

Find your best customers here

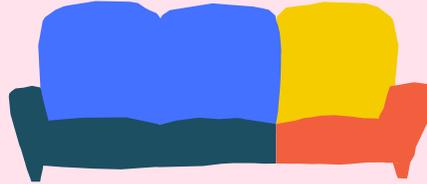
Pinterest is where people discover their favorite brands and inspiring new ideas. Reach active shoppers, right when they're deciding what to buy.

We reach the people you care about



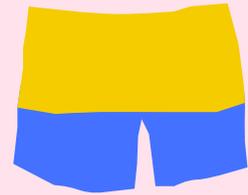
49%

of households with income greater than \$100K¹



76%

of household decision makers²



40%

of Millennial men¹

They're highly engaged

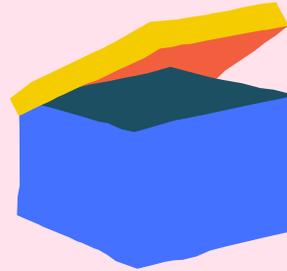


Weekly Pinners are

3x

more likely to click through to a retailer's site after visiting Pinterest, than after visiting other social media³

They want to take action



83%

of weekly Pinners have made a purchase based on Pins from brands⁴

They spend more than other audiences



On average, weekly Pinners spend

1.6x

more than people who don't use Pinterest. They're also 1.25x more likely to buy multiple items³

Their next purchase could come from you

Learn more about shopping on Pinterest
business.pinterest.com/shopping

¹comScore, US, Dec 2019 ²comScore, US, Women 25-54, Dec 2019

³LRW, US, Inspired Shopping on Pinterest among weekly Pinners and non-Pinners, January 2020

⁴GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018