

## Realizing Pinterest's B2B potential

Pinterest has more than 250 million monthly users<sup>1</sup>—but only 25% of B2B marketers are currently using the channel<sup>2</sup>

# 250m

monthly users

## Find your audience—and activate it

 **67%**

of Pinners say they've discovered a new brand or product from business content on Pinterest<sup>3</sup>

 **72%**

of people on Pinterest say content from brands is useful<sup>4</sup>

 **1.5m**

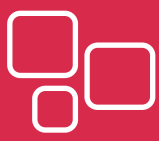
businesses on Pinterest, from neighborhood bakeries to major B2B enterprises<sup>5</sup>

Pins are driven by discovery and search. Users want to save what they find on Pinterest for later, which means Pinterest content has a longer shelf life than posts from real-time feeds.

### Help users engage with your content:



Add the "Save" button so visitors can easily pin your content. Other Pinners can see it too!



Add a Pinterest widget to your site to display Pins, boards, or your Pinterest profile.

Pinterest users have higher purchasing power<sup>6</sup>



40% have household income of

# \$100k+

## Pinterest drives significant referral traffic

# 5%



of all referral traffic to websites comes from Pinterest—higher than Twitter, Reddit, StumbleUpon, and second only to Facebook.<sup>7</sup>

Pinterest makes it easy for you to promote your business and brand with a wide variety of features.



### Rich Pins

Rich Pins feed real-time information about a product directly onto a pinned post (e.g. stock levels, pricing) and links directly to the product page on your site. They can also be used to preview content with a "Read More" CTA to drive traffic back to your website.

### Pinterest drives conversion

# 6x

more conversions from Pinterest referrals<sup>8</sup>

# 5x

more sign-ups from Pinterest referrals<sup>9</sup>

## Pinterest Analytics provides insight into your audience and their preferences:



Explore your audience's demographics and discover their other topics of interest



Understand how people interact with your content, and which Pins perform best



Analyze referral traffic and how users engage with your website's Save buttons

## Pinterest influences purchase decisions

 **93%**

of Pinners use Pinterest to plan purchases<sup>10</sup>

 **87%**

of Pinners purchased something because of Pinterest<sup>11</sup>

 **1** OUT OF **2**

have made a purchase after seeing a Promoted Pin<sup>12</sup>

Pinterest users genuinely enjoy using Pinterest and see it as an integral part of their daily lives. Of survey respondents who have actively used Pinterest in the past 6 months:

**96%** 

reported they use Pinterest to research and gather information<sup>13</sup>

**2x** 

more likely to say time is well spent on Pinterest vs. other platforms<sup>14</sup>

**61%** 

say they find ideas that help them be their best selves (higher than all other platforms)<sup>15</sup>

<sup>1,4,5</sup> Pinterest, "250 million people now use Pinterest each month", September 2018

<sup>2</sup> Content Marketing Institute, "B2B Content Marketing: 2016 Benchmarks, Budgets, and Trends—North America", September 2015

<sup>3</sup> Pinterest, "Why advertise on Pinterest?", accessed November 2018

<sup>6</sup> ComScore, US data, June 2017

<sup>7</sup> Pinterest, "10 reasons why your business needs to be on Pinterest", September 2015

<sup>8,9</sup> Pinterest, "Increase conversions with Pinterest Marketing", accessed November 2018

<sup>10,11,12</sup> Pinterest, "Increase sales with Pinterest", accessed November 2018

<sup>13,14,15</sup> Kantar Millward Brown, "Pinterest and the Power of Future Intent", May 2015