What is this?
People use Pinterest to plan for all of the important moments in their life. This guide shows you what moments matter most and how your brand can create content that will reach them at the right time.

Who can you reach?
Over 300 million people around the globe use Pinterest every month. They’re logging in for all kinds of moments, from seasonal celebrations to major holidays to sporting events and more. No matter what they’re planning or celebrating, Pinterest is where they come to discover their next great idea.

Why Pinterest?
Reach people while they decide what to do or buy next. When they’re on Pinterest, they’re actively seeking new ideas and new products—so they want to hear from you!
People on Pinterest are looking for their next great idea

People come to Pinterest open-minded and ready to make decisions. From New Year’s nail art to road trip itineraries to no-bake holiday desserts, 98% of Pinners report trying new things they find on Pinterest.

Your brand can help them find it

97% of searches on Pinterest are unbranded. That gives you an opportunity to get in front of people early in their decision-making process. Your brand might just have the idea they are searching for. 83% of Pinners report making a purchase after seeing content from brands on Pinterest.

Use this planner to reach them

This planner includes both seasonal and life moments. We’ve listed seasonal moments based on their month. Life moments, like a new baby or retirement, can happen throughout the year, so they’re in their own special section at the back. We’re giving you key insights, creative inspiration and popular search terms that can help you reach the right people for every moment.

Use this planner to start thinking about which moments work best for your brand and when you should launch your campaigns. Remember, people start planning earlier on Pinterest than on other platforms, so we suggest getting your content live at least two months in advance of each moment.

300m people have saved more than 200b Pins

77% of weekly Pinners have discovered a new brand or product on Pinterest.

98% report trying new things they find on Pinterest.

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Seasonal moments
People are always saving seasonal ideas on Pinterest, but we see engagement spike at specific points throughout the year, as reflected by the bubbles below. Use this chart to plan for peak advertising opportunities.
New Year

Try the trends
New year, new trends. People come to Pinterest to try new things, and what better time for that than the resolution-ready month of January? Whether it’s styling a hygge home or baking a keto dessert, show Pinners how easy it is to weave the latest Pinterest trends into their life.

The anti-resolution
Forget the obvious resolutions like budgeting or dieting. Provide Pinners with totally fun goals that will kick the year off with a bang. Whether it’s a bold new haircut or mastery of the air fryer, these out-of-the-box resolutions may just stick through the entirety of 2019.
Party planning plays
Only a lucky few will actually be at the Big Game, but you better believe Pinners are throwing some all-out homegating parties. Get your brand in front of party planners when they’re looking for festive food, decor, team gear—even a new big-screen TV.

Touchdown showdown
The competition is heating up in the weeks leading up to the Big Game. Get in on the action with Pins that represent all the teams in the running—recipes from each region, style ideas for every fan and other touchdown-worthy ways to spotlight the playoff rounds.

Relationship of 1
Valentine’s Day doesn’t only have to be about celebrating relationships. Instead, show people how to pamper themselves! Your brand can turn this classically couple-specific day into a self-love celebration with stay-at-home spa days, singles-approved suppers and a stag cinema night for numero uno.

Cupid’s playbook
Every couple wants a picture-perfect Valentine’s Day. Show them how by curating Valentine’s Day activities sure to bring any cupid to their knees. Recipes for the perfect pasta, scavenger hunt ideas and marvelous movie nights curated by your brand will set the stage for Valentine’s Day success.
Plan your first Pinterest campaign of 2019
St. Patrick’s Day

Go for gold
Help people on Pinterest plan the perfect Paddy’s Day party with everything from fresh spins on traditional Irish recipes, emerald green home decor and decorations—even a pot of gold complete with gift cards from your brand.

Shades of green
Make it a pinch-free day for Pinners. Provide strategic ways to work green into every wardrobe, from tasteful office-ready looks to laugh-out-loud ensembles.

