



# Your guide to holiday success on Pinterest

**The Holiday 2025 guide**

# A letter from insights

## Thinking outside the box is your greatest advantage

This holiday season, you're working harder than ever to stand out. And let's face it, you're up against a lot—from rising costs to a cluttered media landscape and changing audience behaviors. You need people to tune you in, not out. While platforms fill up with predictable ads that follow the same old holiday marketing playbook, it's time to break from the status quo in order to stay relevant.

### And on Pinterest you can do just that.

People come here to dream, plan and imagine what's possible. Over half a billion people from around the world are active on the platform every month.<sup>1</sup> And when it comes to the holidays, they're not frenzied. They're inspired. 41% of people on the platform started planning their holiday gift purchases in October or earlier last year, and weekly users spent 30% more than non-Pinterest users during the 2024 holiday season.<sup>2</sup>

That's because people on Pinterest love the holidays. They're more likely to take part in holiday shopping events like Black Friday, Cyber Monday and even days of giving, compared to people who don't use Pinterest. They plan early. They shop earlier (and later) in the season. And they're excited to find brands that help them bring their holidays to life.<sup>2</sup>

They're finding brands like Gucci, Visa, Ann Taylor and more. And they're looking for brands like yours.

To resonate with this audience, you need to start today. We bring our advertising partners the tools needed to stay confident in uncertain economic times and to stay ahead of the competition. Bring your holiday spend to Pinterest and we can help you maximize your peak season performance. This guide gives you everything you need to get started.



**Arthur Sevilla**

Sr. Director, Insights &  
Content Solutions, Pinterest



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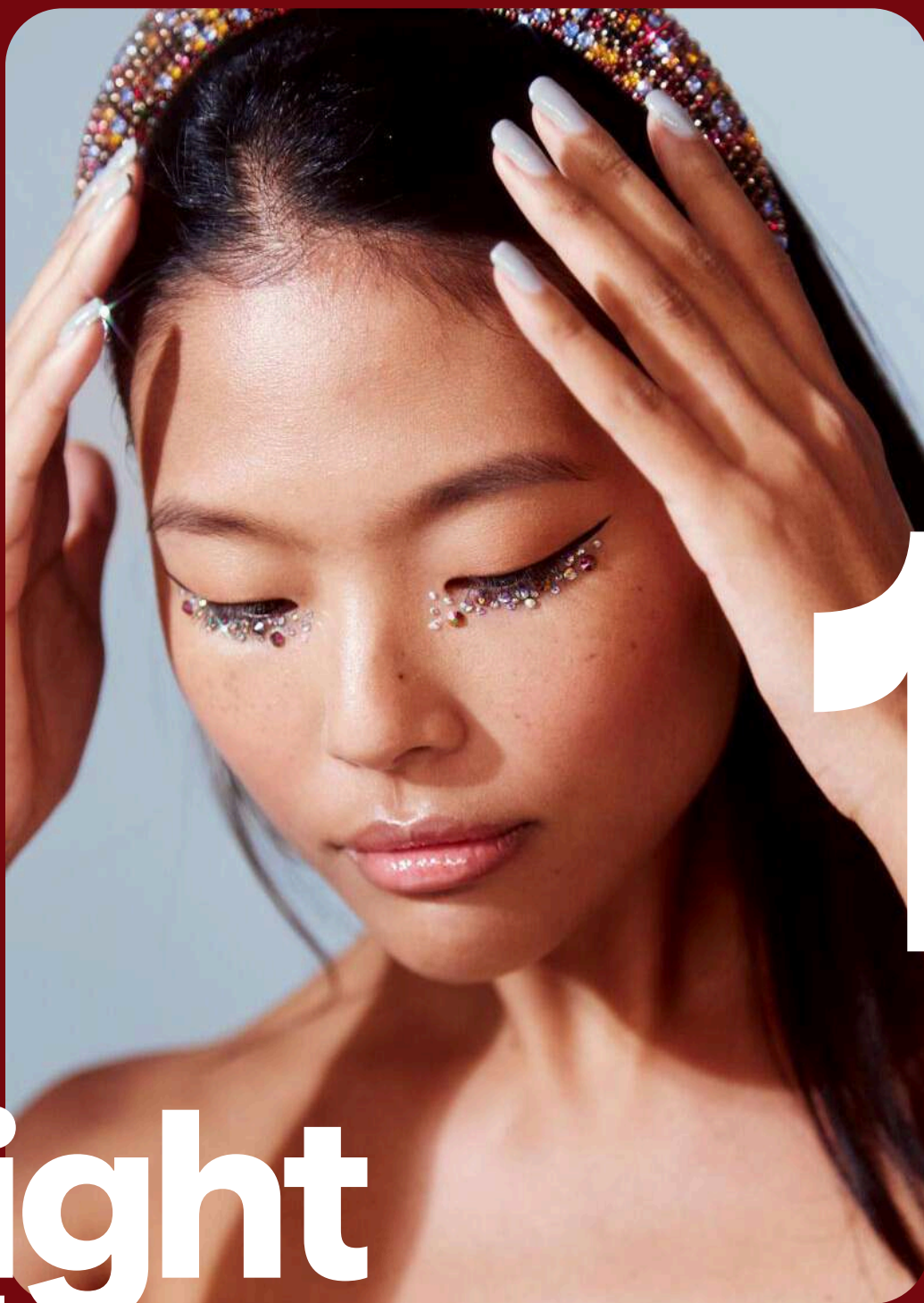
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### Holiday success

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1

**Right  
place**



# Right place



## Choosing the right platform is more important than ever

Consumers are:

**63%**

more selective on what they splurge on<sup>7</sup>

**44%**

spend more time to plan purchases<sup>7</sup>

**40%**

more loyal to brands with relevant ads<sup>8</sup>

The holiday season is a no-fail moment. Especially this year: you're under a lot of pressure to meet your goals. And you're not the only one. The stakes are high and the costs are higher.

