Pinners, August 2020

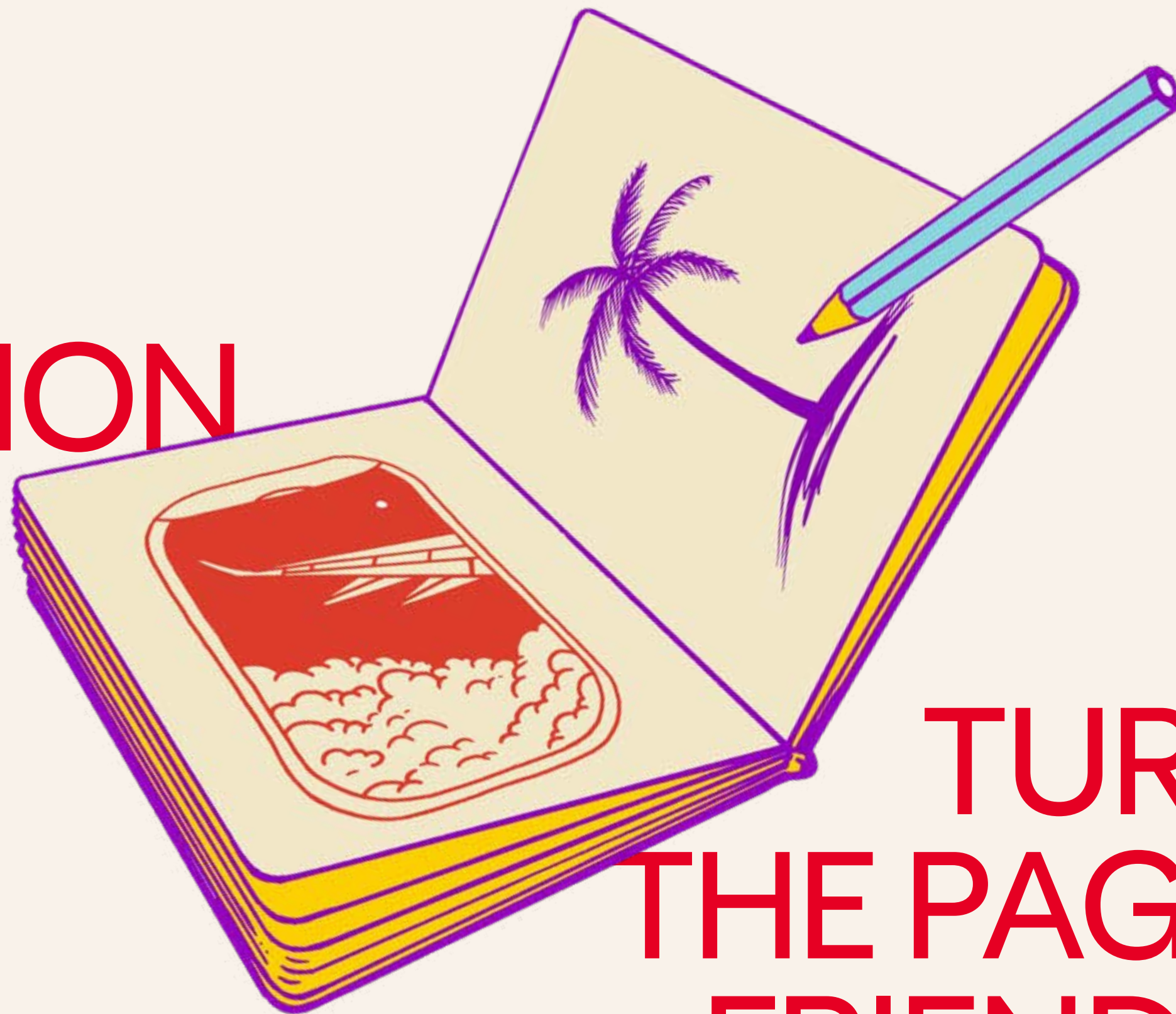
2 • Dynata, UK, 2021 Shopping among Monthly Pinners and Non-Pinners in Home, April 2021, Fashion and Beauty verticals combined

3 • Pinterest, Global analysis, June 2021

4 • comScore multiplatform unique visitors UK, Dec 2020

Unless otherwise noted, all other stats featured are from Sparkler and Pinterest Segmentation Analysis, United Kingdom, February (Quantitative Analysis) and March 2021 (Qualitative Community)

READY  
TO MEET  
INSPIRATION  
NATION?



TURN  
THE PAGE,  
FRIENDS.



# THE INSPIRED MAKERS

122–143



# THE DIGITAL DOERS

100–121



# THE AUTHENTIC EXPLORERS

78–99



# THE DESIGN MAVENS

56–77



# THE CONSCIOUS GO-GETTERS

34–55



# THE AESTHETIC SEEKERS

12–33







# THE AESTHETIC SEEKERS

I'M INTERESTED IN

Celebrations

Holidays/Travel

Beauty/Grooming

Fashion

Relationship/Life







“As I’ve grown up and matured, my fashion sense has evolved. I’ve relied on inspiration and creative designs from Pinterest.”

*Female, 18–25, London*



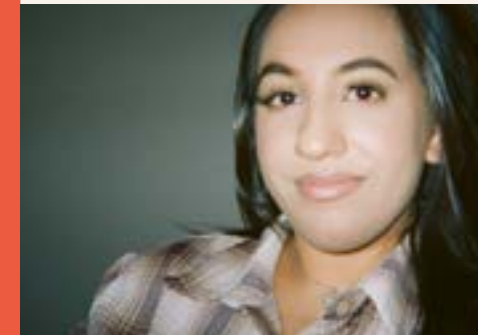
Open-minded   
Aesthetic Seekers are  
all about self-expression  
and creativity. They're  
 defining their  
own look, their own  
tastes. They're also  
hoping to spur ideas  
for creative pursuits.



On Pinterest, they search for things that will help them show on the outside who they are on the inside. They may not know exactly what they're looking for, but they know it when they see it. And they'll keep looking until they find it.

8 in 10 identify as female. Gen Z makes up the biggest cohort, but not the majority. Over half are 25-54. When describing themselves, they say they're fun, sociable, loyal, caring, relatable, spontaneous and easy going.

Fashion is this segment's biggest interest. Aesthetic Seekers are always on the hunt for their next casual outfit, go-to shoe or the perfect dress for an upcoming event. Beauty is the runner-up, including hair styles, hair products, make-up and skincare. Other top interests: holidays/travel, celebrations and relationships/life.



THEY ARE  
ABOUT SELF  
EXPRESSION &  
CREATIVITY.





Aesthetic Seekers  
use Pinterest to see  
what's out there,  
expand their comfort  
zone and work  
toward their goals.

**They discover  
and develop.**

Pinterest is a place to get inspired and stimulate creativity. Aesthetic Seekers hone their personal style by exploring the things that interest them—could be knee-high socks, this year's red lipstick or spray-painted murals—and then saving what they like to use as a visual reference for themselves and a way to communicate with others.

**They build their  
confidence.**

After seeing all the possibilities on Pinterest, they get their own ideas for what to make, wear or buy. They may decide to step out of their comfort zone and try something new, like nail art or a wild floral print. Maybe they'll be inspired to try sewing or making jewellery.

**They stay  
on target.**

More fulfilling than other platforms, Pinterest helps Aesthetic Seekers channel positive energy towards achieving what they want in life. That could be anything from finding the right outfit for a celebration to working toward a new career.



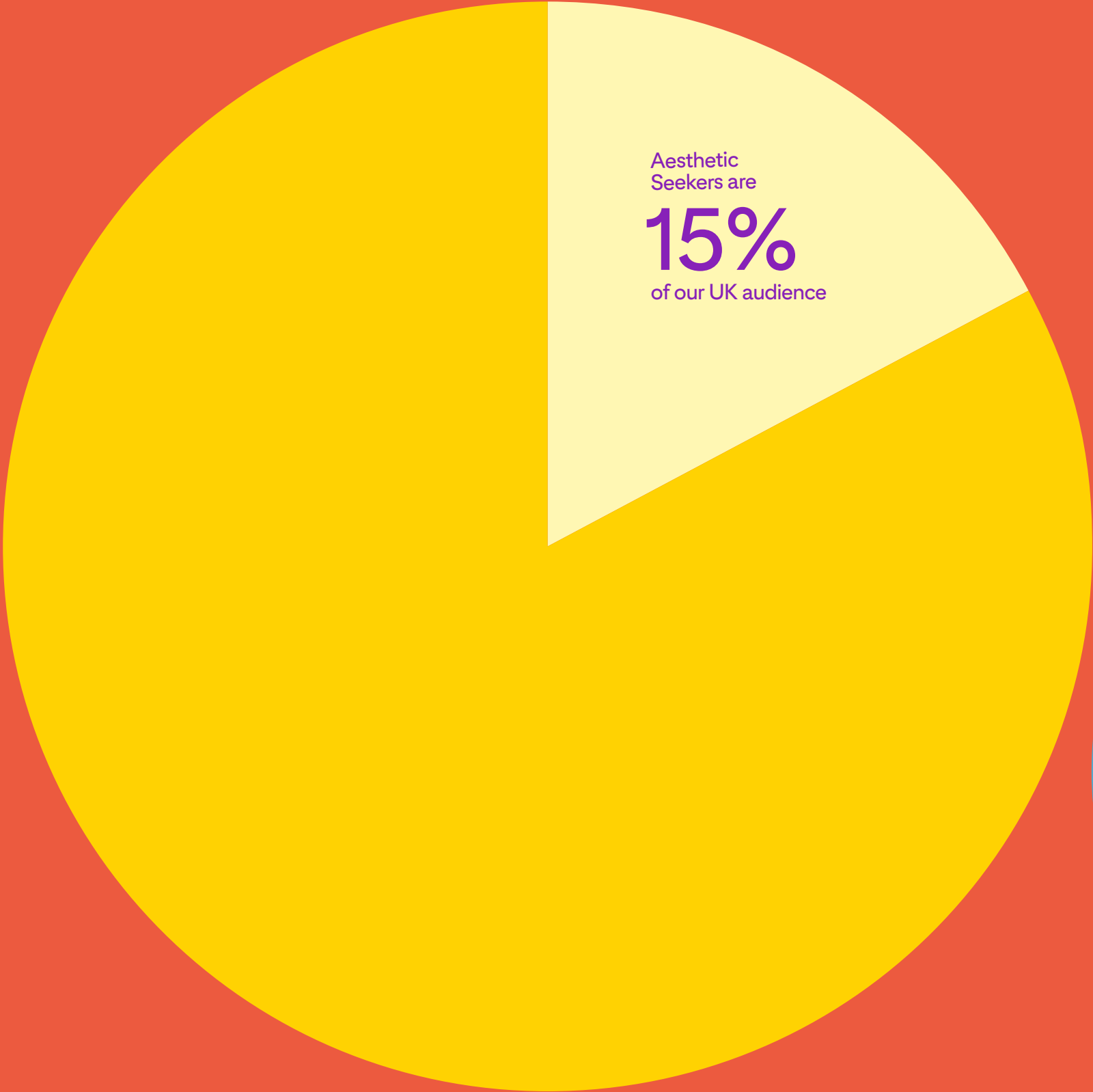
“Pinterest fits into my life when I need a bit of inspiration. Most of my time is on my phone and usually just before bed as well because I’ll just be scrolling, like ‘I like that’ and I screenshot a lot of things. Inspiration for a makeup look or an outfit that I like.”