34m Pins saved each year
7m Searches each year
Jan - Mar Peak advertising opportunity

Popular search terms
- St. Patrick’s Day nails
- St. Patrick’s Day crafts
- St. Patrick’s Day desserts
- St. Patrick’s Day outfit

St. Patrick’s Day nails
St. Patrick’s Day crafts
St. Patrick’s Day desserts
St. Patrick’s Day outfit
Easter

Popular search terms
- Easter egg decorating
- Easter basket ideas for boys
- Spring
- Easter dinner ideas
- Easter dessert

386m Pins saved each year
38m Searches each year
Jan - Apr Peak advertising opportunity

Sunday’s best
Give Pinners inspiration that goes beyond Easter Sunday and helps them plan a special Sunday any time of the year. This can come in the form of Sunday supper recipes, one-day road trip suggestions or seasonal cocktails for an easy afternoon—with small tweaks to make the ideas especially festive for Easter.

Grown-up Easter gifts
This year, think outside the basket and gift your grown-up loved ones items they’re sure to love. Home goods brands—break out the rose gold coaster and fragrant herbal bath bombs. Consumer packaged goods brands—get them gifting gourmet chocolate and luxury lotions. Any category can enter this Easter-themed space with ease.
Plan your next Pinterest campaign
Mother’s Day

Kids know best
Help kids of all ages make this Mom’s best day yet. Set them up for gifting success with persona-led gift guides—sporty mom, boss mom, millennial mom. Think beyond the mom with curated lists for grandmas, new mom friends and the other special women in a Pinner’s life.

Bonus gift guide
We all know what Mom really treasures is time spent together. Encourage Pinners to give her just that with bonus gifts that combine your product with an experience they can share—a macaron-making class to test out her new mixer, or a dinner date where she can wear her new necklace.

Memorial Day

The heart of the holiday
Provide Pinners with inspirational content that gets to the true meaning of the day—remembering those who’ve served our country.

This land is your land
For many people, Memorial Day marks the unofficial start of summer. Make sure your brand is there for them with ideas on how they can spend their long weekend getting outside and seeing a little more of the country. For non-travel brands, put together a Best of Americana list—food, decor or style picks inspired by the different cities and states.
Father’s Day

Popular search terms

- Father’s Day gift ideas
- Father’s Day cake

132m Pins saved each year
10m Searches each year
Mar - Jun
Peak advertising opportunity

QT with Daddy
If we’re honest, all Dad really wants this year is to spend quality time with his kids. Whether it’s movies they can watch together, quick weekend getaways or gifts that are best enjoyed together, show Pinners how your brand can help make Papa’s day extra-special.

Popular with Pops
Not all dads are created equal. Why not show how your brand can make Dad’s day with curated gift guides based on Pop-ular hobbies. Did you know that dads on Pinterest are more likely to be interested in tech gadgets, camping gear, kitchen appliances and outdoor ideas than other Pinners?

Graduation

Popular search terms

- Graduation cap decoration
- Graduation pictures

287m Pins saved each year
34m Searches each year
Feb - May
Peak advertising opportunity

Adulting done right
Help new grads prepare for what’s ahead with ways to ease their journey. Home goods brands can get in on the fun with feng shui tips for new apartments. Retail brands can help them coordinate their cupboards with inspo on what to stock up on at home so they don’t spend their first few paychecks eating out.

Graduation party planner
Have your brand save the party-planning day with tips and inspo for the best graduation party anyone’s ever seen. Homecare brands can show how it’s done in the backyard with seasonally trendy party favors. Food and CPG brands can inspire with recipes sure to send off the new grad in style.
Plan your next Pinterest campaign
July 4th

Popular search terms:
- July 4th makeup
- July 4th outfit for women
- July 4th party ideas
- July 4th desserts

Chillin’ and grillin’
July 4th marks the peak of summer-related searches, so show Pinners how they can take the party outside with some outdoor entertaining inspiration. From patio improvements to twists on classic BBQ recipes, make sure it’s your ideas that will get Pinners reaching for the sparklers.

