



*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 of items."*

—Female Pinner, 24<sup>1</sup>

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

## 50%

of online customers stop short of buying because the experience is so difficult.<sup>2</sup>





**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 year<sup>1</sup>

## More browsing

# 85%

Growth in the number of Pinners engaging with shopping surfaces on Pinterest in the past six months<sup>2</sup>

## More shopping

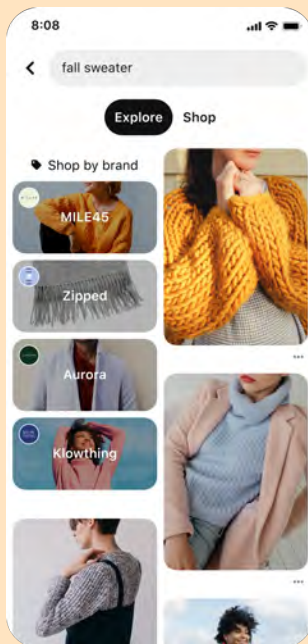
# 416

Million global monthly active users (up 24% in the past six months)<sup>3</sup>





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

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



## Stylish sunglasses

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





1.

# Set up shop



# Catalogs

Get your products onto Pinterest in a snap.

The screenshot shows the Pinterest Business interface for setting up a catalog. At the top, there's a navigation bar with 'Business', 'Create', 'Measure', and 'Manage'. Below this, the 'Catalogs' section is active, showing a 'Learn more' link. A prominent blue banner reads 'Add data sources' with a 'Got it' button. Below the banner, a 'Data source' section contains a table with columns 'Last updated', 'Status', and 'Source URL'. Underneath the table, there are two main input areas. The left area is for 'Product feed URL', where 'https://bluxome.co/productcat.csv' is entered and highlighted with a blue border. Below this, there are fields for 'Product feed login details (optional)' including 'Username' and 'Password'. The right area is for 'File format', where 'CSV' is selected from a dropdown menu. Below this, there are fields for 'Product feed login details (optional)' including 'Username' and 'Password'. At the bottom, there are fields for 'Default currency' (set to 'USD - United States Dollar') and 'Default availability' (set to 'NONE').