*Female, 18-24, Manchester*



PINTEREST HELPS THEM  
CHANNEL POSITIVE  
ENERGY TOWARDS  
ACHIEVING WHAT  
THEY WANT IN LIFE.









“My priorities right now are honestly to just make sure I’m happy within myself. And to get to a point where I’m doing what I love, which is working in the beauty industry.”

*Female, 18-24, Manchester*

# Aesthetic Seekers love to explore first—and then bring their discoveries to life.

They are more likely to feel that Pinterest, over other platforms, is both inspirational and a place for discovery.<sup>1</sup>

8 in 10 take their newfound ideas out into the world after using Pinterest.<sup>2</sup>



1 • 69% of respondents say Pinterest is an inspirational environment, compared to competitor average of 54%. 70% say Pinterest is a place for discovery, compared to competitor average of 56%.

2 • 81% of respondents say they take some form of post-platform action after using Pinterest. Competitor average is 75%.



Holidays/Travel

Celebrations

Beauty/Grooming

Fashion

Relationships/Life

**Keep it real**

Don't go high-gloss. Instead, keep it real. That may seem contrary to fashion and beauty advertising, but Aesthetic Seekers appreciate a down-to-earth, casual tone. Use humour with this fun-loving segment to prompt a smile and increase ad recall. Speak to their aspirations with messages of empowerment.

**Show products in action**

User-generated and behind-the-scenes content, with creators telling real stories, is a great way to engage. Show products in action, with video if you can, to capture attention in a sea of static images.

**Be values driven**

As this audience skews younger, Millennial and Gen Z values of sustainability and inclusivity are important.



# THE CONSCIOUS GO-GETTERS

I'M INTERESTED IN

Sport

Entertainment

Food/Drink

Holidays/Travel

Fashion



“I’m a big believer of being able to achieve anything if you put your mind to it and are not afraid to work hard to get there.”

Male, 25-34, Midlands





What's new, what's next:  That's what Conscious Go-getters live for. Trendsetters themselves,  they also know their stuff about the latest in TV and films, fashion and sport.



Friends and family look to them for their honest and forward-thinking perspectives.

Ambitious and entrepreneurial, they're keen to carve out their own path in life, aiming for both financial success and freedom from the 9-5. In their own words, they're fun, outgoing, truthful, cheeky, adventurous, resourceful and confident.

One of our segments that's close to an even male/female split, Conscious Go-getters are more likely to be Millennials. Their number one interest on Pinterest is sport, which includes spectator sports like football as well as personal fitness, exercise and outdoor activities. They're also avidly searching and saving for entertainment ideas.





THEY LIVE FOR  
WHAT'S  
NEW,  
WHAT'S NEXT



# Conscious Go-getters turn to Pinterest for inspiration, brand-building and visual content to get them thinking.

## **They stay ahead of the curve.**

First and foremost, Conscious Go-getters come to the platform for inspiration. From the latest food and trends to travel destinations, this segment is looking for brilliant new ideas. Personalised, suggested content feels genuine as it doesn't come at the suggestion of so-called influencers.

## **They brand-build.**

Pinterest also fuels creative vision for personal or business branding. Conscious Go-getters use the platform to create mood boards, scout photo shoot locations and figure out ways to amplify their brand's social media presence.

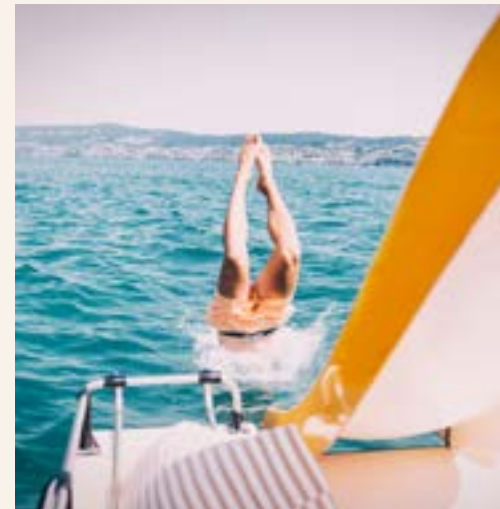
## **They like the look of it.**

To this appearance-sensitive segment, the imagery on Pinterest feels unique—fresher and edgier than what they find on our competitor platforms. Pinterest's style appeals because it suits their personalities and creative vision.



“I like to use Pinterest to create boards when I conduct photo shoots for my business, to show them a board of the imagery I like and how I want the final shots to look. Although I had ideas in mind I always like to check the latest trends because a business won’t succeed if it doesn’t follow trends.”

*Male, 18-24, Manchester*



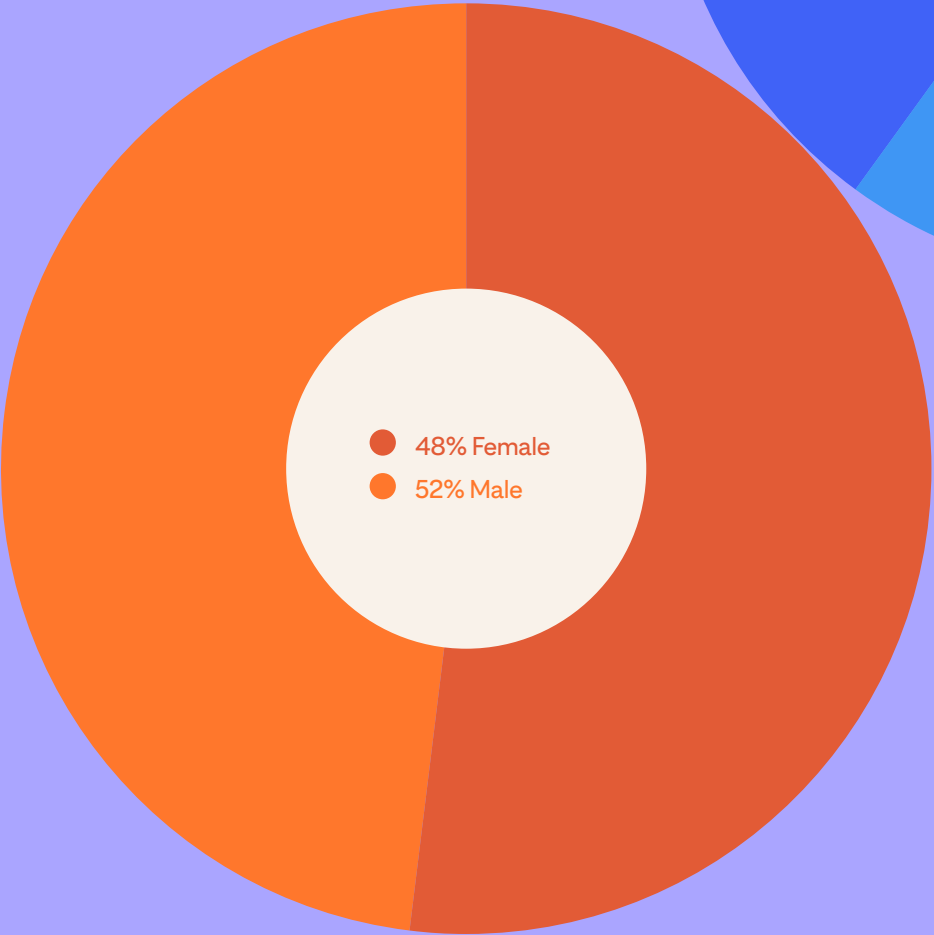
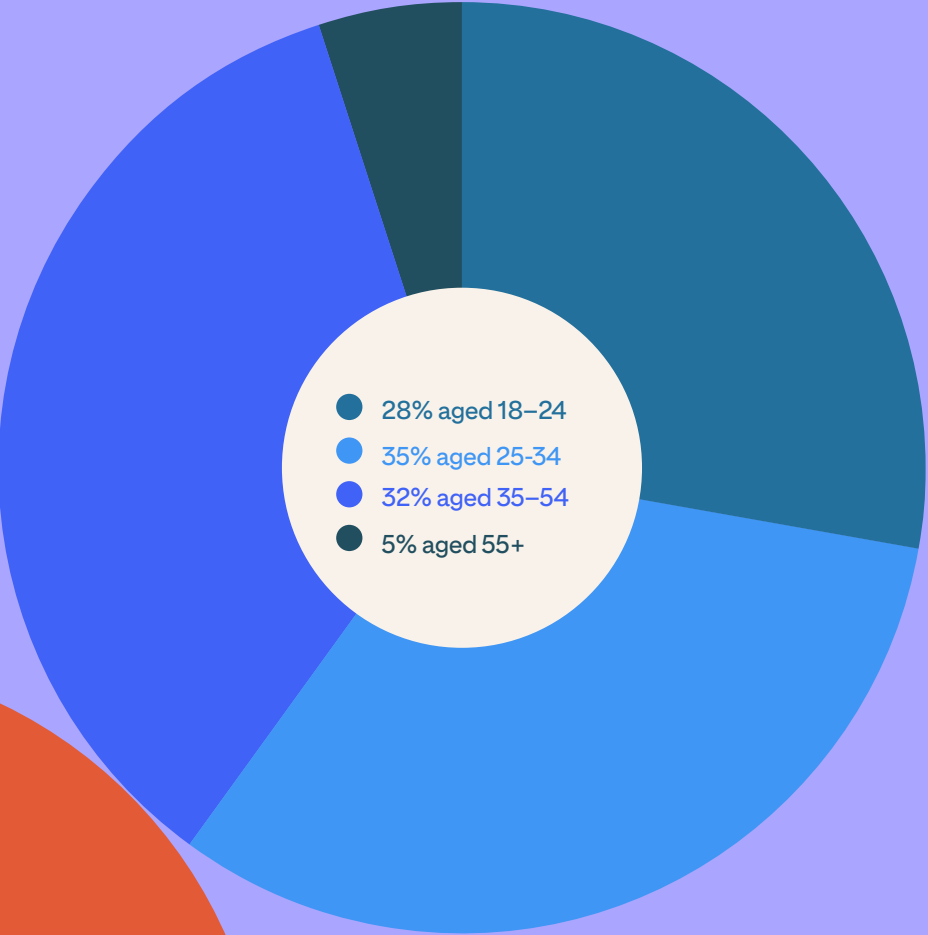
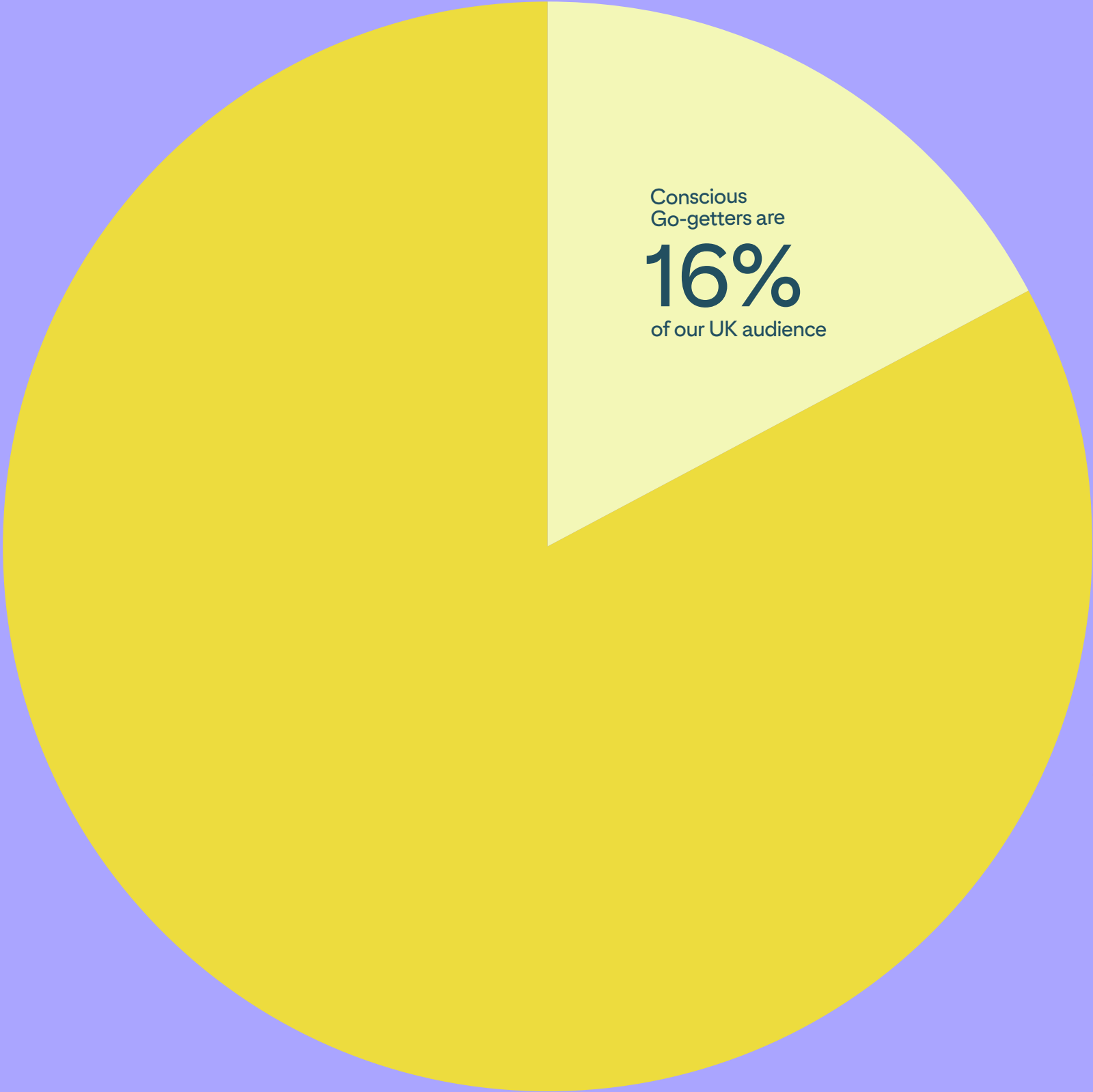
“Every time I need some inspiration, I go on Pinterest. I’ll be on the bus. I’ll be on the Tube. It’s just great for when you’re out and about. Inspiration sparks and there you go.”

