Pinterest general facts

Pinterest’s mission
To help people discover and do the things they love. It’s 100 billion ideas, personalized for every Pinner so they can figure out which ideas are best for their lives.

How does the platform work?
There are two ways that people discover possibilities on Pinterest -- through their home feed and via search.

Why should brands be on Pinterest?
There is a clear alignment between the behavior that consumers have on Pinterest and the content that advertisers contribute to the platform. 75% of the possibilities that exists on Pinterest are from businesses.

Pinterest is different from other platforms.
• People come to Pinterest to plan. This behavior is unique to us.
• The mindset that people have on Pinterest is that they are open to new ideas
• The combination of this planning behavior and open mindset delivers intent. This intent is also unique to Pinterest.
• When marketers harness this intent, they are able to drive results

What are the ways advertisers can activate Promoted Pins on Pinterest?
• Though an assigned account team
• Through an assigned account team along with a Pinterest Marketing Partner (PMP)
• Through the self service Ads Manager tool

Ways advertisers can buy ads on Pinterest:
• Reserve IO - CPM: guaranteed inventory bought on a fixed CPM (video/cinematic can only be bought this way)
• Auction - CPM: sold via auction and optimized for reach and impressions
• Auction - CPE: sold via auction and optimized for Pin engagements (close-ups, saves, clickthroughs)
• Auction - CPC: sold via auction and optimized for website clicks
• Pinterest Marketing Partners are select third-party partners who offer managed and self service options for auction-based buying via our API

Pinterest selling points
- 175m monthly active users worldwide
- 100b Pins (every Pin is an idea)
- 80% of Pinners access via a mobile device
- 2b searches on Pinterest every month
- 76% of Pinners save items to purchase later
- 55% of people use Pinterest to shop and buy
Success insights

- Each Promoted Pin impression drives 5x more incremental in-store sales than ads on other platforms\(^1\)
- Pinners who engage with a brand’s Pinterest content are 12% more likely to buy in-store than Pinners who did not see that content\(^1\)
- Pinners who click on a brand’s Pinterest content are 5.8x more likely to convert online than Pinners who did not see that content\(^1\)
- Earned media generates 2x more sales lift than paid media on its own\(^2\)

Additional resources

- [Pinterest fast facts](#)