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

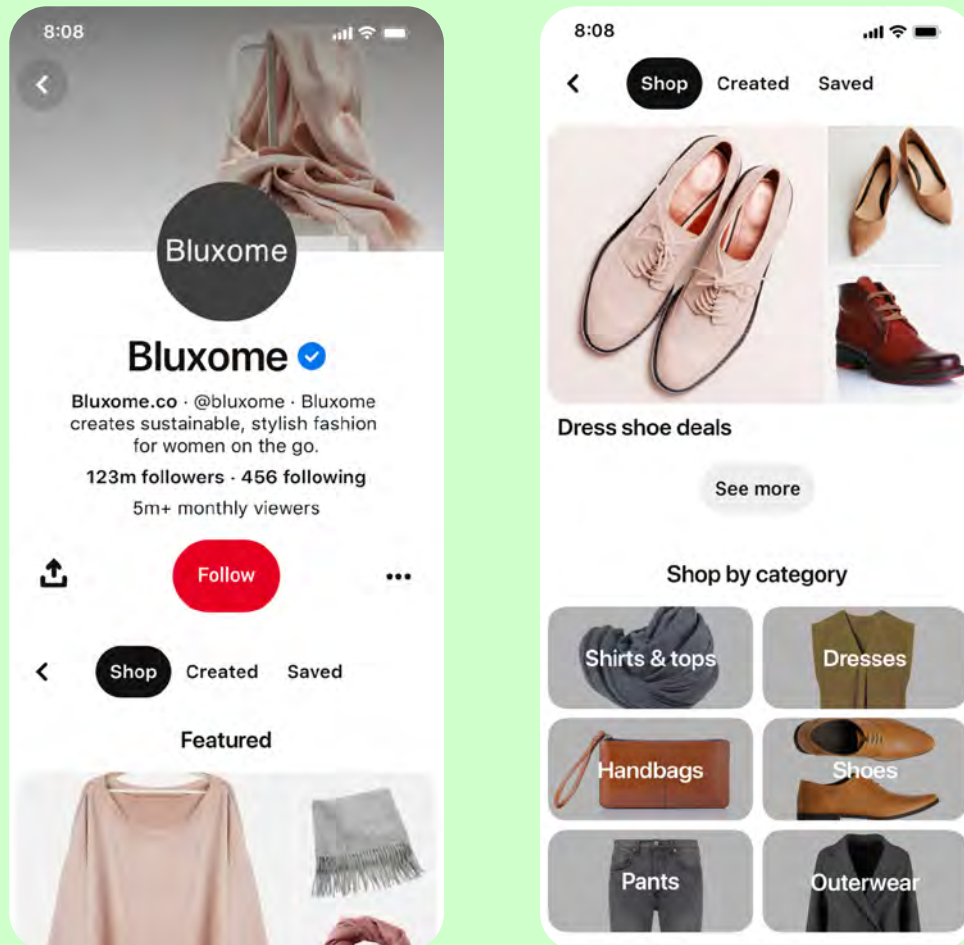
## Preferred scheduling

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.



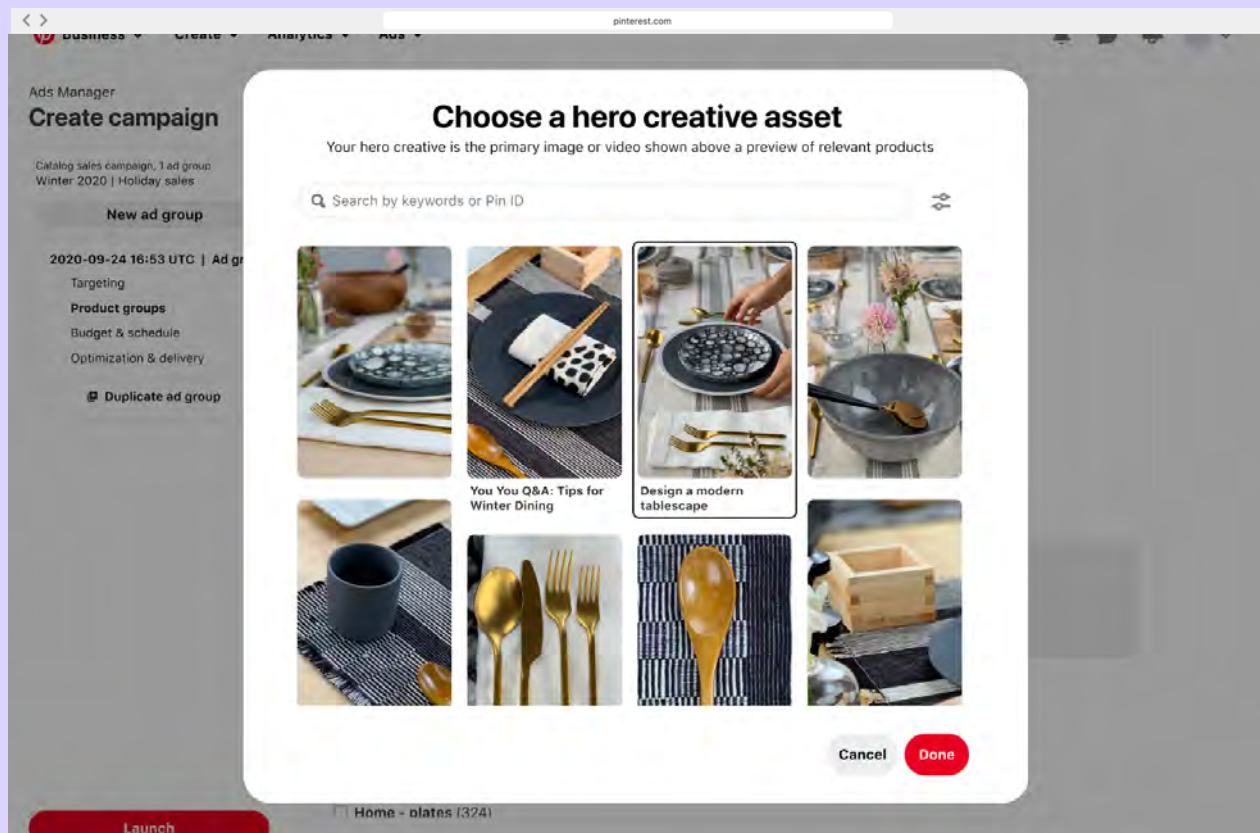
2.

