



*Inspire
shopping*



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

Your customers miss shopping. They miss walking past your shopfront 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 appearing as a singular brand in a shopfront or an end cap all of your own.

'I hate just staring at the computer screen and going through pages and pages and pages of items.'

– Female Pinner, 24¹

**As more purchases move online,
so do more abandoned baskets:**

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.

UK Pinner's are

1.3x

more likely to say that Pinterest inspires them during the shopping journey than non-Pinner's on other social platforms.

More buying

3x

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

More browsing

61%

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

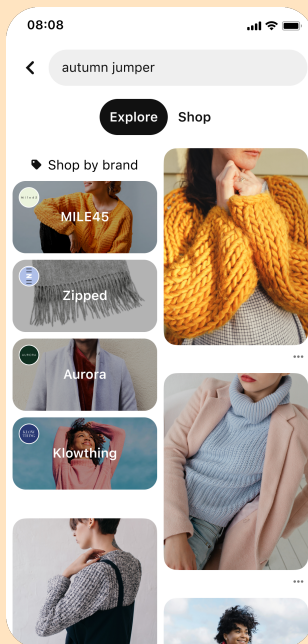
More shopping

442

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



Better visual
discovery and more
products to shop for



More personalised
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 else.

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

Sources: Pinterest, US, Pinner interviews, June 2020.



Stylish sunglasses

Here's what's new in —————>
shopping on Pinterest.



1.

Set up shop

Catalogues

Get your products onto Pinterest in a jiffy.

The screenshot shows the Pinterest Business interface for a user named 'Catalogues'. The top navigation bar includes 'Business', 'Create', 'Measure', and 'Manage'. The user's profile picture is a circular logo with the word 'Bluxome'. Below the profile, there's a section titled 'Add data sources' with a 'Got it' button. The main content area is titled 'Data source' and contains a table with columns 'Last updated', 'Status', and 'Source URL'. Below the table, there are several input fields: 'Product feed URL' (containing 'https://bluxome.co/productcat.csv'), 'File format' (a dropdown menu set to 'CSV'), 'Product feed login details (optional)' (with 'Username' and 'Password' fields), 'Default currency' (a dropdown menu set to 'GBP - British Pound Sterling'), and 'Default availability' (a dropdown menu set to 'NONE').

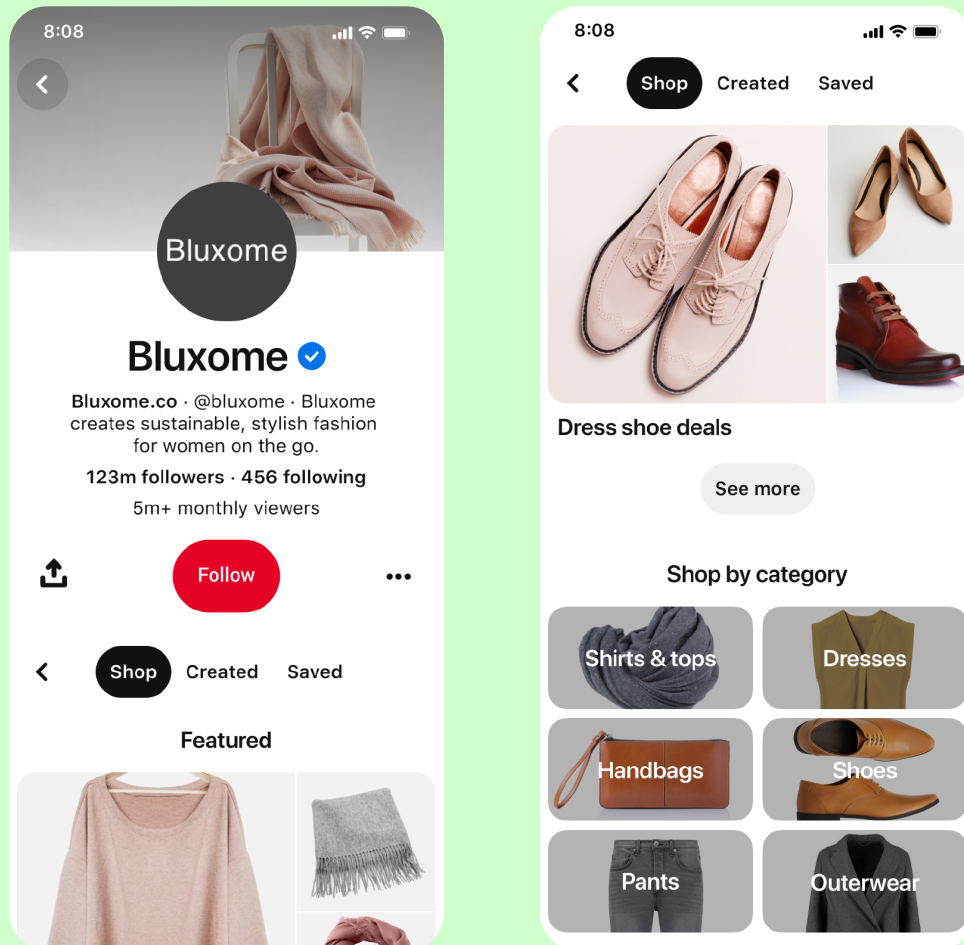
We heard you – getting your products onto Pinterest wasn't simple. That's why we've made our Catalogues UI even more intuitive.