In 2024, a handful of dominant platforms made up 61% of digital ad spend in the US.<sup>4</sup> Ad load also continues to grow on social platforms, creating a more cluttered landscape. And as ad loads increase, so do costs. Cost-per-click is increasing at an average of 10% year-over-year.<sup>5</sup>

This isn't just a different macroeconomic landscape for brands. Your audience is feeling these changes, too. There's even more consumer uncertainty going on as a response. 70% of consumers believe that companies will pass off tariff costs for them to pay.<sup>6</sup> To top it off, the percentage of consumers who feel financially secure is down from 52% in 2024 to 45% in 2025.<sup>3,7</sup>



# 296%

Advertisers in the US who ran full-funnel Pinterest campaigns in Q4 saw 296% YoY growth in ROAS compared to advertisers that didn't.<sup>9</sup>

## Advertiser insights

*“Pinterest is a natural alignment for our customers.”*

**Kathleen Moler**

Media Director, Michaels

## To win this holiday season...

...you need to think like a portfolio manager in shaky times by layering in low-risk, high-reward investments with a diversified media plan that includes Pinterest.

And brands, like yours, are already seeing the results. Kathleen Moler, Michaels' Media Director, included Pinterest in her media plan. She told us, “Pinterest is a natural alignment for our customers. Going forward, we want to continue to use a full-funnel approach on the platform with everything from inspiration to consideration, all the way down to conversion.”

Read on to learn more about how your brand, like Michaels, can achieve winning results on Pinterest.





2

**Right  
audience**

# Right audience

## Get to know your Pinterest audience

People on Pinterest are active seekers, which means they bring a higher level of intentional attention to their Pinterest experience. They're constantly searching for fresh ideas and inspiration that will help them turn dreams into reality. The holidays are no exception—it's their time to shine. From where they turn for inspiration and how they organize their ideas, to what brands and products they choose to shop, people use Pinterest for full-scale holiday planning. In fact, 75% of people on Pinterest say the platform supports all of their holiday planning needs, from big-picture inspiration to the smallest of details.<sup>10</sup>

## By the numbers

**578 million**  
monthly active users<sup>11</sup>

**Over 50%**  
are Gen Z—our most active and fastest-growing audience<sup>12</sup>

**3 in 4**  
say they use Pinterest to discover new products and services related to their original search (1.7 times higher than the social net).<sup>13</sup>





## What's on their mind now...



### Finding unexpected ideas

70% say they rely on the platform to find unique ideas for gifts and celebrations.<sup>14</sup>



### Saving wishlists and gift lists

64% of people on Pinterest create holiday wishlists they can refer back to later.<sup>15</sup>



### Trying new brands

69% say they are “open to trying new brands” when shopping for the holidays.<sup>15</sup>

## ...And what will be

(our 2025 holiday predictions)

During the 2024 holiday season, people on Pinterest told us how they planned to prepare differently for holiday 2025. Here are their results.

Compared to non-Pinterest users, weekly Pinterest users are significantly more likely to say they will:

**+26%**

Start holiday shopping earlier

**+33%**

Research and plan more ahead of time

**+40%**

Spend more time choosing or making meaningful gifts<sup>15</sup>





3

Right  
platform



# Right platform

## It's more intentional around here

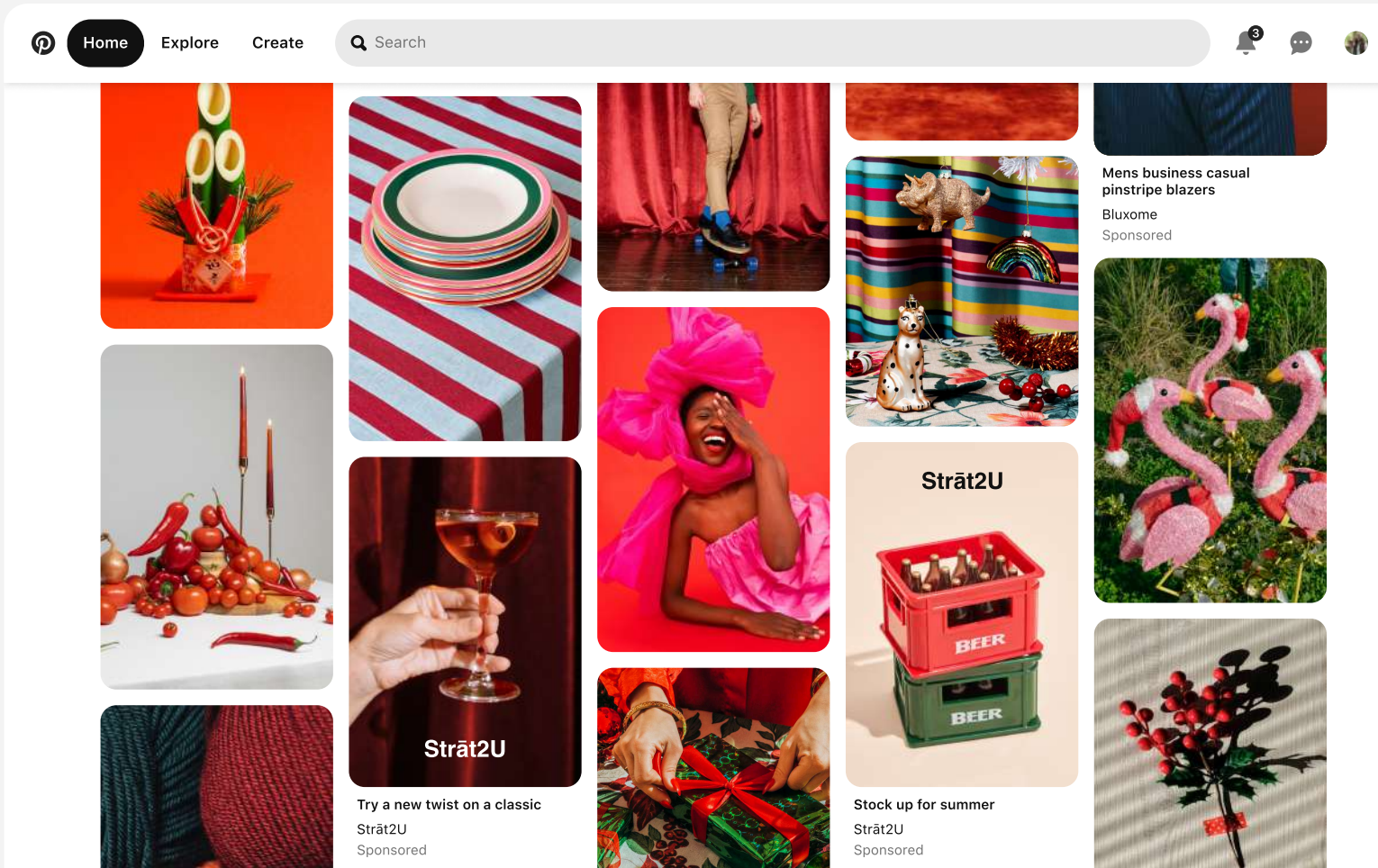
Pinterest is a different kind of shopping platform. We're not where people come for quick, last-minute transactions or where they panic-buy a random gift for the in-laws. It's planned out and purposeful.