*Male, 25-34, London*

THEY COME  
TO THE  
PLATFORM  
FOR  
INSPIRATION.







“Pinterest is really good because they have these four-week challenges, or 18-day challenges, something just to get me going with fitness because I know I can’t do it by myself. Having something like that is really good. When I’ve finished with one, I can try another one and see if it works, and if it doesn’t work, I try another one.”

*Female, 25-34, East London*





In their quest to stay one step ahead, Conscious Go-getters are especially receptive to ads—and active after they leave the platform.

They're much more likely to be inspired by advertising they see online compared to the average UK Pinterest user.<sup>1</sup>

They're also more likely to be in a purchase mindset when using

Pinterest compared to the average UK user.<sup>2</sup> And, they're more likely to say Pinterest inspires them to buy things compared to the average.<sup>3</sup> And the cherry on top: 9 in 10 take some form of post-platform action after using the platform.

“I like brands to be relatable to me individually. That may sound hard to achieve as everyone is different but I mean, like speak to me on a more personal level. I don't like it when a brand seems to push you to do what they want. My decision needs to be my decision.” *Male, 35-44, Midlands*



1 • 64% of respondents in this segment said that they're inspired by advertising they see online, compared to the average UK Pinterest user (45%).

2 • 49% of respondents in this segment said they're in a purchase mindset when using Pinterest, compared to the average UK Pinterest user (34%).

3 • 68% of respondents in this segment said Pinterest inspires them to buy things, compared to the average UK Pinterest user (56%).

Food/Drink

Fashion

Entertainment

Sport

Holidays/Travel

**Be upfront and honest**

This segment wants the inside scoop, but they don't like being told what to make of it. They prefer brands that speak to them in an upfront, honest and relatable voice—and about everything, from product features to social issues like equality and mental health. Then they want the space to form their own opinion with no pressure.

**Focus on the product**

Wow them with bright, colourful content that feels relevant to the hot topics of the moment. Careful not to get side tracked by that, though. Keeping the focus on your product will speak to their directness and practicality.

**Video wins**

Video is a great option for catching their eye. So are memes. And keep in mind that they like being spoken to like the individuals they are, so they don't feel lost in the crowd.





# THE DESIGN MAVENS

I'M INTERESTED IN

Art & Design

Animals

Architecture

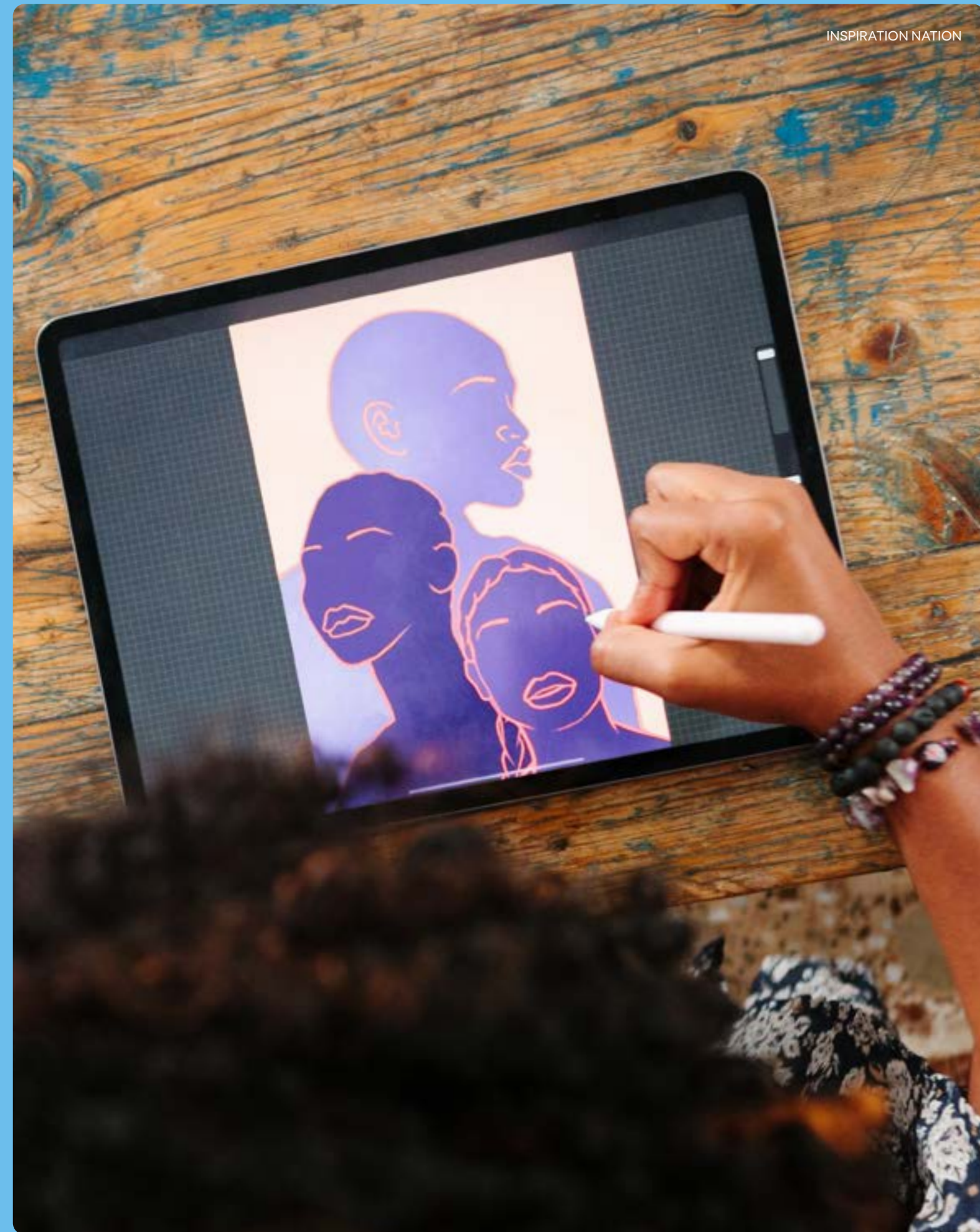
DIY & Crafts

Science & Nature



“Pinterest fits into my work and hobby because I like to see what’s out there to make sure that I’m doing something new and fresh but also to see what’s current and what kind of style of artwork has changed. I studied art years ago, so, you know, all these new different techniques are coming through, so it’s really interesting just to see what’s out there.”

*Female, 35-44, Manchester*





Design Mavens are, as you might imagine, defined by their  common interest in art and design. These creative souls are on the platform exploring things like drawing, photography, interior design and  DIY.



They're also here because they're focused and love to plan ahead.