Preferred scheduling

With updated functionalities such as preferred scheduling, you can now upload all your products to Pinterest on your own schedule. Becoming a merchant on Pinterest is now that easy.

Merchant solutions

Get discovered and inspire more shoppers.



11x

During the first month after the updated shop tab experience was launched, 11x more Pinners started using the shop tab on their profiles.

Merchant storefronts on profile

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

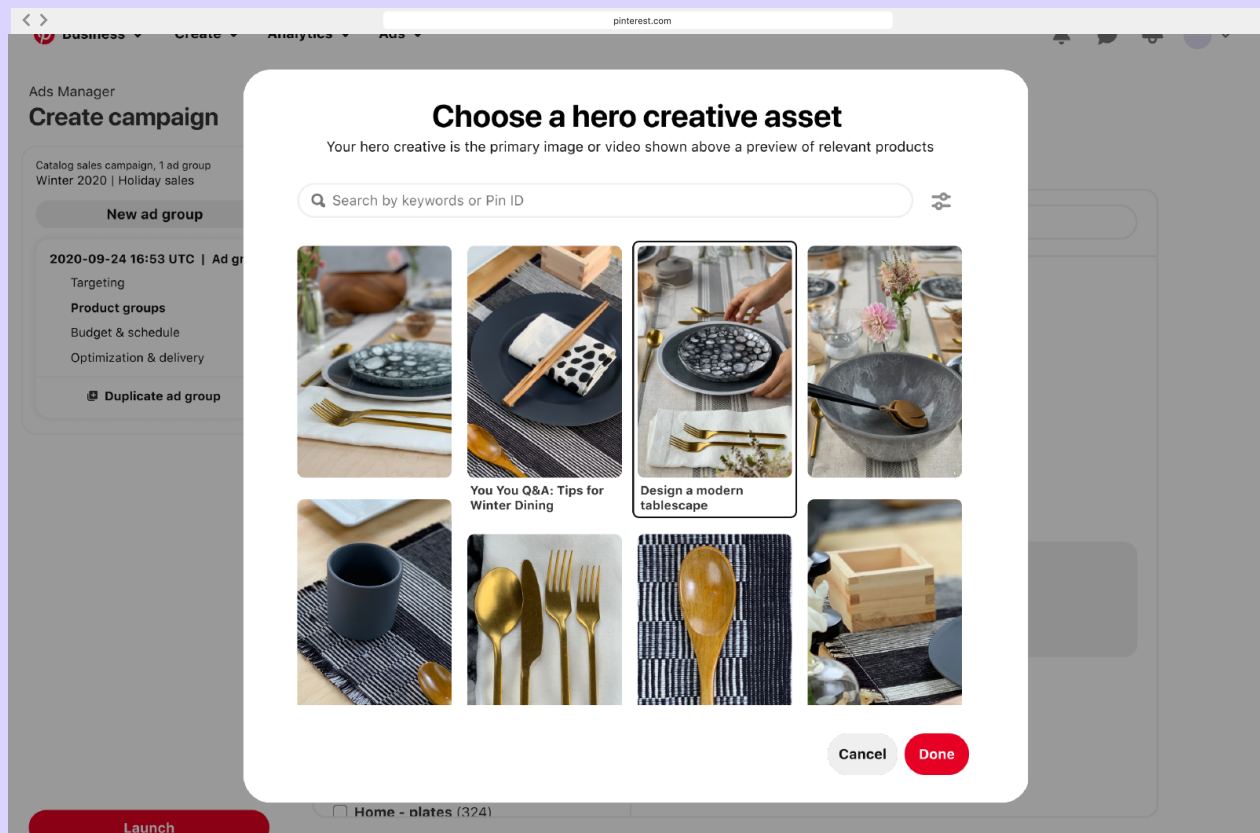
2.

