



Moments on Pinterest Halloween



Pinner Insights

48m

Pinners engage with Halloween content

228m

Halloween related searches

940m

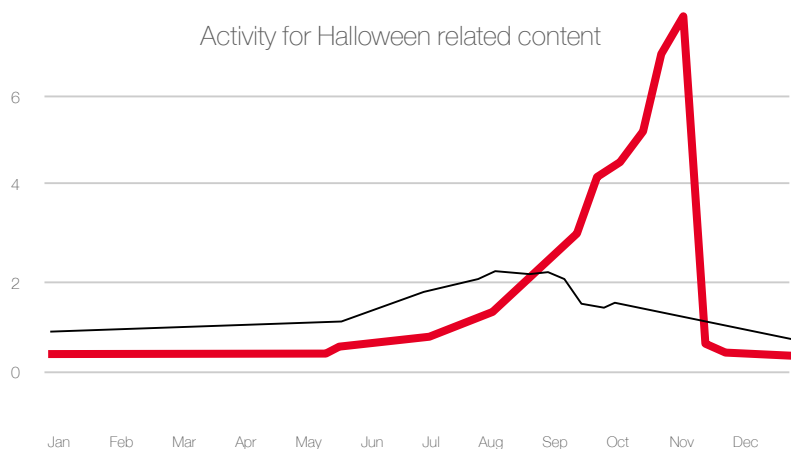
Halloween ideas saved

Halloween is a time to get creative! Which is just one of the reasons this Moment is a favorite of Pinners everywhere. Candy and costumes are a given, but Pinners are also looking for cocktails, crafts, and a whole lot more. So get your brand in the Halloween spirit ... before it's too late

Pinterest audience

Reach people while they are in a planning mindset, actively considering what to do or buy for Halloween.

Activity for Halloween related content



● Searches
● Saves

Seasonality Index
Monthly

Seize the moment

Pinners go from planning to purchase as we get closer to Halloween. Monitor performance, measure ROAS changes and adjust bids accordingly.

Creative: Standard ads should include a clear connection to Halloween to ensure relevance.

Budgets: Planners tend to make decisions closer to the date of the moment, therefore budgets should be heavier in the last week before the moment.

Campaign Start: Minimum 2 weeks before the moment, recommended 4 weeks.

Food + Beverage

Not just here for the "boos": Searches for "Halloween punch recipes" and "Halloween cocktails" see a HUGE increase this time of year, but some Pinners are also looking to go booze (if not "boos") -free with "Halloween mocktail". "Spooky smores bars" is up 987% YoY, with "Halloween cupcake ideas" up 786% and "Halloween potluck ideas" up 546%.

Beauty

Spooky looks: Goblins and ghouls want to look boo-tiful, too. Searches for "spooky nails" are up 343% YoY, with "halloween makeup easy" up 225% and "Halloween hair color" up 105%. But the biggest YoY increase is perhaps the scariest one of all: "Easy clown makeup" is up 457%.

Home + Fashion

Costumes and (haunted) house decor:

A spike in spooky searches is no surprise, but watch out for packs of roving zombies. Searches for "Group halloween costume ideas" are up 748% YoY, and "Easy halloween costume couples" are up 962%. Haunted houses need a makeover too, with "Halloween door decor contest" and "Halloween living room decorations" all seeing sizable YoY increases.

Entertainment

Creature feature:

All the old standbys drop by this time of year -- Freddy, Jason, Igor, and of course the Count. Scary movie nights are always a big hit, which makes Halloween the perfect time for popular streaming services to pump up the thrills and chills. Searches for "Movie star costumes", "Halloween movie list" and "Halloween movie night" all see an increase this time of year.

Restaurants

The most terrifying party of all ...:

... is the one that runs out of food. Pinners are determined to avoid this tragedy, with searches for "Halloween party food for a crowd" increasing by 117% YoY and "Halloween party snacks" by 103%. And while they may not be as tasty as brains, zombies have also been known to search for "Halloween finger food ideas" (up 978% YoY).

Auto

Trunk or treat:

The Batmobile may be the most famous Halloween related car in history. But no one can seem to recall whether Batman and Robin ever decorated the trunk. "Trick or trunk" is one of the most searched terms around Halloween. With "Halloween car decorations trunks" (up 73% YoY) and "Trick or trunk ideas for cars" (up 153%) also seeing increased search action.