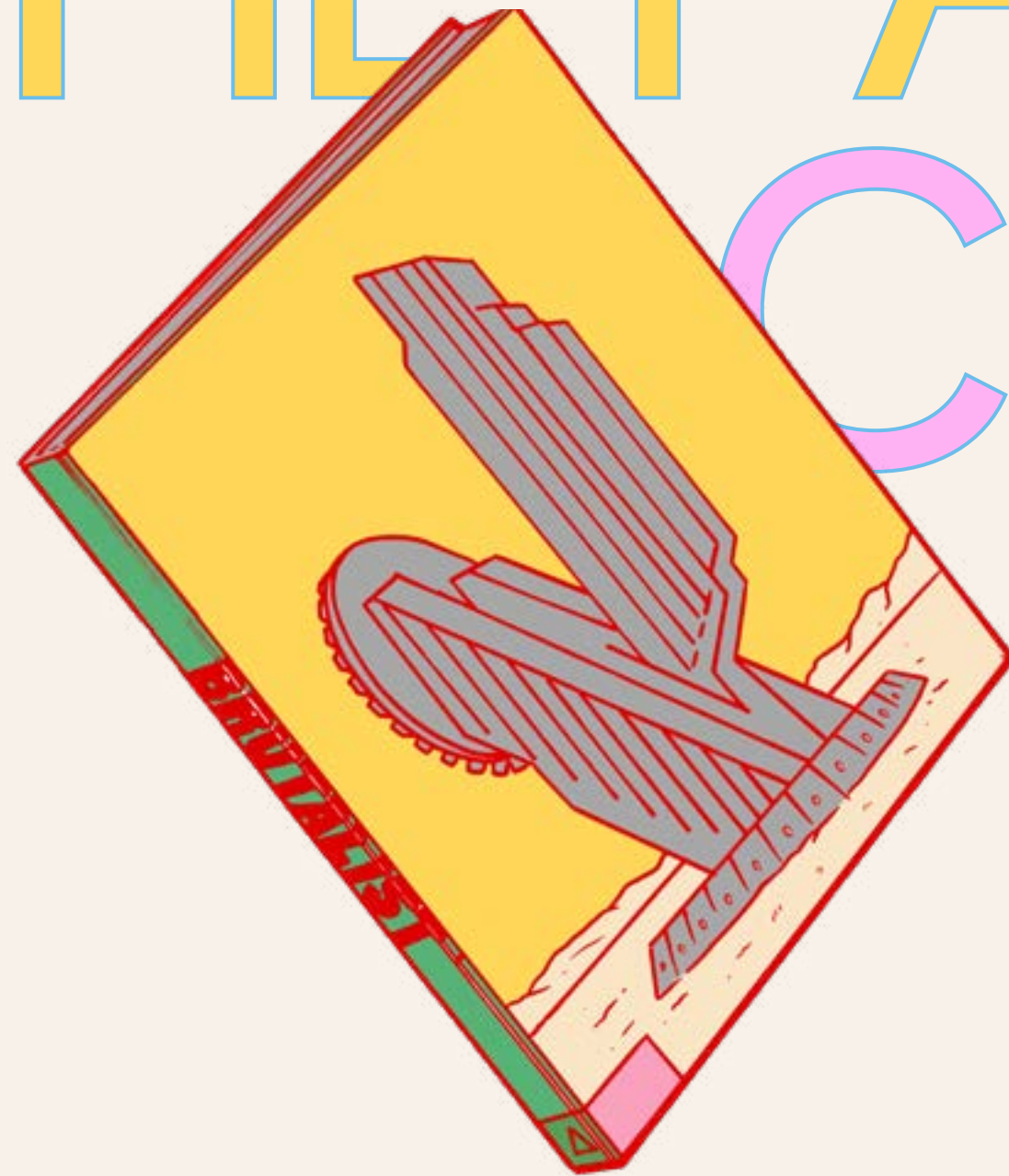
Demographically, they're just about evenly split male to female, and they're most likely to fall within the Millennial age bracket.

When they talk about themselves, they say they're creative, fun and silly, as well as loyal, trustworthy and reliable. They want to live positive, happy and purposeful lives—and see Pinterest as a tool that helps them do that.

Sustainability is important to Design Mavens. They love being in the great outdoors. Other common interests include animals, DIY and crafts, architecture and science and nature.



# THEY ARE CREATIVE SOULS





Design Mavens use Pinterest to get their creative juices flowing, see what’s out there and de-stress.

**They seek creative fuel.**

Always thinking of the next project, Design Mavens are looking for inspiration to borrow, or for that spark to ignite an original idea. Maybe it’s for a giclée print, a tattoo or pottery. Maybe it’s a paint colour for a wall, or a home storage system.

**They do visual research.**

Pinterest allows these visual thinkers to quickly find, save and organise imagery in one place. They use the platform as a private space where they can initially work out ideas for things to make or buy, and then refine them over time.

**They like the non-toxic environment.**

Design Mavens find Pinterest to be a positive space, compared to other social media platforms that can feel competitive and harmful. Pinterest can also help this segment alleviate stress and anxiety throughout the day as they can drop in periodically to use it for the creative stimulation that supports their mental wellbeing.

“My work is based around interiors but I discuss the topic of sustainability a lot as it’s something I’m hugely passionate about.”

*Male, 25-34, London*



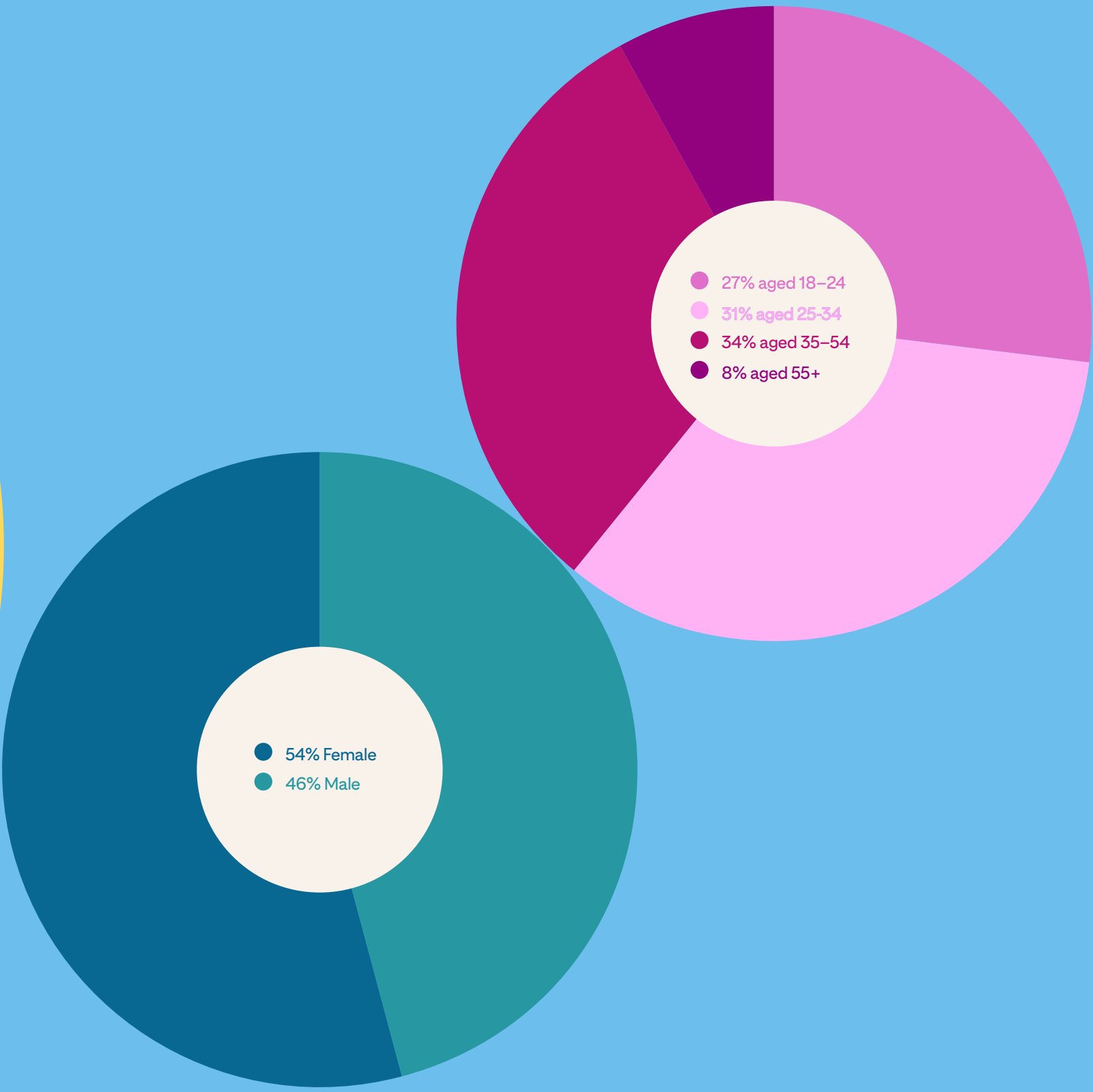
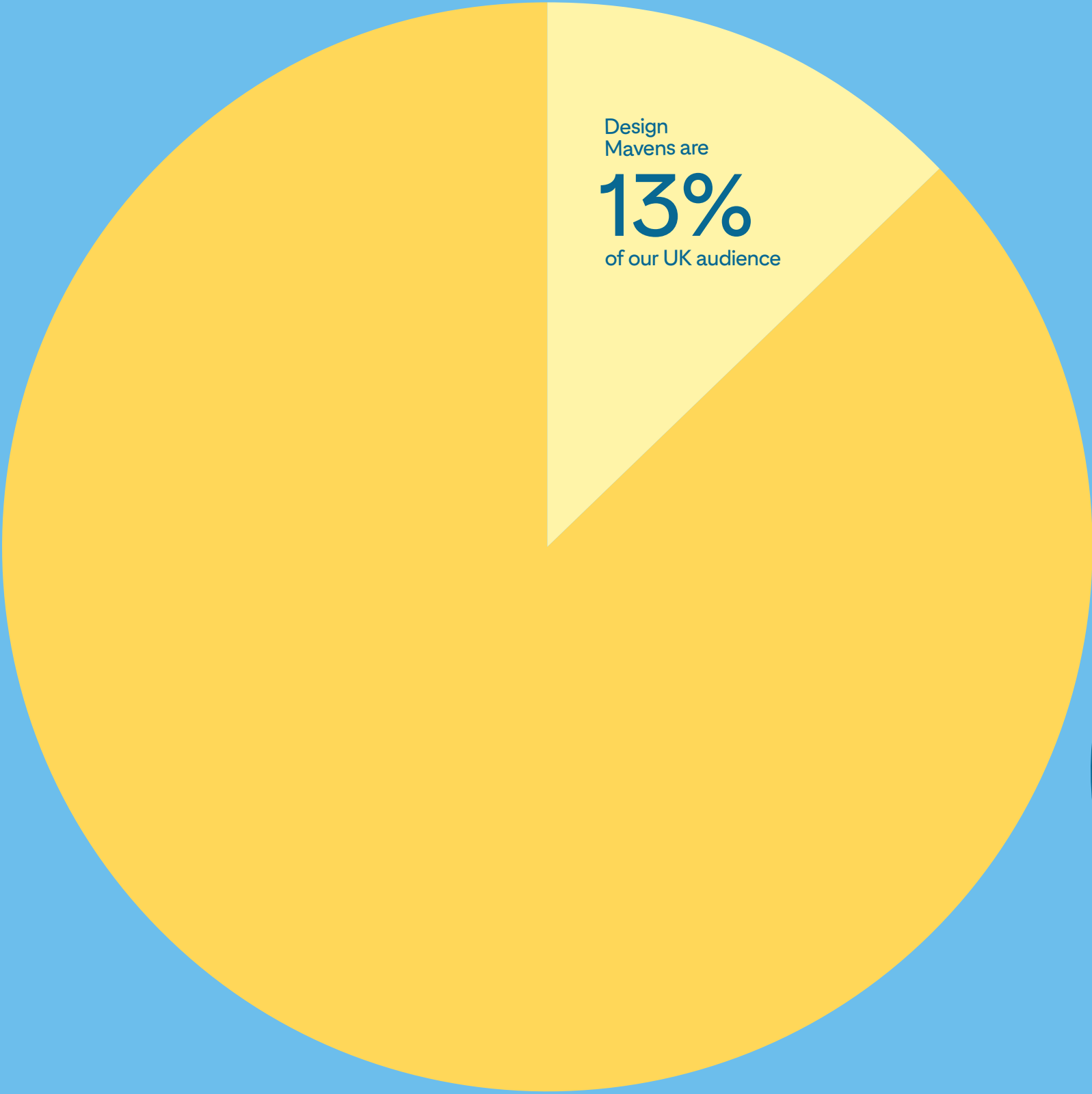
“I decided to teach myself macramé and this became a big part of my work as it developed me as an artist. I got huge inspiration from so many Pinterest accounts. It was great to change my work up from ink and tapestry to macramé.”