Patriotic party picks
Red, white and blue everything! From nail art to festive desserts, Pinners are searching for patriotic ideas that will see them through the long weekend. And let’s not forget the most important aspect of all—America herself. For travel brands, why not inspire Pinners to take a tour of the US with itinerary ideas?
Summer

Popular search terms
- Summer hair color
- Summer bucket list
- Casual summer outfit
- Summer dinner recipes

4b Pins saved each year
121m Searches each year
Feb - Jul Peak advertising opportunity

Hot summer nights at home
Get people pumped for patio season by showing them how to make the most of it. From BBQ basics to elevating their spaces, you can inspire people to uplevel their at-home environments themselves.

Travel getaways
To a lot of people, summer means travel—and they look to Pinterest for tips when planning their trips. Show people how to make the most out of their summer vacation with credit card deals that lean into layovers.
**Back to school**

**Popular search terms**
- 100 days of school shirt
- School lunch ideas
- School supplies
- Lazy-day outfits

**Pins saved each year**
- 890m

**Searches each year**
- 47m

**Jun - Aug**
- Peak advertising opportunity

**Lunchbox hero**
Show parents how to spice up bag lunches for the better with recipe inspo and help them plan meal menus in advance! CPG brands can creatively cater to convenience and provide recipes using their products as the star item.

**Personal lesson plan**
Help parents streamline their back-to-school routine with a lesson plan designed just for them. From cleaning hacks to pint-sized fashion and time-saving tips, show them how your brand can make this their family’s best school year yet.

**Back to college**

**Popular search terms**
- Dorm room ideas
- College Halloween costumes
- College packing list
- College apartment

**Pins saved each year**
- 588m

**Searches each year**
- 57m

**Jun - Aug**
- Peak advertising opportunity

**College life hacks**
Give college kids (and their parents) some cum laude ideas for a successful year with dorm room storage solutions, reliable car recommendations and money-saving apps—the options are endless.

**Major moment**
Lean into different college majors to create curated product suggestions for students as they buy dorm decor, fill their backpacks and upgrade their tech. From the right tablet for a graphic design major to inspiring wall art for a future biologist, you can help ease the transition with easy-to-shop guides.
Halloween

Popular search terms:
- Halloween decorations
- Last-minute Halloween costumes
- Couples Halloween costumes
- Group Halloween costumes

933m 227m
Pins saved each year
Searches each year
Jun - Oct
Peak advertising opportunity

Costume to DIY for
Who says you have to buy an expensive costume from the internet to succeed this Halloween? Instead, give people tips and tricks to make custom costumes or elevated outfits themselves, and show them how your brand can help them kill it with their creative side this year.

Falling for fall
Fall activities vary from place to place, but there are a few seasonal staples that shine in every location: pumpkin carving, DIY decorating, and savory seasonal recipes to name a few. Show Pinners how your brand can get them fallin’ for the festivities.
Plan your next Pinterest campaign
**Thanksgiving**

**Popular search terms**
- Mashed potatoes
- Turkey recipes
- Thanksgiving appetizers
- Friendsgiving

**728m** Pins saved each year
**67m** Searches each year

**Jun - Nov**
Peak advertising opportunity

**Hack the holiday**
Show holiday hosts how to throw the ultimate Thanksgiving. From guest-ready bedroom decor to meal prep shortcuts, hostess gift ideas to last-minute cleaning tricks, your brand can help Pinners streamline their feast day.

**Travel truths**
Pinners are on the move and they want to get to their turkey on time. From the smartest carry-on to the comfiest travel kicks, you can equip Thanksgiving travelers with the top travel gear to get them from point A to point B.

**Black Friday**

**Popular search terms**
- Black Friday memes
- Black Friday sale

**16m** Pins saved each year
**1m** Searches each year

**Jun - Nov**
Peak advertising opportunity

**Giving back Friday**
For savvy shoppers, Black Friday and Cyber Monday offer the perfect opportunity to do some holiday gift giving on a budget. Help Pinners spread the love by turning your post-Thanksgiving deals into curated gift guides for all the people on their nice list.

