Inspire shopping
For too long, online shopping has felt more like online buying.

Your customers miss shopping. They miss walking by your storefront and feeling inspired. They miss browsing. Considering. Being able to try things on.

Brands miss shopping too. In this world of online buying, it can feel like you’re losing control. Battling for space on sites that aren’t yours. Buried below white label products. Showing up in a long list of competitive products instead of showing up as a singular brand in a storefront or an end cap all your own.

“I hate just staring at the computer screen and going through pages and pages and pages and pages of items.”
—Female Pinner, 24

As more purchases move online, so do more abandoned carts:

50% of online customers stop short of buying because the experience is so difficult.²

Inspiration is the difference between shopping and buying.
It matters to shoppers. It matters to your business. It’s why more people than ever are flocking to Pinterest.

66%

of people say inspiration is critical to helping them decide what to buy.

More buying

3x

Weekly conversions on Pinterest are up to 3x higher since the start of the year¹

More browsing

85%

Growth in the number of Pinners engaging with shopping surfaces on Pinterest in the past six months²

More shopping

442

Million global monthly active users (up 20% in the past six months)³

Better visual discovery and more products to shop

More personalized curation and lifelike trying on

Easier buying from brands like yours

More inspiring

We’re taking the best of shopping everywhere to make shopping on Pinterest unlike anywhere.
And we’re just getting started.

We have more shoppers than ever before and a whole new suite of solutions for brands.

It’s easier than ever for you to set up shop, scale your sales and prove impact.

Don’t miss out.

“Pinterest is helpful because I find boutiques that have similar clothing trends to my style that I wouldn’t normally stumble upon in a Google search and I can continue to shop from those Pins.”

—Female Pinner, 28

Stylish sunglasses

Here’s what’s new in shopping on Pinterest.
1. Set up shop
We heard you—getting your products onto Pinterest wasn’t simple. That’s why we’ve made our Catalogs UI even more intuitive.

Preferred scheduling
With updated functionality like preferred scheduling, you can now upload all your products to Pinterest on your own schedule. Becoming a merchant on Pinterest became that easy.
Merchant solutions

Get discovered and inspire more shoppers.

11x

During the first month of launching the updated shop tab experience, 11x more Pinners started using the shop tab on profile.

Merchant storefronts on profile

Upload your catalog and transform the shop tab on your business profile into an inspiring storefront. Pinners will see featured product groups and dynamically created recommendations and can easily navigate by category. Whenever they click on your profile, they'll be automatically taken to your storefront.

Merchants in search

Pinterest will surface merchants with relevant, high-quality content to Pinners searching for shoppable ideas.

Product tagging

Help Pinners shop by tagging your scene Pins, like a living room scene or a new look for fall, with shoppable products.

2. Scale sales
Collections ads for catalog sales

Easily create collections ads at scale through our integration with Catalogs.

Easier creation
Collections ads let you promote multiple products in a single Pin. Now they’re even easier to create through our integration with catalogs. Select a hero asset and a corresponding product group to automatically generate an inspiring multi-image ad unit.

Richer canvas
Now you can use video in a collections ad unit. Show your products in action, then let shoppers browse your collection.

Personalized content
Collections ads will automatically display relevant products based on a Pinner’s interests—along with the most recent pricing and availability.

6-18%
Increase in average total basket size when using collections ads

Source: Pinterest, Partner Beta Test study among 11 advertisers, US, UK, DE, Aug - Sept 2020. 6% is the comparison between collections and a standard ad for the catalog sales objective. Source: Pinterest, Partner Beta Test Study among 30 advertisers, US, UK, Nov - Dec 2019. 18% is comparison between collections and a standard ad for traffic, conversion objectives.
Automatic bidding for shopping
Get the most conversions for your budget.

Set it and forget it
Remove the guesswork when trying to set a performant bid.

29% more clicks
28% more conversions

On average, based on the alpha learnings of advertisers who used automatic bidding for shopping CPC and CPA.

Automatic bidding for shopping allows Pinterest to dynamically adjust an ad group’s bid to deliver the maximum number of results for you as the advertiser.

Source: Internal Pinterest study of US alpha participants, July 2020.
3. Prove impact
Conversion Insights

See the total impact of your paid and organic Pinterest presence.

Conversion Insights is a new analytics dashboard that shows the total impact of your paid and organic presence on Pinner conversions.

*Screen is for illustrative purposes only and results may vary.

Insight to make your campaign work harder
Learn how your organic and paid campaigns are influencing online purchase behavior.

Get even more transparency into Pinner actions across the funnel.

See what content is performing best so you can craft smarter media strategies.

Currently available to all US Verified Merchants and Shopify merchants and rolling out more widely soon!
Pinterest conversion analysis

Get a more granular look at your conversion performance.

More granular insight
Better understand all of the events contributing to conversions before the last click.

Use visualizations to easily review your performance funnel. Follow customer purchase journeys and compare multiple attribution views.

Available to all Verified Merchants and Shopify Merchants who advertise on Pinterest.

Pinterest conversion analysis is a suite of reporting tools to help Pinterest advertisers get a more granular analysis of their conversion data.

*Visuals are for illustrative purposes only and results may vary.
That’s a peek at what’s new in shopping on Pinterest. This product bundle is the latest addition to our growing suite of shopping solutions, all designed to help your brand inspire more sales. For more information visit business.pinterest.com/content/shopping
Inspire shopping

Set up shop

✓ (New) Catalogs features: get your products onto Pinterest in a snap.
✓ (New) Merchant solutions: get discovered and inspire more shoppers.
✓ Pinterest tag: measure and track your campaigns most effectively.
✓ Verified Merchant Program: get enhanced distribution and access to new measurement tools.

Scale sales

✓ Shopping ads: promote your products to reach more shoppers and inspire more sales.
✓ Dynamic retargeting: drive incremental value with this efficient performance solution.
✓ (New) Collections ads for catalog sales: easily create collections ads at scale through our integration with Catalogs.
✓ (New) Automatic bidding for shopping: get the most conversions for your budget.

Prove impact

✓ (New) Conversion Insights: get a more granular look at your conversion performance.
✓ (New) Pinterest conversion analysis: see the total impact of your paid and organic Pinterest presence.