Scale sales



Collections ads for catalogue sales

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



6–18%

increase in average total basket size when using collections ads

Easier creation

Collections ads let you promote multiple products in a single Pin. Now, it's even easier to create them thanks to our integration with catalogues. 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.

Personalised content

Collections ads will automatically display relevant products based on a Pinner's interests – along with the most recent pricing and availability.

Automatic bidding for shopping

Get the most conversions for your budget.

Edit campaign

Bluxome | Autumn 2020 | Jackets...
Summer 2019 | Web
Audience
Budget and schedule
Optimisation and delivery
Ads (5)

Optimisation and delivery

Ad group dates (in UTC)

Optimisation

☐ Clicks ☒ Conversions

Pinterest

Bluxome shopping child tag

Select conversion event

Checkout

Bidding

☐ Automatic (recommended) **NEW**
Pinterest aims to get the most clicks for your budget

☒ Custom
You control how much to bid at auction

Maximum CPC bid (in GBP) **Strong bid**

1.85

A bid of £1.85 or higher will be competitive at auction.
You pay for clicks to your destination website.

Pacing

☐ Standard (recommended)

Potential audience size
6.95–7.06M
Monthly active users

Narrow ————— Broad

'Potential audience size' estimates the number of people that you may be able to reach with your campaign. It is based on historical data and the targeting criteria that you select. It does not guarantee results or take into account factors such as bid, budget, schedule, seasonality or product experiments.

Save

29%

more clicks

28%

more conversions

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

Set it and forget it

Remove the guesswork when trying to set a performant bid.

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.