## There's a longer window to resonate

People arrive on our platform ready to shop and be inspired. Ongoing Pinterest innovations in search tooling, shopping capabilities and advertising formats help make that happen.

# 3x

Here, users scroll 3 times slower through content compared to similar platforms—and scroll 1.5 times slower through ad content specifically.<sup>16, 17</sup> This gives your brand more time to resonate as people browse holiday gift ideas, decor inspiration, unique plans and more.



People on Pinterest

# Spent more this holiday

**+59%**

Millennials

**+45%**

Gen X

**+35%**

Baby Boomers

**+30%**

All

**+16%**

Gen Z

**People on Pinterest  
are more likely to:**

**1. Plan gifts earlier:**

41% started planning their gift purchases in October (or earlier) last year, compared to 30% among non-Pinterest social users<sup>18</sup>

**2. Participate in shopping events:**

12% more likely to shop Black Friday<sup>18</sup>

**3. Spend more during the holidays:**

30% more spending across age groups in 2024<sup>14</sup>

Source for generation percentage ornaments: Talkshoppe, US, 2025 Winter Holidays, Feb 2025, study commissioned by Pinterest, Winter holiday household decision makers with holiday purchases, Pinterest users vs Non-Pinners



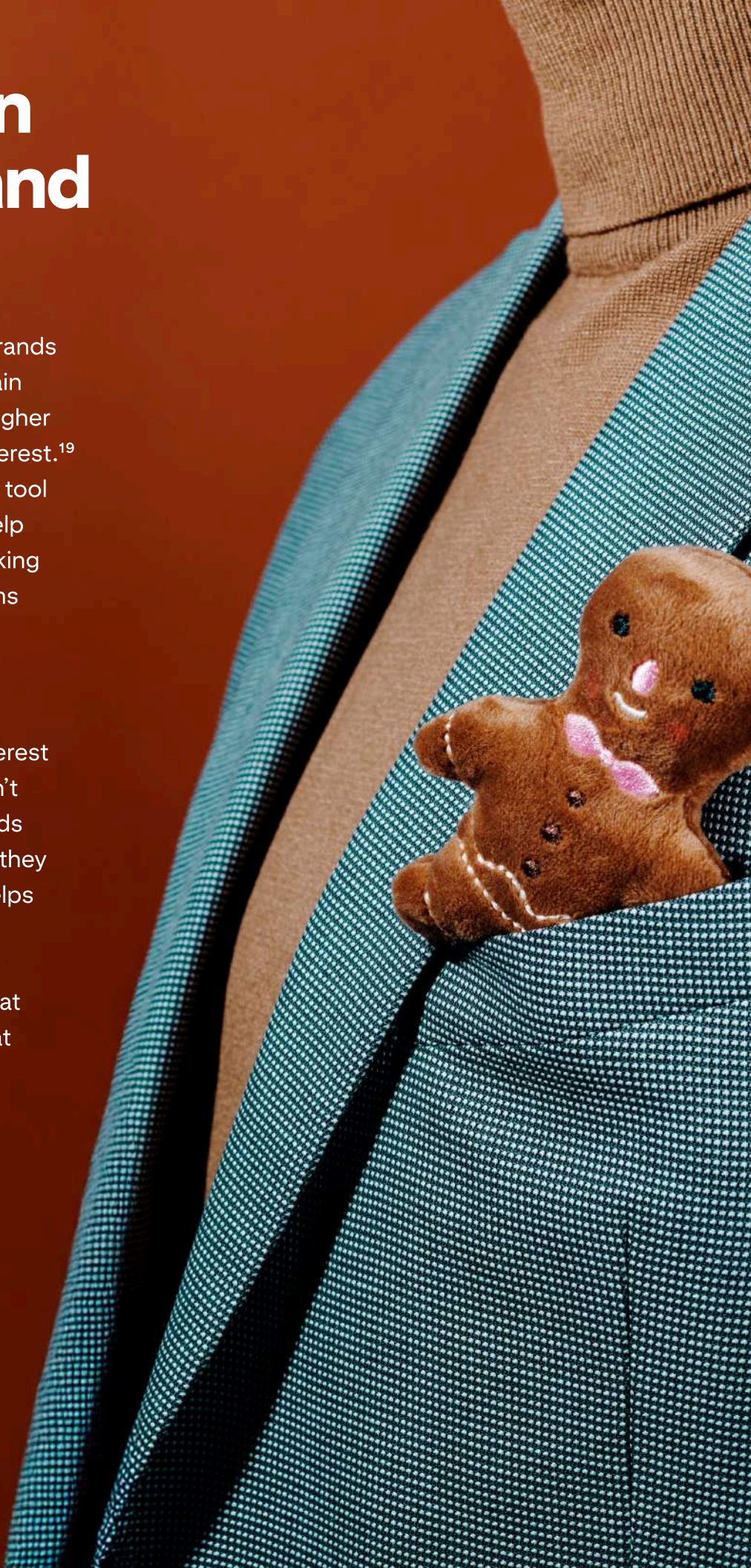
# A wide-open world of brand discovery

60% of people on Pinterest found brands they love and will purchase from again on the platform, which is 1.5 times higher than social users who don't use Pinterest.<sup>19</sup> That's thanks to a wide-open search tool and inclusive search features that help people find exactly what they're looking for—and shop similar or related items with ease.

