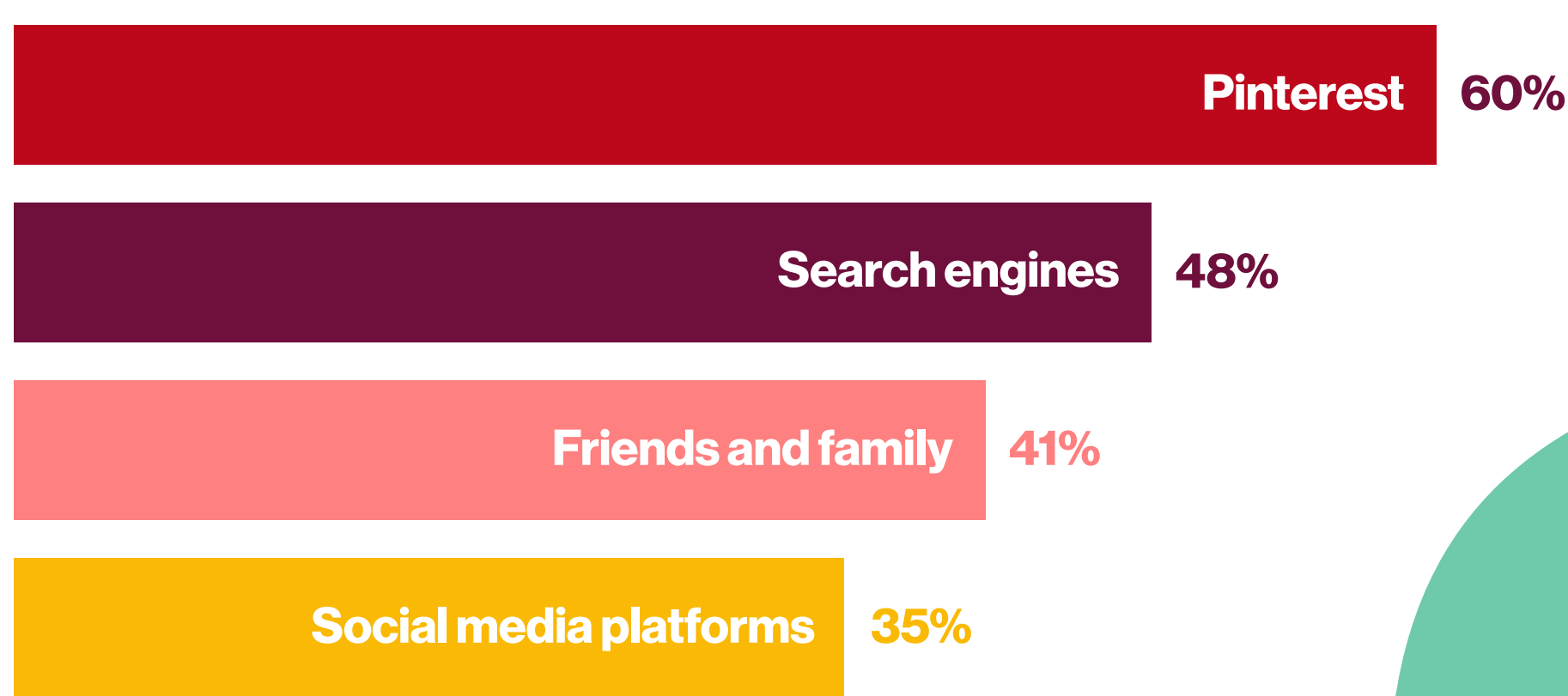


# From Pins to purchases

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.

