

 **Pinterest Presents 2024**  
**THE GLOBAL MARKETING**  
**EVENT OF THE YEAR**

Highlights from the show

# Pinterest Presents 2024

## Welcome to a more performant Pinterest

Two years ago, we began a new era at Pinterest, building a more engaging, shoppable platform and turning Pinterest into a competitive performance player for advertisers.



‘Today, I want to reintroduce you to Pinterest.’

— Bill Ready, CEO

## More than half a billion people are on Pinterest

That’s an all-time high in our history. And we’re growing across all geographies, and all demographics—especially Gen Z, our largest and fastest-growing audience.

# 522M

global monthly active users<sup>1</sup>

# 40%

More than 40% of our users are Gen Z<sup>2</sup>

## More actionable and shoppable than ever before

Shopping is now integrated into all major user experiences across Pinterest. And when a user wants to buy, they’re seamlessly connected to you with effective lower-funnel tools.

# 2x

outbound clicks to advertisers YoY<sup>3</sup>

## A competitive performance platform

We’ve overhauled our lower-funnel products and launched automated solutions that help you to get the most out of every ad impression.

# +18%

In 2023, our AI model improvements drove an 18% lift in the number of clicks and a 9% lift in conversions.<sup>4</sup>

## The leader in user well-being

We’re creating a positive, more inspired internet where emotional well-being, a sense of belonging and safety are at the forefront.

# No. 1

in user well-being<sup>5</sup>

## Open for business in 30 new countries

We’re excited to help you reach more people, in more markets, from South Korea and Indonesia to Turkey, the UAE and Saudi Arabia.



Sources: 1. Pinterest internal data, global, Q2 2024. 2. Pinterest internal data, global, Q1 2024. Gen Z ages 18–24. 3. Pinterest internal data, global, Q2 2024. 4. Pinterest internal data, global, Q2 2023. Based on cumulative experimental gains. 5. The Sound, Wellbeing Metric and Scale Development (commissioned by Pinterest), US, UK, DE, FR, BR, October 2023.

# Pinterest Presents 2024

## Inspire more people to shop your brand

Pinterest has always been a place where shoppers come to discover and decide on products—now we're making it more seamless to turn inspiration into action.



'No other platform helps you **decide** what you want like Pinterest.'

— **Martha Welsh**,  
Chief Strategy Officer

Sale and promotional features

## Have a sale going on?

Pinterest is offering new ways for advertisers to increase visibility on key deals and reach high-intent shoppers.

### Promotions

Get offer   
Spend \$100, save \$10 ...

Activate your next seasonal or time-bound promotion on standard and shopping ads.

### Personalised promotions

Up to 25% off at checkout ...

We'll show promotions to people who've engaged with your content or similar products.

### Sales indicators

10% off 

We'll automatically highlight a price change when a product in your catalogue has gone on sale.

## Deals ad module

Promotions and sales will be auto-surfaced in a new deal ads module on the Pinterest home feed, helping your brand to stand out during key sales moments.

Gift guide sponsorship packages

## Inspire gift-giving this festive season

For the first time, we're turning Pinterest into a gift-giving destination. Here's how you can be a part of the moment—and own it, too.



 Featured Creator  
Klowthing 

Brought to you by Klowthing

### Shopping Spotlight gift guide

Sponsor one of six curated gift guides and feature two of your Product Pins to drive added organic awareness.

### Gift Trend Badge

Uplevel your gift Trend Badge campaigns by owning a Premiere Spotlight on search to unlock a gift guide sponsorship.

### Total moment takeover

Supercharge your Premiere Spotlight by owning a custom Shopping Spotlight, exclusively featuring your Product Pins and organic brand Pins.

# Pinterest Presents 2024

## Learn from partners winning on Pinterest

Today, Pinterest is a full-funnel solution that supports every stage of the customer journey. Discover how brands such as Nestlé, Ruggable and JPMorgan Chase are using Pinterest to build smarter campaigns, maximise marketing performance and tap into our growing audiences—including Gen Z.



'Brands don't have to choose between aiming for awareness or lower-funnel performance—now they can have both.'

— **Bill Watkins**,  
Chief Revenue Officer

Nestlé

### The reinventors

Nestlé reached pet parents on Pinterest across the funnel, driving brand awareness, consideration and—most importantly—conversions.

**USD \$8.54 ROAS<sup>1</sup>**



Ruggable

### The defiers

When Ruggable needed to drive new, quality customers to their site, Pinterest became their top traffic driver in terms of volume and efficiency.

**3x clicks at half the cost<sup>2</sup>**



JPMorgan Chase

### The visionaries

Pinterest helped Chase to get better at anticipating the needs of their customers and meeting them when it matters most—right at the beginning of their purchase journey.

**30% more efficient CPA YoY<sup>3</sup>**



# Pinterest Presents 2024

## See better results with Pinterest Performance+

Pinterest is *all-in* on delivering better performance for our partners. We're thrilled to introduce our new lineup of automated, lower-funnel ad products—the Pinterest Performance+ suite.



'With the latest in AI and automation, advertising on Pinterest is now smarter, more efficient, more powerful. And creating a campaign is easier than ever, too.'

— **Matt Crystal**,  
VP, Performance

Performance+

### Better results, faster, with AI and automation

Set up a campaign on Pinterest in roughly half the time of traditional set-up, and we'll automatically help you to optimise targeting, manage budgets and simplify bidding. Bundle Performance+ automatically *or* mix and match features—you're in control.

# +30%

Prada tested Performance+ and saw a 30% increase in their conversion results in the US.<sup>1</sup>

Performance+ creative

### A new way to create engaging ads on Pinterest, at scale

With the power of generative AI, Performance+ Creative automatically takes product images from bland to beautiful—no photoshop required. You can then turn your enhanced image into ads that we'll deliver to the right person at the right time.

# +55%

Walgreens saw a 55% higher click-through rate for its generated backgrounds.<sup>2</sup>

Performance+ bidding for ROAS

### Maximum sales with minimal effort

Meet our new bidding solution that's fully automated. We analyse thousands of signals to predict the value of a potential conversion in real time, helping you to maximise the return on your investment on Pinterest.

Testing and measurement solutions

### Make data-driven decisions for better performance

Use A/B testing to compare campaign strategies such as creative and targeting. Maximise conversion visibility with CAPI—now easier than ever to implement through a cloud server, with CAPI Connect.



## Performance+

Targeting

Budgets

Bidding

Creative



Watch the full show and discover  
more at [PinterestPresents.com](https://www.pinterest.com/presents/)