## 96%

In fact, 96% of top searches on Pinterest are unbranded, meaning people don't arrive on the platform with their minds made up about where or even what they want to shop.<sup>20</sup> Pinterest actually helps them make those decisions.

68% of people on Pinterest agree that our platform helps them decide what to buy (and over half of them say Pinterest even makes them feel empowered while shopping).<sup>15</sup>





Right platform

# A more positive experience

## #1

People have rated our platform #1 in positive well-being impact on our users.<sup>23</sup>

Speaking of empowerment: When people see an ad in an environment they perceive as “positive,” they find that ad twice as trustworthy and twice as interesting as the same ad on another platform.<sup>21</sup> How about that? Just by placing your ads on a positively perceived platform, you can help drive better engagement with people on that platform.

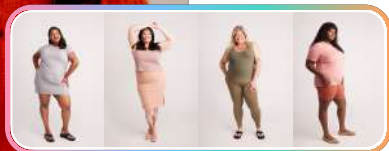
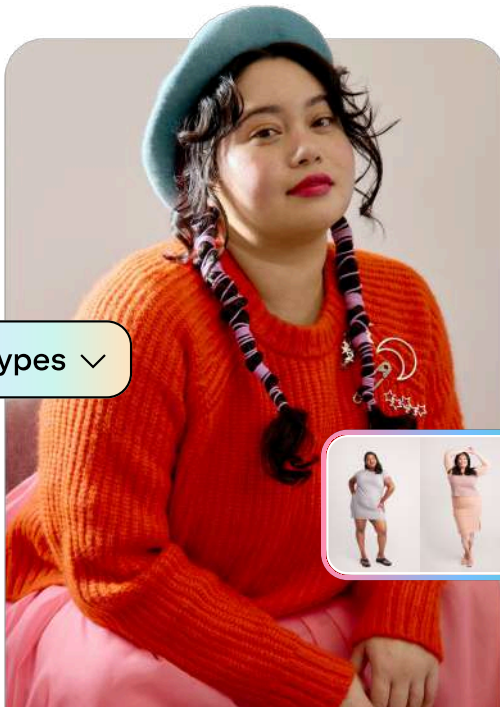
The results go much deeper than engagement. Positive environments have also proven to be up to 94% more impactful in driving purchase intent (compared to non-positively perceived environments).<sup>21</sup>

Plus, when your brand takes additional actions, like incorporating viewability and positivity into media buying strategy, there’s even more potential. Like up to 24% more sales.<sup>22</sup>

On Pinterest, three in four users say their time on the platform is “meaningful.”<sup>23</sup> Even more than that, though, is the fact that people have rated our platform #1 in positive well-being impact on our users.<sup>23</sup> It pays to be positive.



Body types ▾







Real  
performance

A man with short dark hair and glasses, wearing a brown suit jacket over an orange turtleneck sweater, stands against a solid orange background. He is looking slightly to the side with a serious expression.

Real performance

# The holiday performance is real

The truth is that people are doing more than discovering new ideas on Pinterest. They're saving products, creating wishlists, deciding what to buy—and they're shopping. So over the last two years, we've focused on making Pinterest more actionable and more performant for advertisers. We've introduced Pinterest products to help them find their target audience and achieve lower-funnel results, including Premiere Spotlight, shopping ads and Pinterest Performance+.

And it's working:<sup>24</sup>

- Outbound clicks to advertisers have nearly doubled YoY
- Click-based conversions are up 51% YoY
- Click volume has increased 170% globally YoY

Advertiser insights

*“The unique power of Pinterest’s trend tools enabled us to align our seasonal products with our audience’s evolving interests, helping to boost our sales while reaching new, relevant customers during the holiday season.”*

**Lexi Borenkoff**

Manager, Digital Marketing, Ann Taylor



# Let's take a look back at 2024

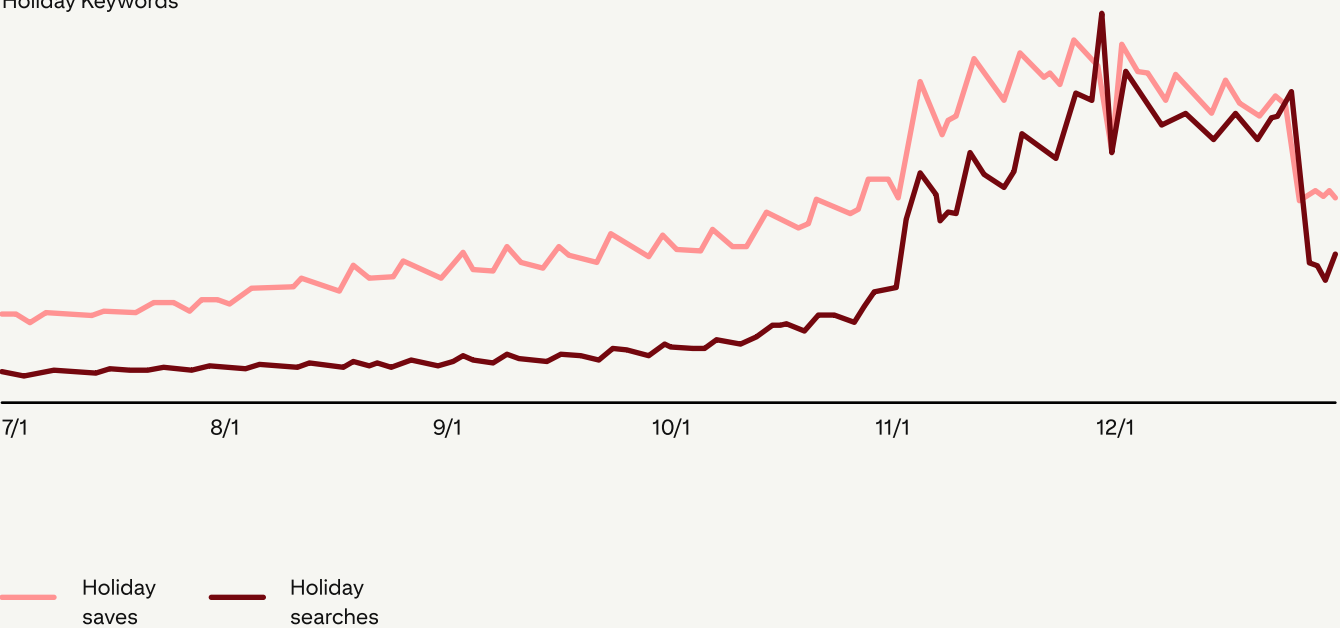
The holidays also drive major results for brands on Pinterest.