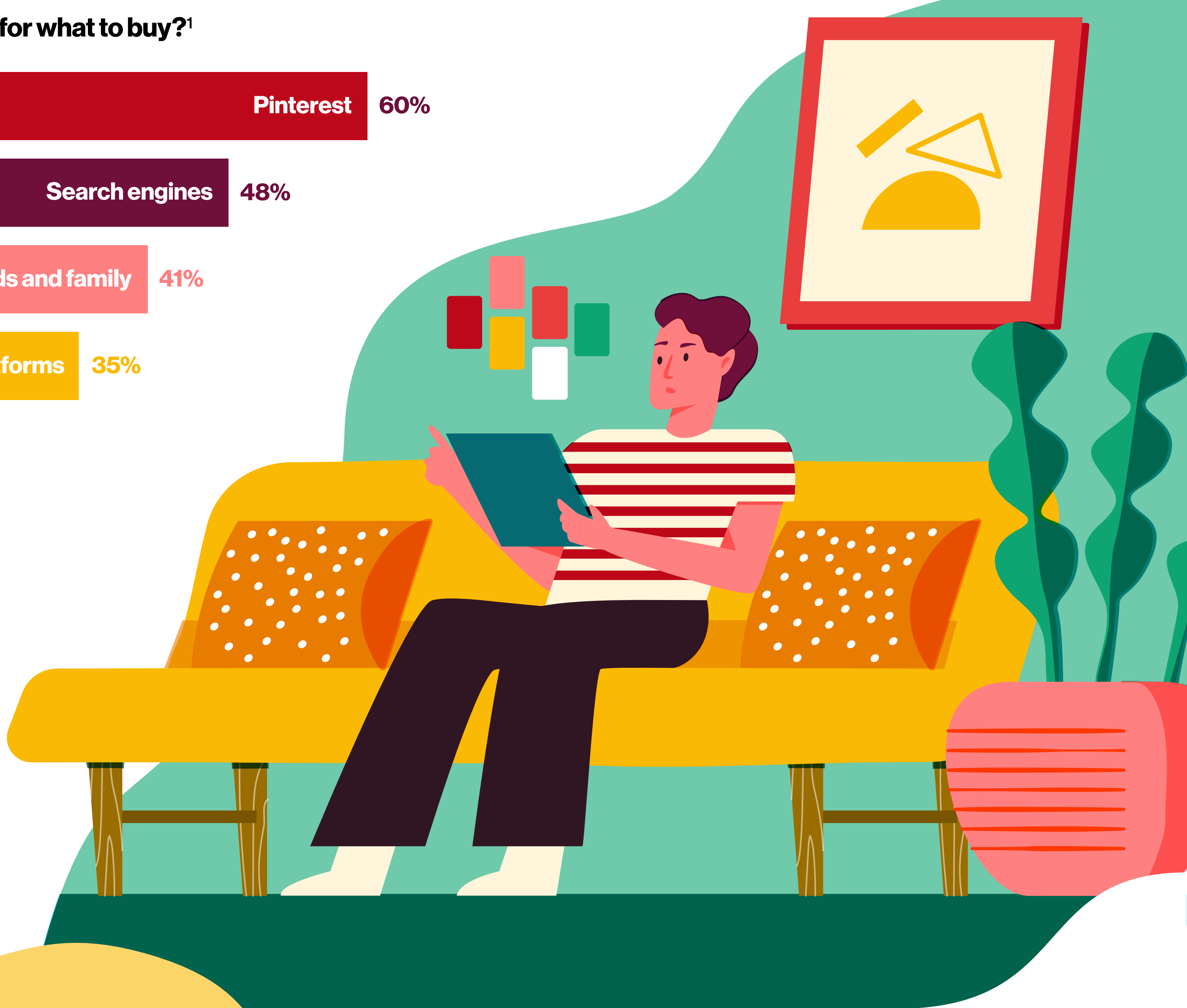
## Shopping starts on Pinterest

Where do Pinners get ideas for what to buy?¹



**72%** say Pinterest inspires them to shop when they aren't actually looking for anything¹

**70%** discover new products on Pinterest¹



## Decisions happen here

**90%** say Pinterest helps them decide what to purchase¹

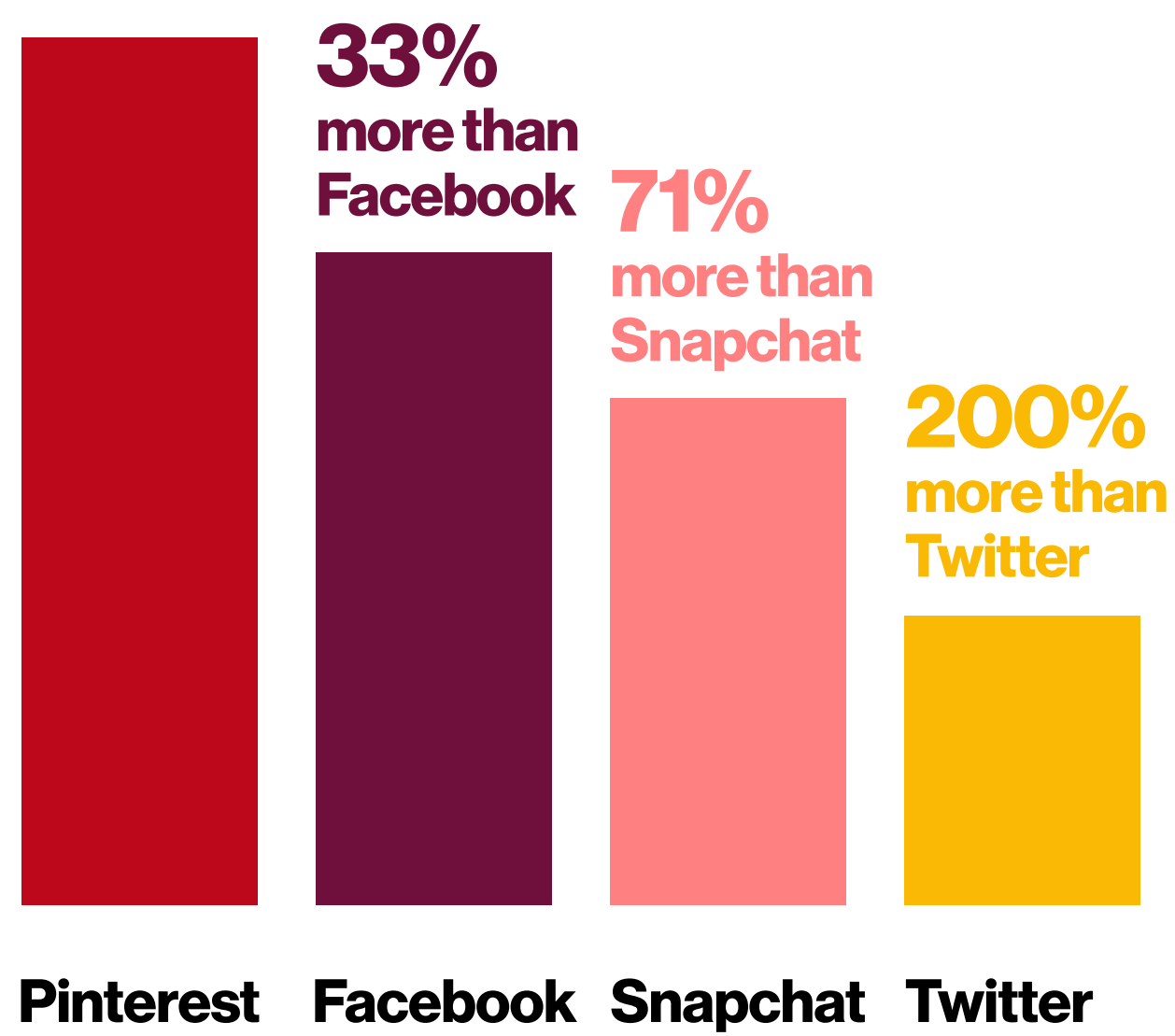
**78%** say it's useful to see content from brands on Pinterest¹

**66%** buy something after seeing a brand's Pins¹



## Checking out

Proportionately, Pinterest drives more referral traffic to shopping sites than social platforms do²



**41%** of people who shop in-store use Pinterest while shopping¹



## Back for more

**59%** use Pinterest to find more information about their purchases¹



For more Pinterest insights, visit [business.pinterest.com/en/pinsights](https://business.pinterest.com/en/pinsights)