People come to Pinterest to be inspired by brands. Contextually relevant content drives Pinners to take action on branded content they see on Pinterest. Driving from inspiration to action will drive brand growth and love.

Pinterest has developed partnerships across retail media, digital incentive, eCommerce and in-store solution providers. With this new solution suite, brand, shopper and eCommerce teams can reach consumers when they are in a shopping mindset that will drive online and offline brand sales.

**Shopping mindset**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Pinners are ‘finding / shopping for products’ vs. other ‘social’ platforms¹</th>
<th>Pinners take action based on inspiration from brands on Pinterest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pinterest</td>
<td>47%</td>
<td>83% of Pinners have made a purchase based on content they see on Pinterest</td>
</tr>
<tr>
<td>Facebook</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Snapchat</td>
<td>5%</td>
<td></td>
</tr>
</tbody>
</table>

**Food & Beverage**

- **Audience**
  - 70m Monthly active engaged in food & beverage
  - 77% US primary grocery shoppers W25-54
  - +14b Pinners HH spend +5% more on groceries annually; a $14b opportunity

- **Pinters are seeking inspiration & full of intent**
  - 93% discover food & beverage
  - 82% considering food & beverage but are undecided on which brand
  - 59% use Pinterest while in-store shopping for food & beverage


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Basketful simplifies grocery shopping through intelligent, inventory aware solutions that bridge the gap between inspiration to buying in a single step from anywhere, on any device, at any time.

Sample of retailers with carting capabilities include:
- Walmart Online Grocery Pickup (grocery.walmart.com)
- Instacart (most grocery retailers)
- Peapod (home delivery)
- Kroger (store pickup)
- Target (home delivery via Shipt)
- Amazon Fresh (home delivery)

**Partnership overview**
Brands and shopper teams interested in leveraging the Pinterest-Basketful integration will need to execute two separate IO’s:
- Basketful for digital carting page development
- Pinterest for media amplification

**Campaign fundamentals:**
- $50k Pinterest media minimum
- Creative review/edit by Pinterest to ensure strong branding & CTA
- Removable pins via CPC driving to customized carting page
- Targeting: Pinterest native interest/keyword
- 3rd party targeting via ODC or LiveRamp

Reach out to pin.it@basketful.co to get started
MikMak Attach is a universal product detail page that can connect to any eRetailer. Optimize for Add-to-Cart at your major eRetailers and give the power to choose back to the consumer.

MikMak Studios - Utilize best in class performance-driven creative experts to optimize your existing assets to drive conversion.

**Partnership Overview**

Over 200 eRetailers available with MikMak Attach

MikMak Attach software license includes:
- **UNLIMITED** access. Unlimited Impressions, SKU’s, and use across paid and organic Pins.
- Reporting dashboard to monitor performance and showcase the value your brand is driving to eRetailers
- Dedicated Customer Success Manager
- Simple Reformatting of Assets

MikMak Studios as optional creative services:
- Post-production repurposing of assets to drive conversion

Reach out to [hola@mikmak.tv](mailto:hola@mikmak.tv) to get started

MikMak allows brands to make all of their digital and social media shoppable at major eRetailers like Amazon, Target, Walmart, Sephora, Ulta and Instacart.

With MikMak, brands can capture retailer preference, improve creative and influencer performance, and build qualified shopper audiences streamlining the path to purchase.

| Promoted Pin with 'shop now' CTA | Loading Pin drives into MikMak shopping experience | MikMak Attach enables product & retailer selection | Item placed in cart of selected retailer |

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SmartCommerce offers two carting options from promoted pins:
- **Click2Cart Direct**: Item(s) placed directly in selected retailer's digital cart (see Retailer Note below)
- **Shopper's Choice**: Presents consumer with a choice of retailer and/or products

Most major retailers accept orders directly into their carts
- Walmart.com, Target.com, Amazon.com, Walgreens.com, Chewy.com, Petco.com, Ulta.com as a sample
  - A few retailers require log-in if the shopper is not already logged in, including Walmart Grocery and Kroger.com
  - For retailers not offering direct carting, links can be directed to "where to buy" solutions on product detail page

For updated retailer list: [https://www.smartcommerce.com/retailerlist/](https://www.smartcommerce.com/retailerlist/) and enter password: Click2Cart Retailers

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**Partnership overview**

Brands and shopper teams interested in leveraging the Pinterest-SmartCommerce integration will execute two separate IOs:
- SmartCommerce for carting functionality
- Pinterest for media amplification

**Requirements:**
- Product(s) to be carted
- Confirmation of backup products to be carted when lead product(s) OOS
- Retailer choice (one or several)
- Campaign dates

**Questions?**
Reach out to sales@smartcommerce.co (note not "dot" .com email address)

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**Execution details**

**Campaign initiation and management:**
- Campaign order form: [https://smartcommerce.wufoo.com/forms/smartcommerce-campaign-order-form/](https://smartcommerce.wufoo.com/forms/smartcommerce-campaign-order-form/)
- Products/retailers can be updated anytime via SmartSuite backend tool

**Campaign reporting:**
- Pinterest: front-end media metrics; CTR, CPC
- Access to SmartCommerce's SmartSuite reporting includes products carted, dollar value, frequency of OOS substitution, retailer count, etc.
eCommerce: Universal checkout

Shoppable®'s Universal Checkout offers consumers ability to shop products at their preferred retailer without going to that retailer. Shoppable®'s technology will seamlessly place orders with selected retailer on the back end with no incremental 'bounce out' to the retailer. Brands benefit by increasing conversion due to a seamless shopping journey and own all of their 1st party consumer & cross retailer sales data.

Partnership overview
Brands & agencies looking to make their Pins Shoppable® will work with both the Pinterest & Shoppable® teams to execute.

• Shoppable® will issue an IO based on campaign duration and number of landing pages.
• Pinterest will issue a separate IO for promoted media

Pinterest campaigns benefit from:
• Shoppable® Client Success Team support
• Objectives & KPI Reviews
• Campaign retrospective reporting

Execution details
• The Shoppable® Universal Checkout is immediately available as a destination link from a promoted pin or as a destination from a brand.com site
• No development work is needed from the brands.
• Shoppable® will request creative deliverables from the brand or agency.
• Average 3 week lead time from Shoppable receiving deliverables to launch.

Data provided back:
• Customer data: Consumer name, email, and shipping address.
• Revenue: Total revenue, units sold, top retailers, top products
• Digital metrics: Add to cart and conversion rates through shopping journey.

Pricing model:
• The Shoppable® Ad Experience is a monthly subscription SaaS model at a per brand or per manufacturer license.
• Rate Card available upon request.

Retailer partners:
• Walmart.com, Target.com, Walgreens.com, Rite Aid.com, Jet.com, Office Depot.com, Office Max.com, Ulta.com, Sephora.com, Saks.com and others.

Reach out to Holly Boni: holly@shoppable.com to get started.