Last year, holiday saves and searches grew steadily throughout the fall and rose to peak heights in early December.<sup>25</sup> Also in 2024, people on Pinterest spent 39% more during Cyber 5 (the five-day period from Thanksgiving through Cyber Monday) than they did in 2023.<sup>26</sup> During this time, top purchase categories included:

- Apparel and accessories
- Home and garden
- Health and beauty
- Food and drinks

## Save and search volume of Holiday Pins

July 1 - Dec 31, US Only,  
Holiday Keywords



# And don't forget Q5

The post-holiday rush is more than what it seems. It's your chance to get ahead. After the hectic season, Q5 (the timeframe between Christmas and the end of January) gives your brand the opportunity to efficiently reach your audience. In fact, it's one of the highest search periods of the year.<sup>40</sup>

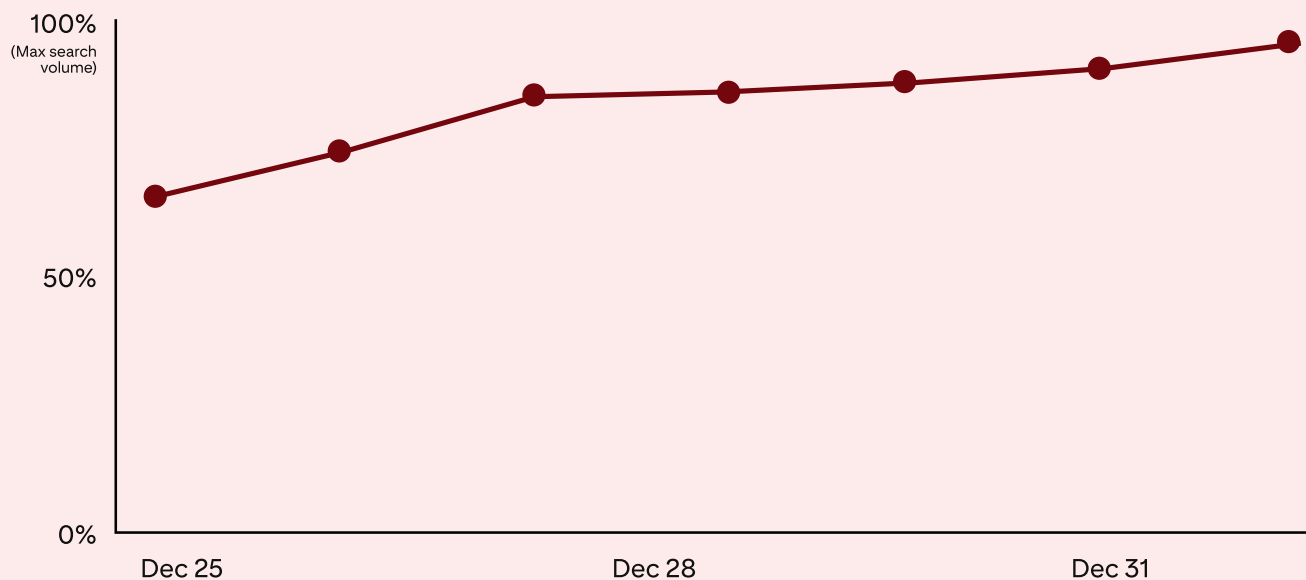
For advertisers who stay active? They're rewarded. With a **+12% lift in ROAS** from Christmas to January 31.<sup>41</sup>

And it's a higher conversion period, too:

## +30%

In Q5, advertisers saw a 30% increase in conversion rates.<sup>41</sup>

It's one of the most active times of the year



Source: Pinterest internal data, US, Indexed search volume, 2023





5

**Holiday  
success**

# Your time to shine on Pinterest

As people start to plan, save and shop their holidays on Pinterest, it's an ideal time for your brand to start imagining what's possible and thinking outside the box. In just three simple steps, you can start planning your Pinterest holiday strategy through Q5 today.

Read on and watch the holiday webinar to explore these steps.

→[Watch the webinar to learn more](#)



## 1 Explore

Explore our ad recommendations and select the right formats for your holiday campaigns on Pinterest

## 2 Optimize

Optimize winning holiday creative for your campaign this season

## 3 Win

Learn how Pinterest Performance+ can turn up your holiday results





Step 1

# Explore

## Select the right formats for your holiday campaigns on Pinterest

### Take people from inspiration to shopping

The shopping ad format on Pinterest connects a moment of inspiration with real products to shop with your brand. Catalogs and collections shopping ads are especially powerful during the holidays, giving you plenty of space to showcase a full gift package, wishlist items or curated holiday offerings in a single ad.