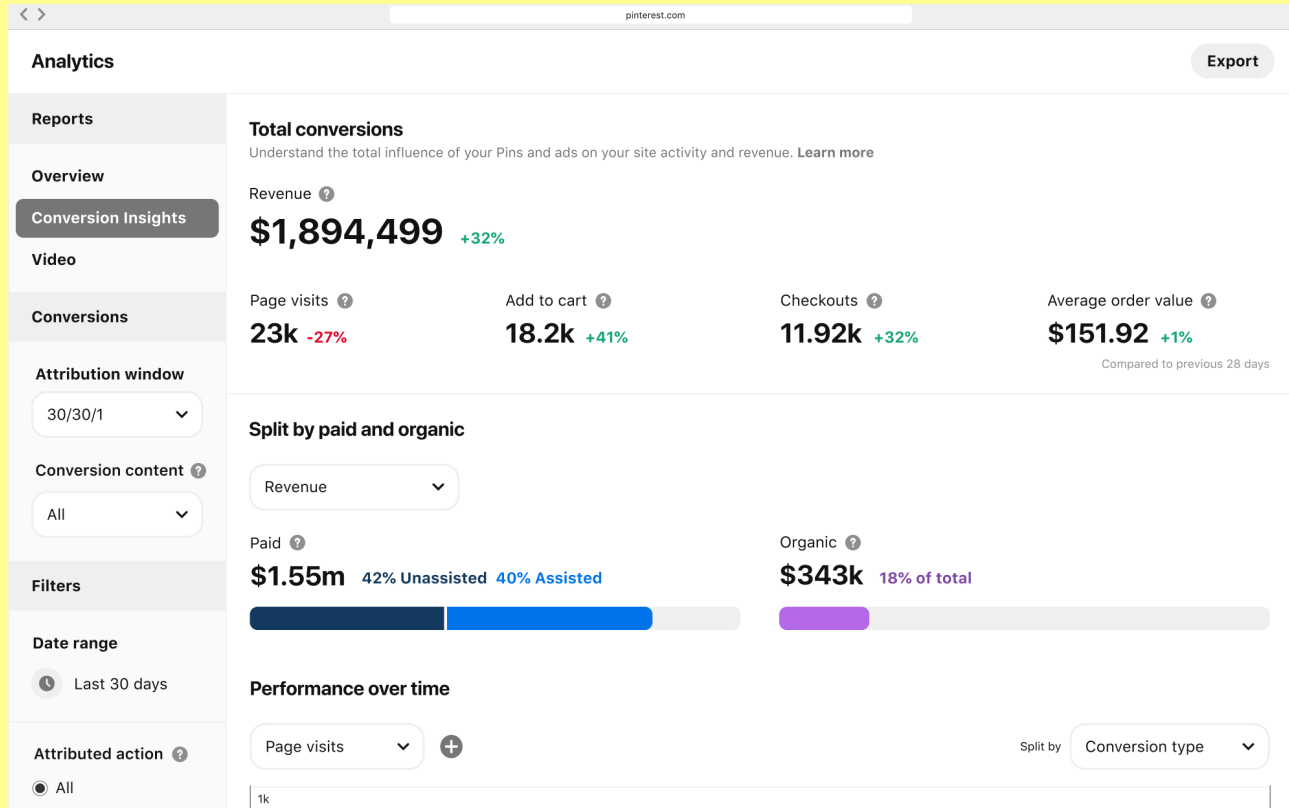
3.

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 behaviour.

Get even more transparency into Pinner actions across the funnel.

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

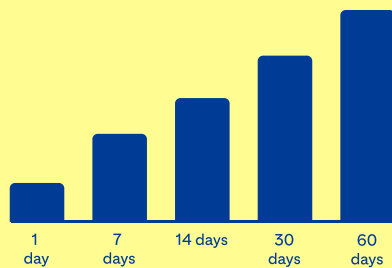
Currently available to all US Verified Merchants and Shopify merchants, and rolling out more widely soon!

Pinterest conversion analysis

Get a more granular look at your conversion performance.

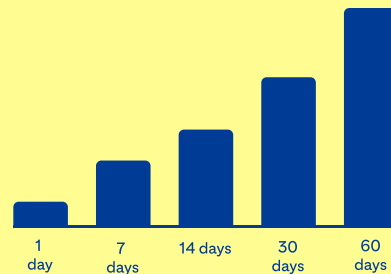
Click

Average time to convert: 18 days



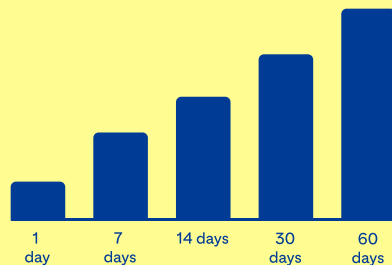
Engagement

Average time to convert: 22 days



View

Average time to convert: 17 days



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

*Visuals are for illustrative purposes only and results may vary.

More granular insight

Better understand all the events that contribute to conversions before the last click.

Use visualisations 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.

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 to inspire more sales.

For more information visit [business.pinterest.com/
content/shopping](https://business.pinterest.com/content/shopping)

See our full suite
of solutions —→

Inspire shopping



Set up shop



(New) Catalogues features: get your products onto Pinterest in a jiffy.



(New) Merchant solutions: get discovered and inspire more shoppers.



Pinterest tag: most effectively measure and track your campaigns.



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 catalogue sales: easily create collections ads at scale through our integration with Catalogues.



(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.