*Female, 35-44, Manchester*



THEY FIND  
PINTEREST  
TO BE A  
POSITIVE  
SPACE.







“I’m very specific about aesthetics. I like certain things to look a certain way... Pinterest is interesting for me, because I use that as a way to find a middle ground between simplicity but also stuff that’s not necessarily just bland or too minimal...It’s become something that’s helped me plan the sort of furniture and the interior design solutions that I’d like to invest in.”

*Female, 25-34, London*



# Design Mavens are doers. What they find on Pinterest often becomes part of their lives.

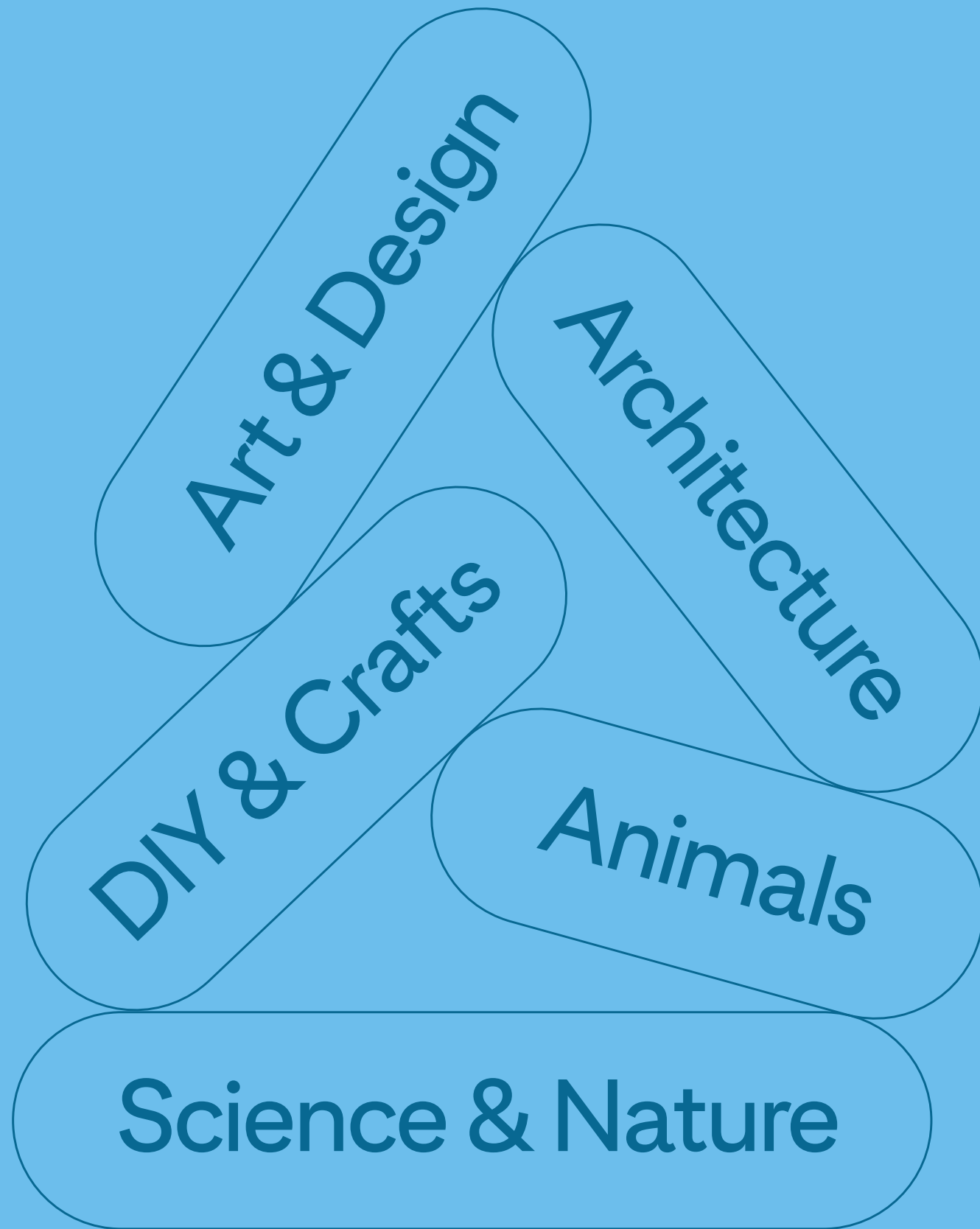


This group is more likely to use Pinterest when they have a broad idea, but with room for inspiration, compared to when using competitor platforms.<sup>1</sup> They're also more likely to be thinking about making a purchase when they're here, compared to the average person on Pinterest.<sup>2</sup> 8 in 10 go on to do, buy or make something related to what they found here after using Pinterest.<sup>3</sup>



- 1 • 54% of Design Maven respondents say they use Pinterest with a broad idea; 41% say they use competitor platforms.
- 2 • 43% of respondents in this group say they're in a purchase mindset when using Pinterest compared to the 34% who say that among all people using Pinterest.
- 3 • 84% say they take some sort of post-platform action after using Pinterest.



**Be genuine**

Design Mavens like ads that don't feel like ads. Be genuine. Keep a casual, down-to-earth tone to make your brand feel relatable.

**Think visual first**

Design-led visuals hit home with this segment. No surprise there. Emphasise interesting colours, striking imagery and contextual fit with what you're promoting.

**Use your voice**

Appeal to their innovative side by breaking out of the box—but be careful to hit the right note. Design Mavens take note when brands use their voice and ad budget to bring attention to important causes like diversity and sustainability.



# THE AUTHENTIC EXPLORERS

I'M INTERESTED IN

Animals

Quotes & Memes

Science & Nature

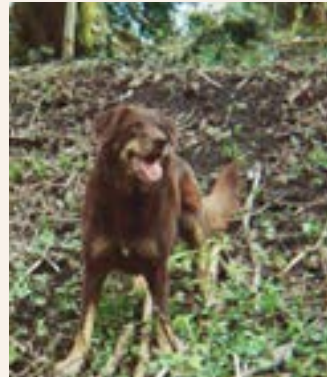


“I think... we forget to make ourselves feel better and we forget to look after ourselves. And that’s why I like looking at the animals. It’s because it just makes me happy.”

*Female, 35-44, London*



Happiness is a top priority for Authentic Explorers. They're full of optimism and have a can-do approach to life.



That makes them great company, so it's no surprise that these bubbly social butterflies organise the get-togethers among their friends and family.

Authentic Explorers also love nature and animals. That includes mucking about in the great outdoors, as well as going for long walks with the dog and planting wildlife-friendly gardens.

For this segment, Pinterest is a safe haven where they can explore their interests without fear of judgement—something they find difficult to do on other platforms. What do they look for? Animals, mostly, including cute dogs and wildlife. They like quotes and memes too, for both humour and inspiration. They also actively engage with science and nature topics.

8 in 10 Authentic Explorers identify as female. Although there's a range in age, this segment skews slightly older.





THEY ARE  
FULL  
OF  
OPTIMISM



Authentic Explorers use Pinterest to accentuate the positive and be part of something bigger.

**They’re living their best life.**

To boost their mood and confidence—and sometimes just to get through the rough patches in a day—this segment creates vision boards packed with positive affirmations, funny memes and pictures of animals. For Authentic Explorers, Pinterest helps them be the best version of themselves.

**They’re connecting to the world.**

Authentic Explorers crave connection. Pinterest provides it via photos and videos of flora and fauna in the great outdoors, interaction with other people on the platform and the larger sense that they’re part of a worldwide community.



“I try to be strong, positive and honest. Honesty is very important to me, as is an ability to laugh at yourself and not take yourself too seriously. I think being authentic is the only real way to be happy.”

*Male, 35-44, London*



“One reason why I like Pinterest is it’s my little kind of declutter of my brain.”

*Female, 35-44, London*



“I mainly use Pinterest to create vision boards... for daily inspiration for living a good and successful life, full of gratitude and happiness.”