Brands that added shopping ads have a

**15%**

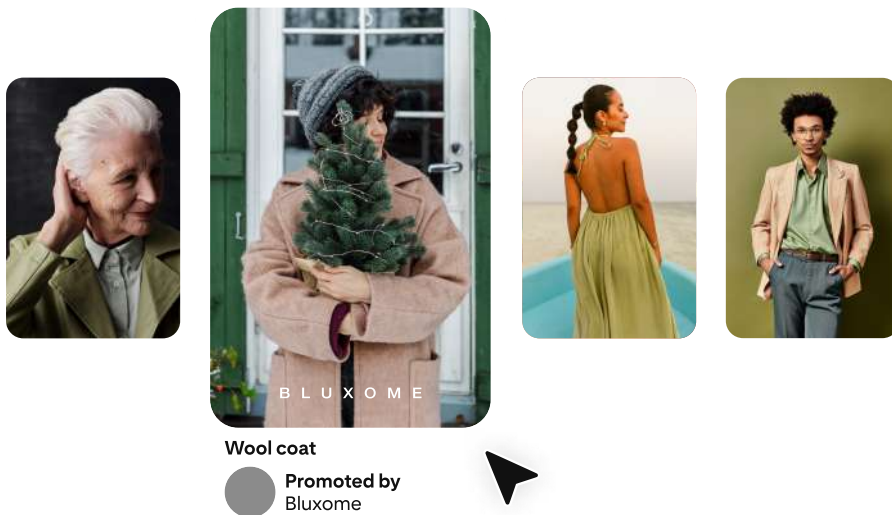
higher ROAS and 2.6x higher conversion rates.<sup>27</sup>

Weekly Pinterest users are

**2x**

as likely to say they're ready to shop when they open the app.<sup>28</sup>

→ Set up your business for holiday shopping success



#### Advertiser insights

*“On top of strong performance, it was great to see that the campaign with the Promotions label drove a stronger AOV [compared to BAU] despite emphasizing discount messaging, indicating it’s encouraging users to take advantage of the sale to spend more.”*

**Savannah Underwood**, Paid Social Strategist, Design Within Reach

#### Get promotions rolling with the right audience

Connect with shoppers through a more organic-feeling format that is less intrusive and more intentional, mapping to their desire for more relevant advertising while you get amplified reach and drive targeted discovery, even with niche groups.

With promotions, you’re in control. Manually activate time-bound ads (standard, shopping or import) right from Shopify into the Pinterest Ads Manager. Choose from an ad group or item level. And for even more customization, turn to the product level catalog.

Initial testing has shown that promotions on Pinterest help drive:

**15%**

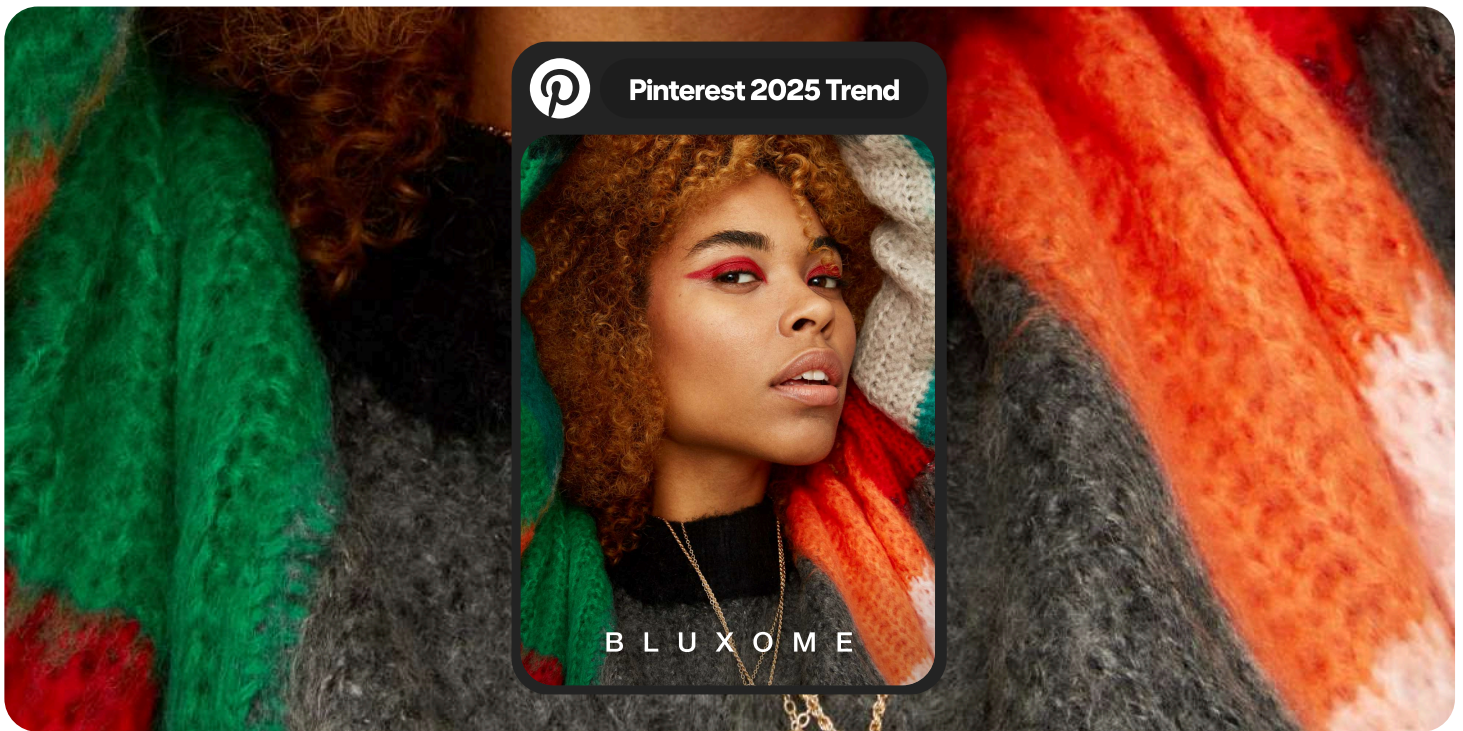
improvement in CPA compared to the same ads without a promotion.<sup>29</sup>

**18%**

increase in CVR, compared to the same ads without a promotion.<sup>30</sup>

→ [Learn more about this new ad format](#)





## Channel the staying power of the trends

In the past five years, 80% of our Pinterest Predicts trend predictions have come true.<sup>31</sup> And in the first half of 2024, eight in 10 of the trends we predicted continued to grow across the full funnel in search, saves and shopping.<sup>32</sup>

With a Trend Badge on your brand's ads on Pinterest, you can tap into the full power of the trends on Pinterest and boost your presence with monthly Pinterest users ages 18-42 who are 46% more likely to say they use Pinterest for seeking trend examples and inspiration, compared to how other adults in that age range use other platforms.<sup>33</sup>

In 2024, we saw +680% growth year-over-year of Pin checkouts related to Pinterest Predicts 2024 trends.<sup>34</sup>

## 2x

Trends last twice as long on Pinterest as they do elsewhere on the internet.<sup>35</sup> So channel the staying power of 2025's best trends in your holiday campaign planning—and consider adding the official badge to give your brand an edge over the competition.

