We surveyed Pinners to learn how they shop on Pinterest. Their answers show that Pinterest impacts what people buy, which brands they choose and how much they spend.

Shopping starts on Pinterest

Where do Pinners get ideas for what to buy?

- Pinterest: 60%
- Search engines: 48%
- Friends and family: 46%
- Social media platforms: 45%

72% say Pinterest inspires them to shop when they aren’t actually looking for anything.

70% discover new products on Pinterest.

Decisions happen here

- 90% say Pinterest helps them decide what to purchase.
- 78% say it’s useful to see content from brands on Pinterest.
- 66% say it’s useful to see content from brands on Pinterest.
- 59% use Pinterest to find more information about their purchases.

Checking out

Proportionately, Pinterest drives more referral traffic to shopping sites than social platforms do:

- Pinterest: 33% more than Facebook
- Pinterest: 71% more than Instagram
- Pinterest: 200% more than Twitter

41% of people who shop in-store use Pinterest while shopping.

Back for more

59% say Pinterest helps them buy something after seeing a brand’s Pins.

For more Pinterest insights, visit business.pinterest.com/en/pinsights

Sources
2. Pinterest, Online interaction study, Dec 2017. Sample included 2,000 people from a third party panel.