*Female, 45+, Manchester*

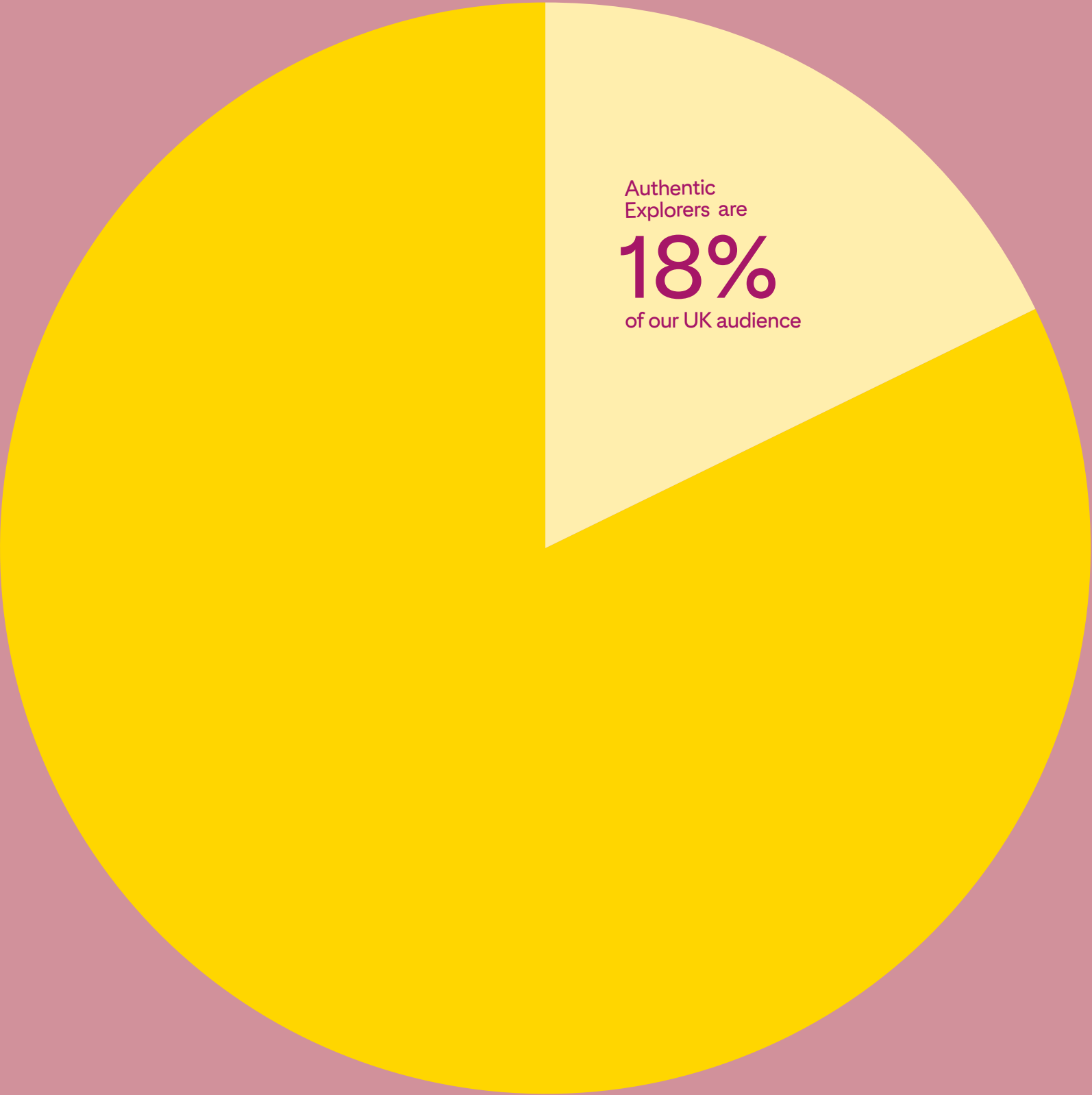




PINTEREST  
HELPS THEM  
BE THE BEST  
VERSION OF  
THEMSELVES.









“The other day I went to photograph mandarin ducks, so before I went, I went on Pinterest to find out some information to see if I needed to take any special foods with me, the difference between the male duck and the female duck. So, by looking on Pinterest I can get some good ideas.”

*Female, 45+, Manchester*



# For Authentic Explorers, Pinterest is a genuine and safe environment where they can explore without pressure.



The majority feel that Pinterest is an inspirational platform and a place for discovery—significantly more so than competitor platforms.<sup>1</sup>

Almost half of them say that Pinterest inspires them to buy things, which is again much higher than the competitor average.<sup>2</sup>



1 · 72% of respondents say Pinterest is an inspirational platform, compared to competitor average of 51%.  
77% say that Pinterest is a place for discovery, compared to competitor average of 45%.  
2 · 45% of respondents say Pinterest inspires them to buy things, compared to competitor average of 36%.



Quotes & Memes

Animals

Science & Nature

**Connect to something bigger**

They don't take themselves too seriously, but they do care deeply about the planet and all the creatures who live here.

That's why they love brands that exude positivity and love—especially smaller, local brands and those that give back.

Stick to earthy, natural aesthetics to bolster this angle.

**Boost their mood**

To appeal to this segment's playful nature, grab their attention with quirky, fun content. Bonus points for cute animals or babies! Dial up the humour with memes or animated GIFs. Video content can help brands stand out and maintain engagement.

**Help them live their best lives**

Petcare companies can help this group keep their furry friends happy and healthy. Health and wellness brands can promote products that will help them take care of themselves.





# THE DIGITAL DOERS

I'M INTERESTED IN

Technology

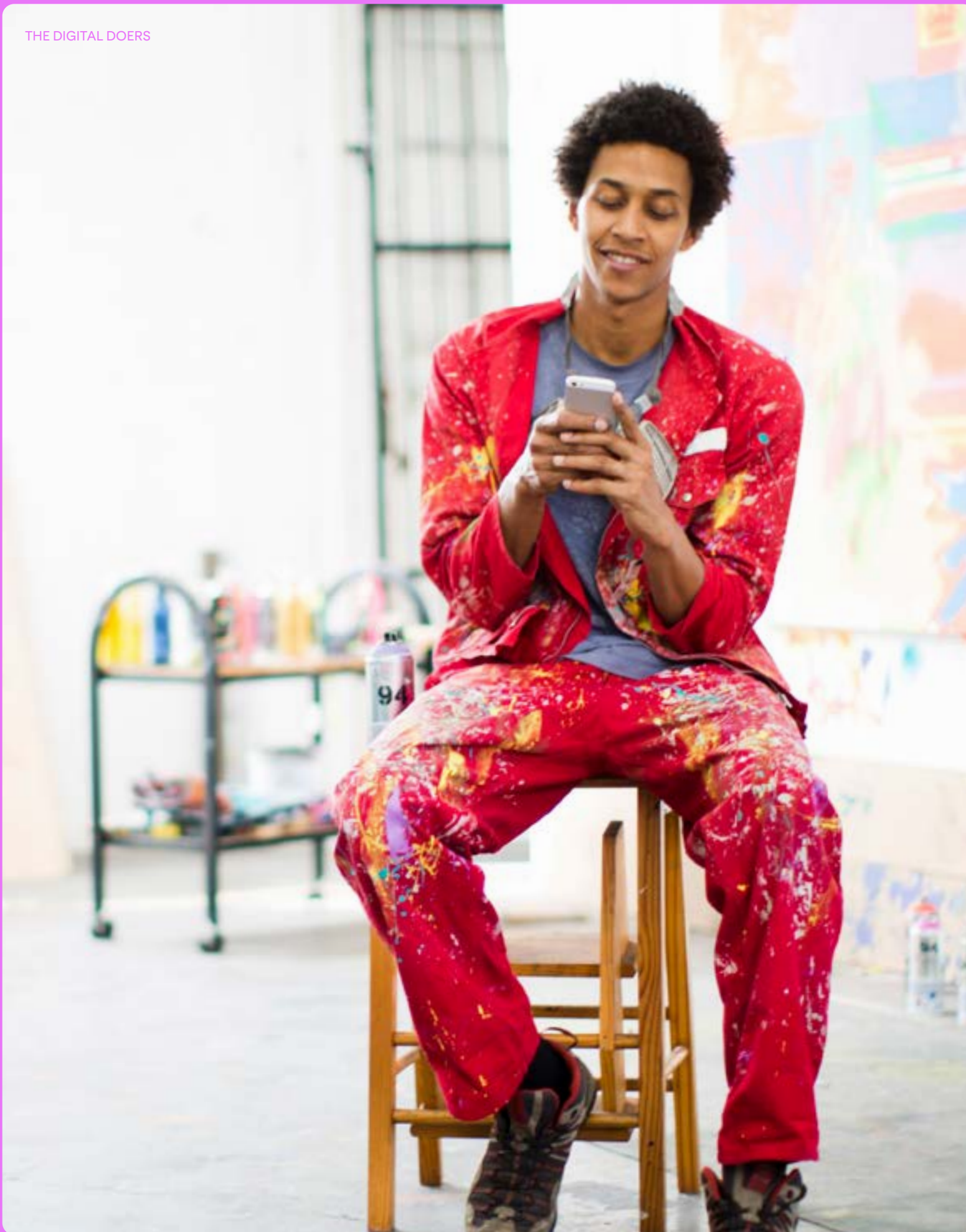
Holidays/Travel

Sports

Auto

Finance





“I’m into technology. I’m into pushing buttons and seeing how things work, taking things apart and putting them back together.”

Male, 35-44, London



Tech-savvy Digital Doers proudly refer to themselves as “geeks”.  
 Technology is their biggest interest area, and includes computers, smart tech and phones. They like gadgets  and want to know how things work.



3 in 4 of these creative individuals are male. They're into do-it-yourself projects as well as photography, reading and music. They're interested in big ideas. They also say they're reliable, kind, funny, caring, talkative, odd and positive.

Financial security is a priority, and they work hard. But that's not their sole focus. Digital Doers also have a zest for life and its possibilities. They like to travel and love spending time with family. They're also likely to follow and play sports, including football, squash, tennis and rugby. They love having the ability to personalise the content they see.



THEY ARE  
INTERESTED  
IN BIG  
IDEAS.





# Digital Doers use Pinterest to explore ideas, find inspiration and keep track of what they want to remember.

## They research and plan.

Methodical and organised, they're on the platform to research upcoming purchases—could be a tech gadget or a new pair of trainers. They're also here to work out everything from their next hairstyle or holiday to their next home-improvement, self-improvement or hobby project.

## They explore and discover.

Pinterest gives them a safe space where they can muck about, checking out their interests without any external pressure. It's a place where they have the freedom to follow their own path, instead of feeling bombarded by other people or algorithms. In a virtuous cycle, this kind of wandering constantly leads them to new discoveries.

## They keep it all together.

Pinterest also helps Digital Doers assemble and sort all their ideas in one place. When they can see their goals and ambitions, everything seems more achievable.

“Whereas the other channels are about shouting to others... Pinterest is a quiet accumulation of who you are. Almost a private museum of your own mind rather than the trash reality TV show others can be.”

