We’ve wrapped up some bright insights to help you reach shoppers this season.
Find seasonal sales success on Pinterest

**Holiday searches start early**
Pinners start searching for Christmas ideas nearly 2x earlier than people who don’t use Pinterest, so now is a great time to get your holiday campaign up and running.¹

The sooner you’re able to get your products and services in front of potential shoppers, the stronger your sales will be.²

**Pinners are open to new possibilities**
97% of searches on our platform are unbranded. No matter the time of year, there’s plenty of opportunity to engage a new-to-you audience on Pinterest.

55% of Pinners use Pinterest to shop and find products to try, buy and love.³

**Hey, big spenders!**
Pinterest households are 35% more likely to buy gifts than others and spend 45% more when they do.⁴

Pinterest households spend more:
- 27% more on home decor⁴
- 24% more on jewelry⁴
- 22% more on food⁴
- 49% more on high-end gifts⁴

¹ Pinterest internal data, 2017
² McKinsey Quarterly, February 2017
⁴ Oracle Data Cloud, Pinterest retail audience profile, May 2017
A few trends we unwrapped early

Awesome gifts for adults

- **Organization options**
  - Hanging jewelry organizers, key racks, home-made calendars, closet organizer systems

- **Tasty treats**
  - Single cupcake holder, specialty nuts, decadent truffles, exotic fruits

- **Form & function**
  - Kitchenware, succulents, car purse hooks, cocktail accessories

- **Destined for deserving moms**
  - High-end headphones, turntables, monogrammed mugs, trapeze earrings

Cool gifts for kids

- **Creative crafts**
  - Wooden car tracks, homemade fidget spinners, cardboard furniture, handbuilt dollhouses

- **Best for baby**
  - Teething toys, fanciful toothbrush holders, stacking toys, lumbar pillows

- **Teaching toys**
  - Sensory toys, learning shapes, alphabet blocks, push-along toys

- **Sweet softies**
  - Custom plushy replicas of pets, kids drawings turned into dolls, fabric balls, crochet animals

Lux gifts for the extra-nice

- **Enviable extras**
  - Watches for men, designer hats, handbags, bracelets

- **Noteworthy names**
  - Hermès cufflinks, Ladurée macarons, Dior necklaces, Tom Ford nail polish

- **Sparkly splurges**
  - Jewelry boxes, diamond rings, champagne & truffle gift baskets, stoles

- **Decadent delights**
  - Artisan chocolates, robes, perfumes and scents, silk sleep masks
It’s easier than ever to reach holiday shoppers and ring in seasonal sales with these 3 new products we’ve introduced since last year.

**Shopping campaigns and new keyword features**

Over 2 billion searches happen on Pinterest every month, and last year we saw searches increase 30% for the holidays.

Whether it’s snacks for their Monster Bash or a stylish winter coat—Pinner tend to start searching for their next idea 2-3 months early. Reach them on Pinterest, before they’ve decided exactly which brand to go with.

A full suite of search options—including Shopping campaigns and new keyword features, like match types, negative keywords and keyword-level bids—are available to you today. Just contact your Pinterest account manager or Kenshoo.

**Promoted Video with autoplay**

Thanks to the new addition of autoplay, your Promoted Videos will spring into action the moment Pinners scroll up to them. As your holiday story unfolds, people can simply sit back and take it in.

In addition to showing up in people’s home feeds, your videos will autoplay in people’s search results. So when someone knows exactly what they’re looking for on Pinterest, your video can be there to show it to them.

Access Promoted Video with autoplay through the Pinterest Ads Manager, a Pinterest Marketing Partner or a Pinterest account manager.

**Promoted App Pins**

Promoted App Pins are an effective way for people to discover your mobile app, right when and where they’re looking for it.

Mobile commerce jumped 44% during the 2016 holiday season—that’s nearly four times the growth seen on desktop. Black Friday 2016 was the first billion dollar mobile shopping day in history. Include Promoted App Pins in your holiday strategy to get your mobile app discovered by customers everywhere they’re browsing.

Take advantage of Promoted App Pins through the Pinterest Ads Manager or a Pinterest Marketing Partner.