→ [Browse the 2025 trends](#)

→ [Learn how Ann Taylor used Pinterest Trend Badges to amplify priority holiday products in 2024](#)

# Stay ahead...

...with the right ad formats for your campaign.

From shopping ads, promotions and trend badges, reach your audience at every stage of the customer journey with our recommended products.

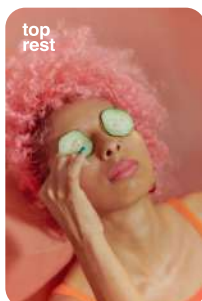
Recommended products	Phase 1 Lay the foundation for discovery	Phase 2 Catch them as they're deciding	Phase 3 Drive them to do (buy)	Phase 4 Don't lose out
Pinterest Performance+ creative	✓	✓		
Pinterest Performance+ ROAS bidding	✓	✓	✓	✓
Pinterest Performance+ targeting	✓	✓	✓	✓
Shopping ads (video, shopping, collection)	✓	✓	✓	✓
Promotions	✓	✓	✓	✓
Trends		✓	✓	✓
Event Quality Score	✓	✓	✓	✓
Premiere Spotlight	✓	✓	✓	✓
A/B testing*	✓	✓		
Local inventory ads*			✓	✓

\*Limited availability to the US, CA, UK and AU



# Optimize

## Optimize your ads with Pinterest best practices



Treat your skin to some self care

Promoted by Top Rest

### The palette you pick matters

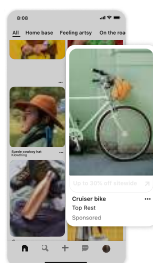
Use contrasting colors for text overlays and backgrounds. And lean into natural contrasts over low brightness.

**Creative hack:** The warmer the better, ads with warmer tones saw 2x the increase in click-through rates.<sup>38</sup>



### Decenter your text

Keep your creative front-and-center. Position your messaging at the top or bottom for easy readability.



### Create for mobile-first

86% of Pinterest users access the platform on a mobile device.<sup>39</sup> Maximize your space with tall, narrow formats.

**Pinterest  
Brand  
Studio**

### Get creative made just for you, by the Pinterest Brand Studio

Explore solutions tailored to your unique needs. You can learn about these fully subsidized options to boost your creative performance at no extra cost to your team.

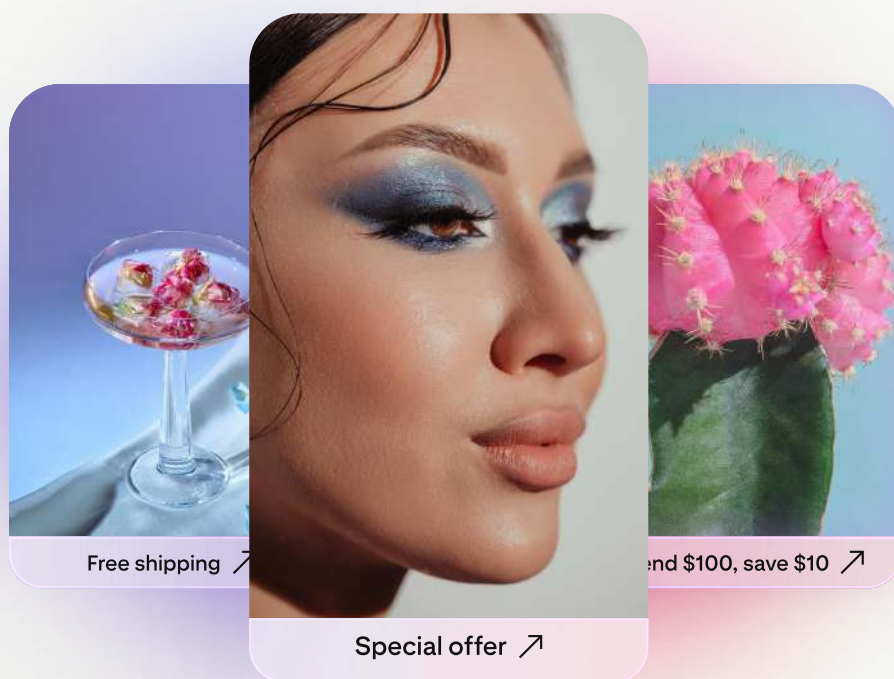
→ [Learn more about creating ads with the Pinterest Brand Studio](#)

→ [Discover more of Pinterest's best creative practices here](#)

Step 3  
**Win**

## Reclaim your time and get results with Pinterest Performance+

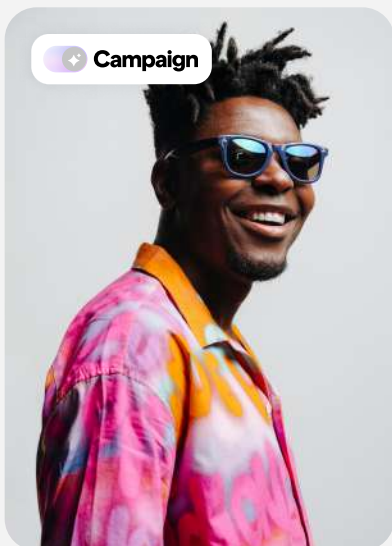
Pinterest Performance+ is our AI-powered optimization suite, designed to work behind-the-scenes, while still giving you a balance between control and automation.



*“With Pinterest's Performance+ ROAS bidding, we were able to automatically optimize our campaign, focusing on customers who had the highest purchase intent.”*

**Brie Olson**, CEO, PacSun





The suite works by identifying and targeting high-intent shoppers on Pinterest who are most likely to convert—helping to get your brand in front of the right audience at the right moment.