**Treat yo’ self**
Don’t leave Pinners relying on Santa to give them what they really want. Instead, turn Black Friday into a national day of self-care with your brand’s pick of gifts for yours truly. For travel brands, why not suggest pampering experience packages like spa getaways or peaceful yoga retreats?
Wrapping up the holidays
The holidays can be a busy time and whether preparing for a family gathering, dinner or party, it’s easy to get a little overwhelmed. Be there for Pinners with your very own Holiday Survival Guide. From must-know cleaning hacks and crowd-pleasing spreads to some very merry home decor ideas, provide people on Pinterest everything they need to make this the most wonderful time of the year.

Holiday looks that sleigh
’Tis the season for holiday parties! Every year, people turn to Pinterest to plan for all of those upcoming celebrations with family and friends. Whatever the occasion, help them go beyond the ugly sweater with festive fashion ideas and essential makeup tutorials.
Plan your next Pinterest campaign
For more insights, scan this Pincode
Life moments
Make a house a home
Anyone who’s ever stared at an empty room knows that a new home can be almost as daunting of an opportunity as it is exciting. When it comes to inspiration, let your brand lead the way with new home starter kits and easy ways to transform that new house into a new home.

New house, who dis?
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Declutter
305m Pins saved each year
30m Searches each year

Popular search terms
Real estate Cleaning hacks Declutter
Packing tips for moving

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Wedding season

Popular search terms
Bridal shower ideas Bachelorette party ideas Engagement photos Bridesmaid proposal

3b Pins saved each year
1b Searches each year

Save the date
There’s THE date and then there are all the little deadlines leading up to it. Help brides, grooms and wedding guests prepare for the big day with a series of save the dates— for guests it may be booking travel, for brides it could be choosing a wedding band.

Wedding gift wins
Guests everywhere will crush wedding season with a little help from your brand. Guide them towards the perfect gift with recommendations from your product feed and provide helpful tips around gifting etiquette, like how to go in on a group gift or when it’s okay to go off-registry.

Popular search terms
Real estate Cleaning hacks Declutter
Packing tips for moving

Wedding season

Popular search terms
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When people are shopping for a new car, it’s better to show than tell. Using the models your brand offers, create curated catalogs through Pin boards. Each board can show the features each model offers. Make your Pinterest account an interactive and current shoppable experience!

Virtual catalog

Feature finder

Using top-trending search terms on Pinterest as a guide, target users with features your vehicles offer that speak to those trends. For example, if people are searching for “off-road road trips”, target your new SUV into that and related search terms with custom content that speaks to the trends.
Make it for two
Make it personal with a custom activity that includes the gift-giver themself. Curate custom gifting themes that include activities like movie night gift baskets or glamping trips for two, inspired by your brand!

Personalized gift guides
People on Pinterest are looking for ideas to help them celebrate life moments and holidays with friends and family. Help them out by turning your product inventory into curated gift guides for everyone in their life—from mom and dad to the often-overlooked work wives and husbands.

Retirement
Popular search terms
- Retirement party decorations
- Retirement gifts
- Retirement quotes funny
- Retirement cakes

22m Pins saved each year
3m Searches each year

Rad-tirement
Your brand can help retirees live their best life. For financial service brands it could be the ultimate travel rewards credit card, for an outdoor brand it could be new hobby recommendations complete with equipment lists. Ice fishing, anyone? Anything’s possible in rad-tirement.

Retirement rally
Retirement deserves a celebration. People are heading to Pinterest to plan retirement parties for their hard-working loved ones. Get your brand in front of them with unique gift ideas, crowd-pleasing dishes and standout decor.

Gifting
Popular search terms
- Boyfriend gifts
- Valentine’s Day
- DIY gifts
- Teacher appreciation gifts

2b Pins saved each year
566m Searches each year

Make it for two
Make it personal with a custom activity that includes the gift-giver themself. Curate custom gifting themes that include activities like movie night gift baskets or glamping trips for two, inspired by your brand!

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