# Scale sales



# Collections ads for catalog sales

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



## 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 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.

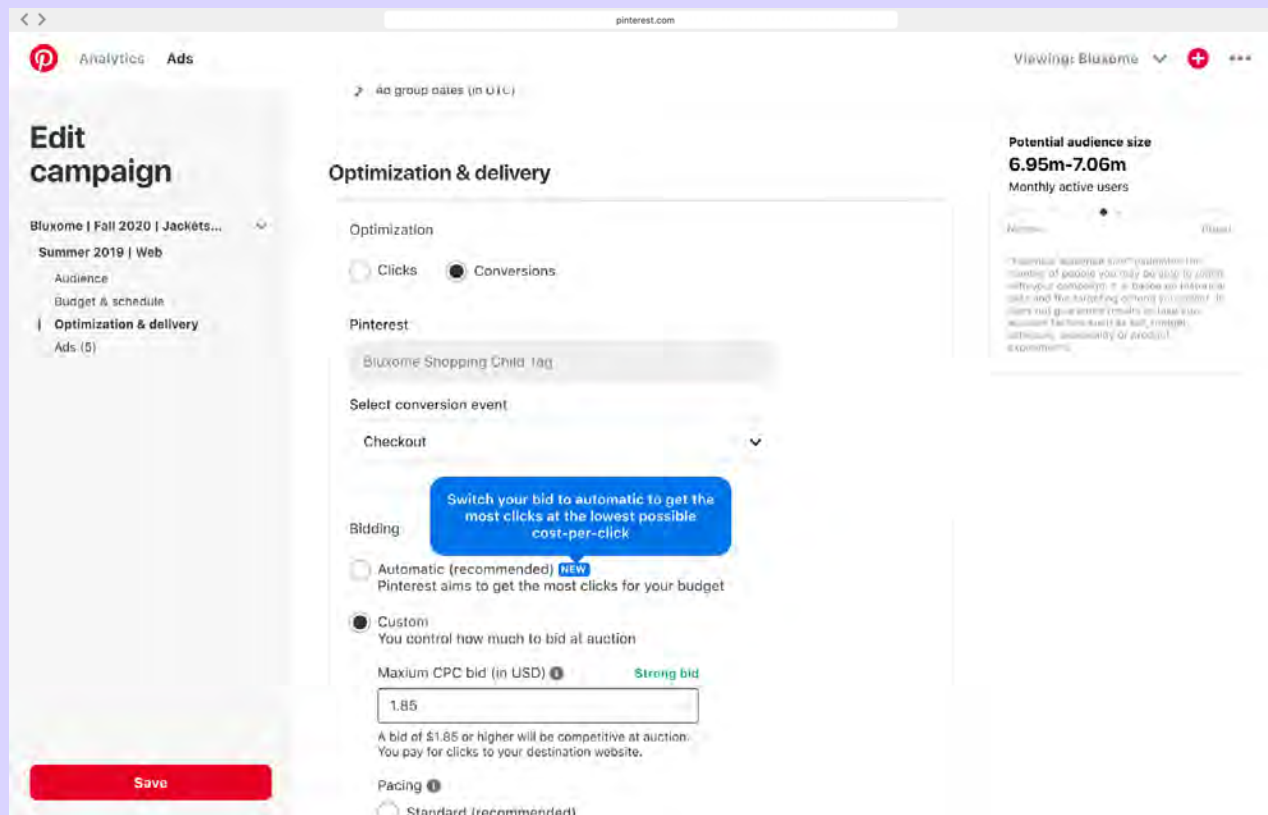
### Personalized content

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



# Automatic bidding for shopping

Get the most conversions for your budget.