The Container Store incorporated Pinterest Performance+ into their ad strategy to boost creative efficiency and performance, “Testing Pinterest Performance+ was a seamless and easy add to our strategy that allowed for automation while continuing to inspire action in our Pinterest ads,” said Sydney Hamilton, Senior Director of Paid Media and PR at The Container Store.

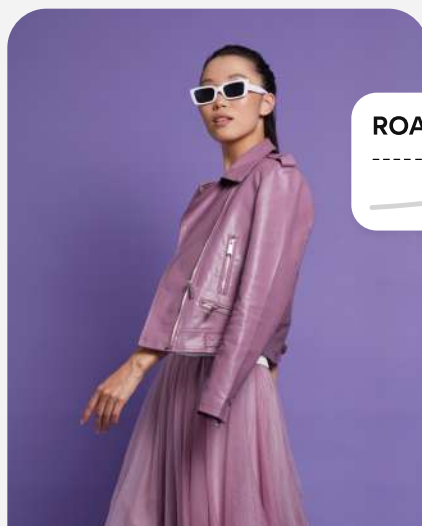
This holiday season, let Pinterest Performance+ help you boost efficiency, scale your creative and drive major results.

- [Learn how Dermstore drove holiday sales with Pinterest Performance+ last year](#)
- [Learn how PacSun enhances its holiday sales with Pinterest Performance+](#)
- [Learn more about Pinterest Performance+](#)

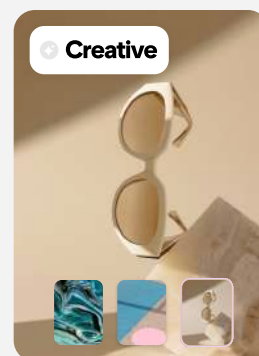
**Most advertisers who used Pinterest Performance+ saw a**

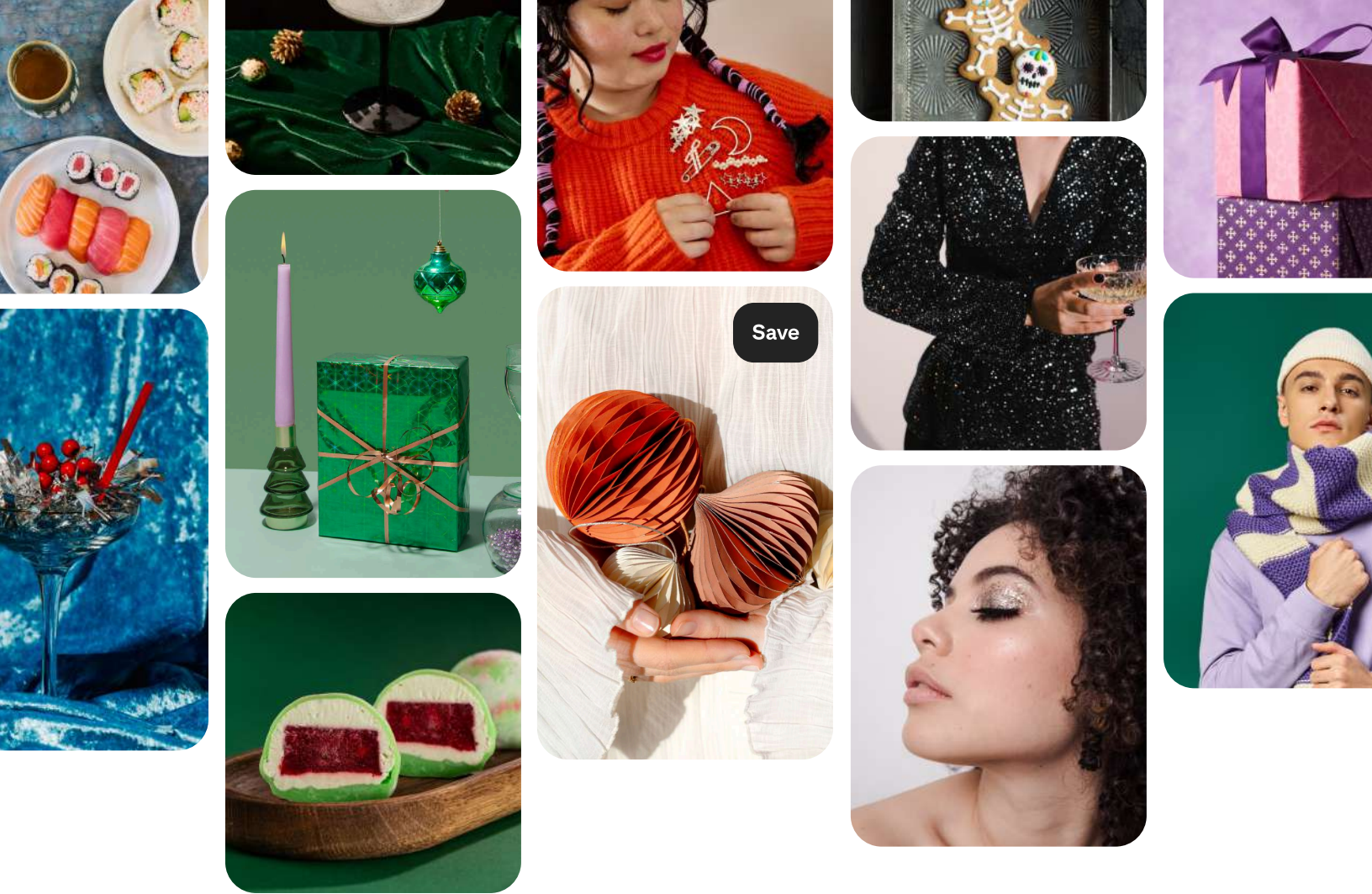
**+10%**

CPA improvement, relative to their “business as usual” campaign setup.<sup>36</sup>



**ROAS**





# The holidays are practically here

# Start planning a highly successful holiday season on Pinterest today

**Contact your sales rep to learn more**  
**Not advertising with us yet? Let's get started.**





# Citations

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