Male, 35-44, Midlands



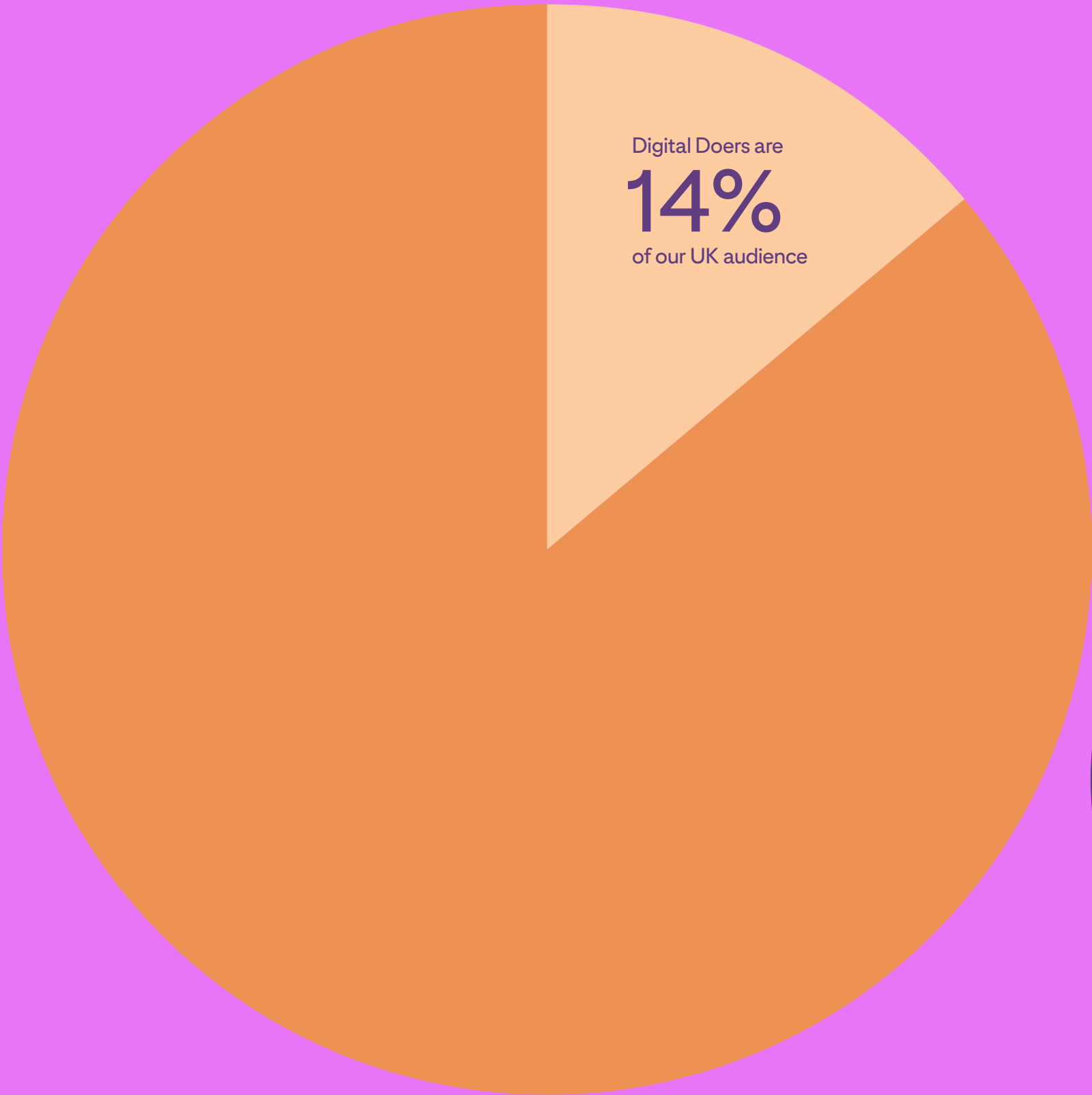
“Pinterest fits into my life in the sense that it’s a one-stop-shop for a creative outlet where I can have everything and all my ideas in one place on the one screen at the one time.”

Male, 35-44, London



# PINTEREST IS A PRIVATE MUSEUM OF YOUR OWN MIND









“I sort of had an idea of a concept to have a raised patio with a stairs down the side and so I think Pinterest probably provided most of the inspiration for it, of how it should look because of what I’d seen on there. Mine isn’t there yet but I know that that’s what’s achievable.” *Male, 35–44, London*



# With Digital Doers, all the inspiration they find on Pinterest does lead to action.



This group is more likely to feel that Pinterest is both inspirational and a place for discovery, much more so than other social platforms.<sup>1</sup>

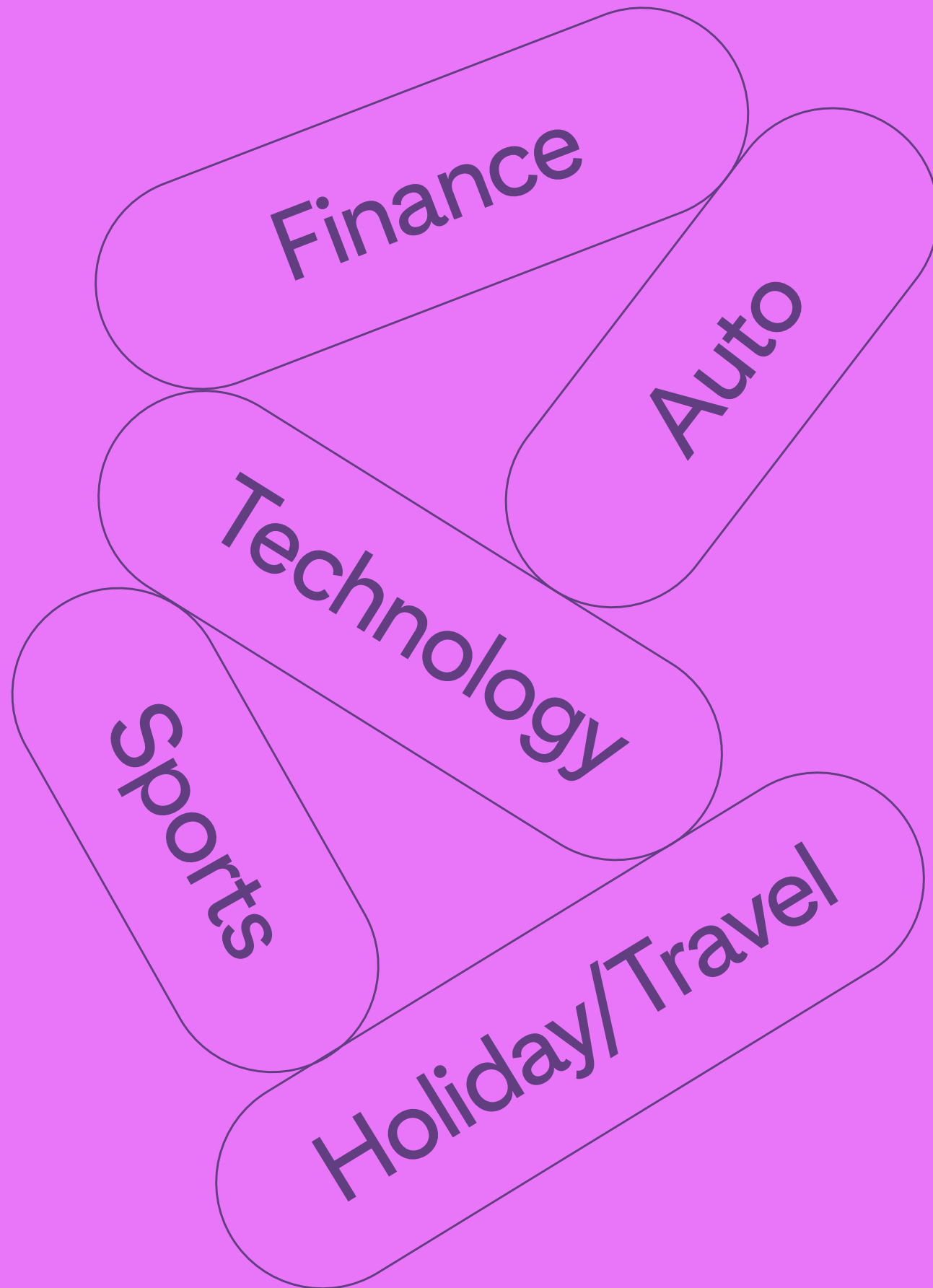
Even better, 85% go on and do something after using Pinterest—again more often than after using other platforms.<sup>2</sup>



1 • 71% of respondents say Pinterest is an inspirational platform, compared to competitor average of 53%. 73% say it's a place of discovery, compared to competitor average of 59%.

2 • Competitor average is 79%.



**Make your product the hero**

Digital Doers want to understand how things work. So, make your product the hero. Show the features and benefits that make it different and better than competitors. Instructional and how-to videos help them visualise what's possible and how they'll tackle tasks.

**Be clear and informative**

Digital Doers are here to learn and plan. Be clear and informative, but not boring. Take a casual tone. Use humour. Once you have their attention, make it easy to click through to more detailed info.

**Be values-driven**

Close the deal by showing them how your brand makes life better through good design and quality credentials, but also through responsible business practices.



# THE INSPIRED MAKERS

I'M INTERESTED IN

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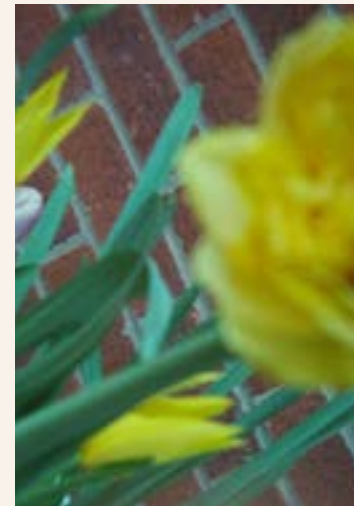




“I used to be a full-time fashion designer until I had my child and hopefully will get back into my industry once the girls are grown up a little. I also run a store selling prints and illustrations as well as other craft products.”

*Female, 35-44, Midlands*

Inspired Makers are our OG audience. Pinterest has been playing an important role in their lives for years, helping them visualise and plan everything from big projects to what to wear.



They're creative and artistic, with hobbies in journaling, crafting, DIY, tending allotments, home renovation, knitting and painting. They find joy in making things, and are always on the lookout for their next project. (You may spot them in the wild creating balloon decorations or baking elaborately decorated cakes.)

9 in 10 identify as female, and they're more likely to be older Millennials or Gen Xers. Family, health and happiness are top priorities. They describe themselves as caring, trustworthy, arty-farty (their word!) people who love to laugh.

On Pinterest, they're most interested in DIY & crafts, including things like easy home decor and DIY home decor. Next up is home, covering interior design and home renovation, followed by art & design topics such as drawings, photography and nature photography.







Inspired Makers turn to Pinterest to get ideas, get organised and get going.

**They plan big projects.**

This segment loves to plan and Pinterest is their go-to tool. They use it for visualising—and then pulling off—things like holiday celebrations, moving, weddings, house renovations (both DIY and professional) and landscaping.

**They find creative prompts.**

On the hunt for fun projects for themselves and playful ways to keep the kids busy, Inspired Makers are an action-oriented bunch. They come to Pinterest ready to cook, do or make what they find. Possibly today.

**They build their world.**

Their love of planning also extends to smaller interior decorating projects like colours to use in the kitchen, and fashion, like planning a capsule wardrobe or an outfit for a special event. Collecting images in one place helps them see each piece of the puzzle and how everything fits together.