## 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.

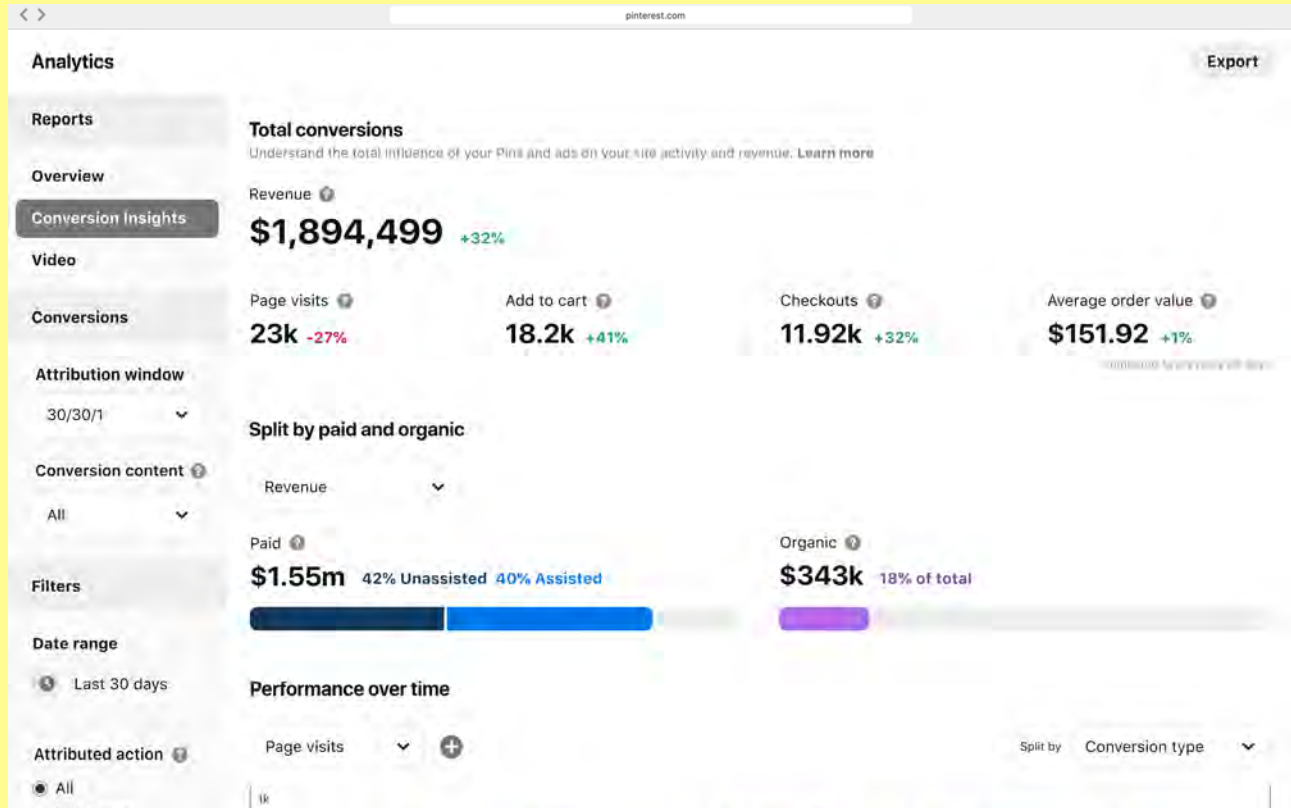
# Prove impact





# 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 behavior.

Get even more transparency into Pinner actions across the funnel.

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

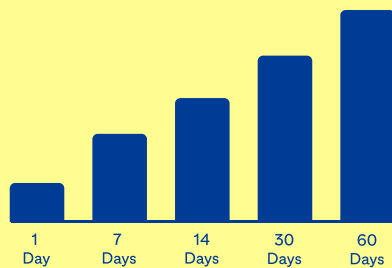
Currently available to all US Verified Merchants and Shopify merchants and rolling out more widely soon!

# Pinterest conversion analysis

Get a more granular look at your conversion performance.

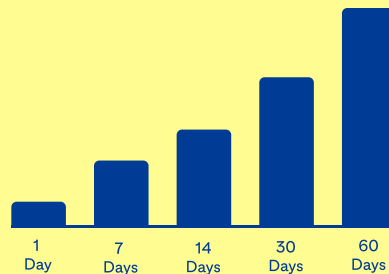
## Click

Average time to convert: 18 days



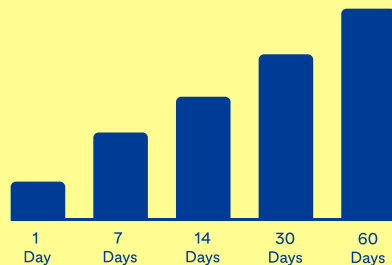
## Engagement

Average time to convert: 22 days



## View

Average time to convert: 17 days



Pinterest conversion analysis is a suite of reporting tools to help Pinterest advertisers 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 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.



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](https://business.pinterest.com/content/shopping)

See our full suite  
of solutions —→

# 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.