“I have one board for my house renovation and sections for each area. It’s great to be able to visualise a space and to take lots of ideas and create one of your own. This will keep growing as we carry on through the house project.”

*Female, 26-35, Midlands*



“I love to have a purpose to my day and a plan. Succeeding in my plan gives me continuous energy, from a small gardening task to a major DIY project.”

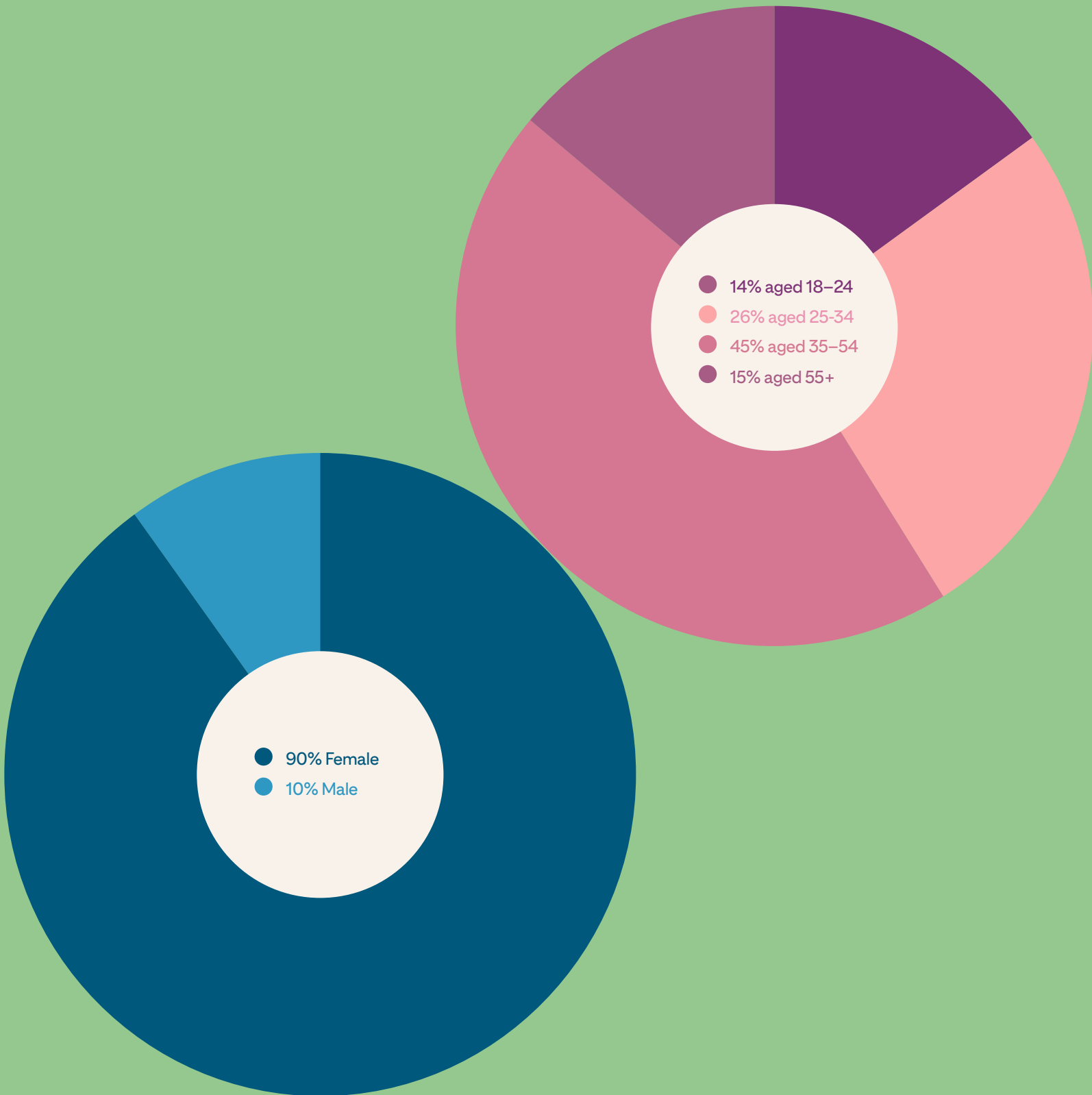
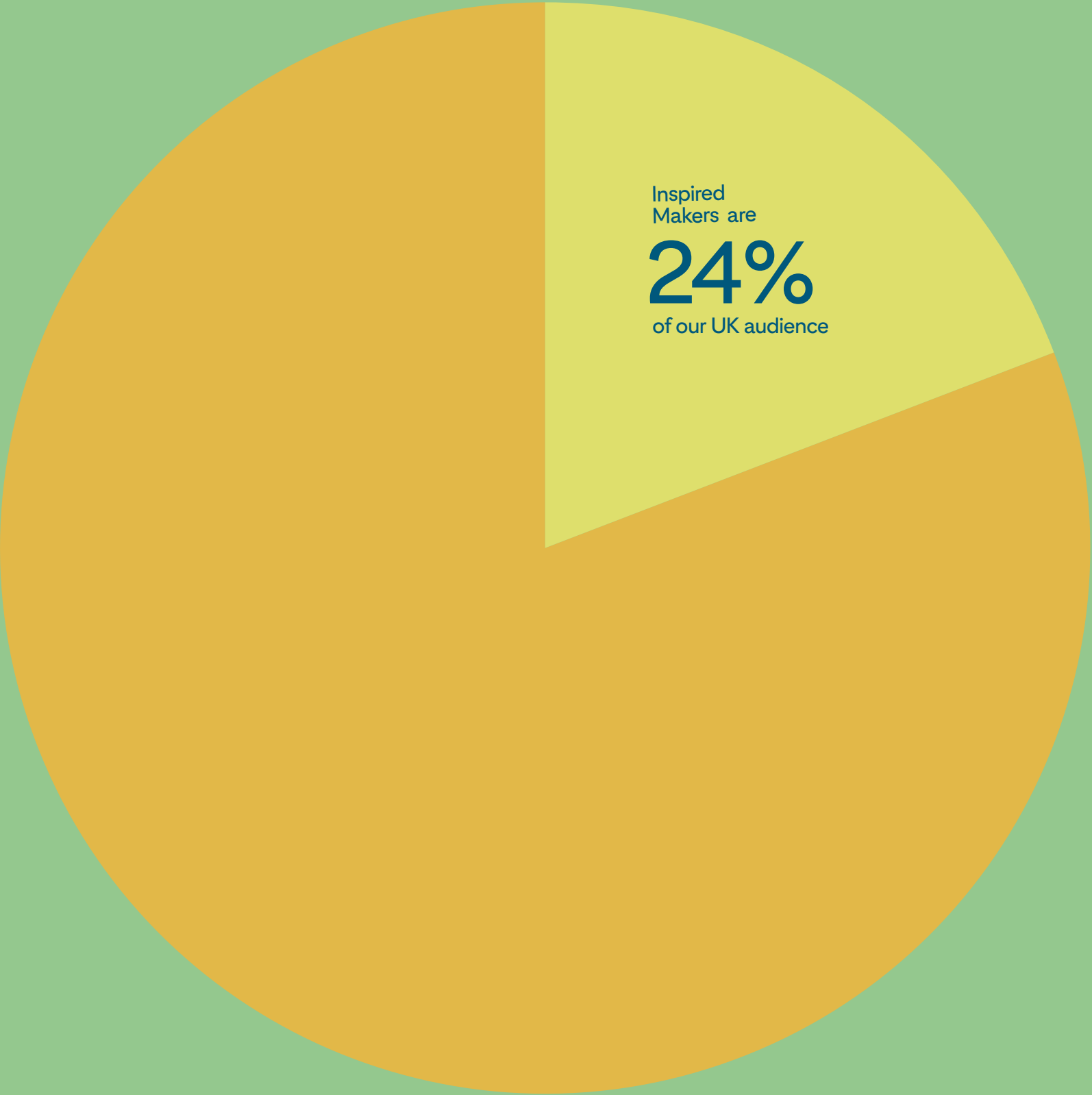
*Female, 35-44, Manchester*



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“Pinterest fits into my life as a kind of resource. So I use it for looking at different things. It might be an idea for something to do with my daughter, it might be something we can cook, it might be an idea for some decorating or an idea for the home.”

*Female, 35-44, Midlands*





# Inspired Makers come to Pinterest because they're planning to do something.

Nearly 9 in 10 take some kind of action after using Pinterest. That's the highest rate among all the audience segments we identified. And for Inspired Makers, it's 20% higher than their average response to the same question for competing platforms.<sup>1</sup>

Long-time fans of our platform, this group really feels the love. They are twice as likely to feel that Pinterest is an inspirational platform, and significantly more likely to say it's a place for discovery, compared to competitors.<sup>2</sup>



1 • 86% of respondents take some form of post-platform action after using Pinterest, while only 66% do for competitor platforms.

2 • 85% of respondents say that Pinterest is an inspirational platform, compared to the competitor average of 42%. 90% say that Pinterest is a place for discovery compared to the competitor average of 53%.



Art & Design

Home

DIY & Crafts

**Show the big picture**

They are planning, so your ads should show them the whole kit and caboodle. Retail and apparel brands: catalogue styling really works for this segment. They want to see how items fit together within a bigger scene: a fully designed room or entire outfit.

**Inspire with great ideas**

Inspired Makers are looking for stuff to do. Aim to inspire them, not interrupt, with smart, personalised ads that contribute great ideas. And lead with the end result, so they know where they're going when they tackle your craft project or cook your recipe.

**Be inclusive**

Create an emotional connection to appeal to their caring nature. But don't write them off as traditional. They want to be inclusive, and appreciate ads that confront taboos and break stereotypes. And always use beautiful imagery. These are creative souls who appreciate aesthetics.

And give them our love. After all, their enthusiasm for our platform has a lot to do with our success.



Surprised? We were. If you thought the only people who use Pinterest are women of a certain age who are into DIY projects, you weren't alone. But now we all know better! Our audience is as diverse as the UK.

Thank you for sticking with us to the end. And while we're on the subject of gratitude, we'd like to thank our intrepid partner, Sparkler, for being such champs and guiding us through the process.

We'd also like to thank London-based artist Louise Pomeroy who created all the beautiful illustrations you've seen throughout this book. Louise has been recognised by D&AD with a Best Newblood award for her book of illustrated shorts, *I Married a Toyboy Convict*, and has worked with *The New York Times*, *The New Yorker*, *Vogue* and many more and we are excited to add Pinterest to her list of credentials.

We're also so grateful to everyone who responded to our survey, and especially those who opened their lives and homes to us via video link so we could hang about and learn what makes them tick.

Hopefully these insights have sparked new ideas for what your next ad campaign could look like or be like. When you're ready to dive in, we'll be here to help.

In the meantime, head over to **[business.pinterest.com](https://business.pinterest.com)** for all the latest news and information.

See you on the platform.  
—Pinterest



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