

Pinterest Advertising: A Visual Guide

Did you know...

175m global monthly users

80%

of users are on mobile

are female

OUTEIT & STYLE Top fashion category pinned, for female and male, respectively

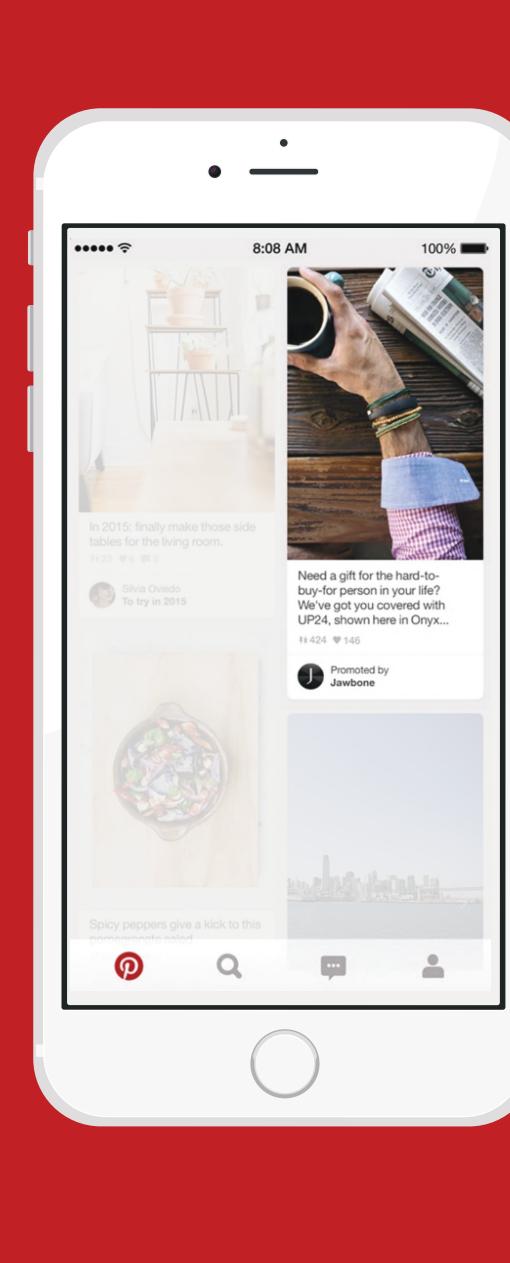
60% have purchased a product they found on Pinterest

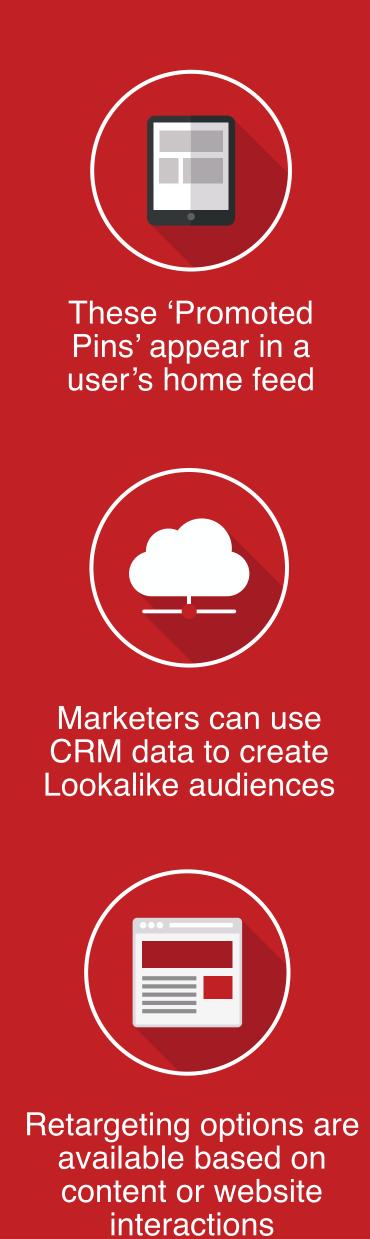
> 20% of users purchase once or more a month

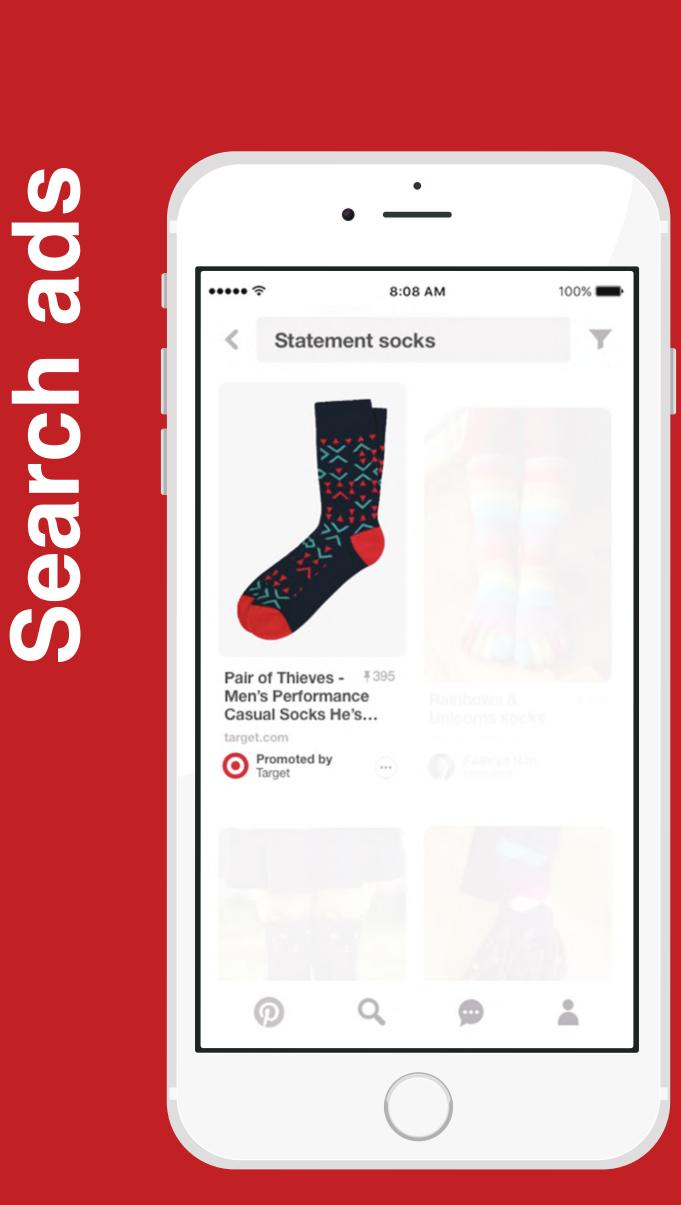
use to plan a purchase

Available ad formats

me feed ads









Pinterest ads operate in 3 main areas









Why will marketers get on board?

PINIERESI USERS are in the 'discovery' phase, so they are open to new ideas

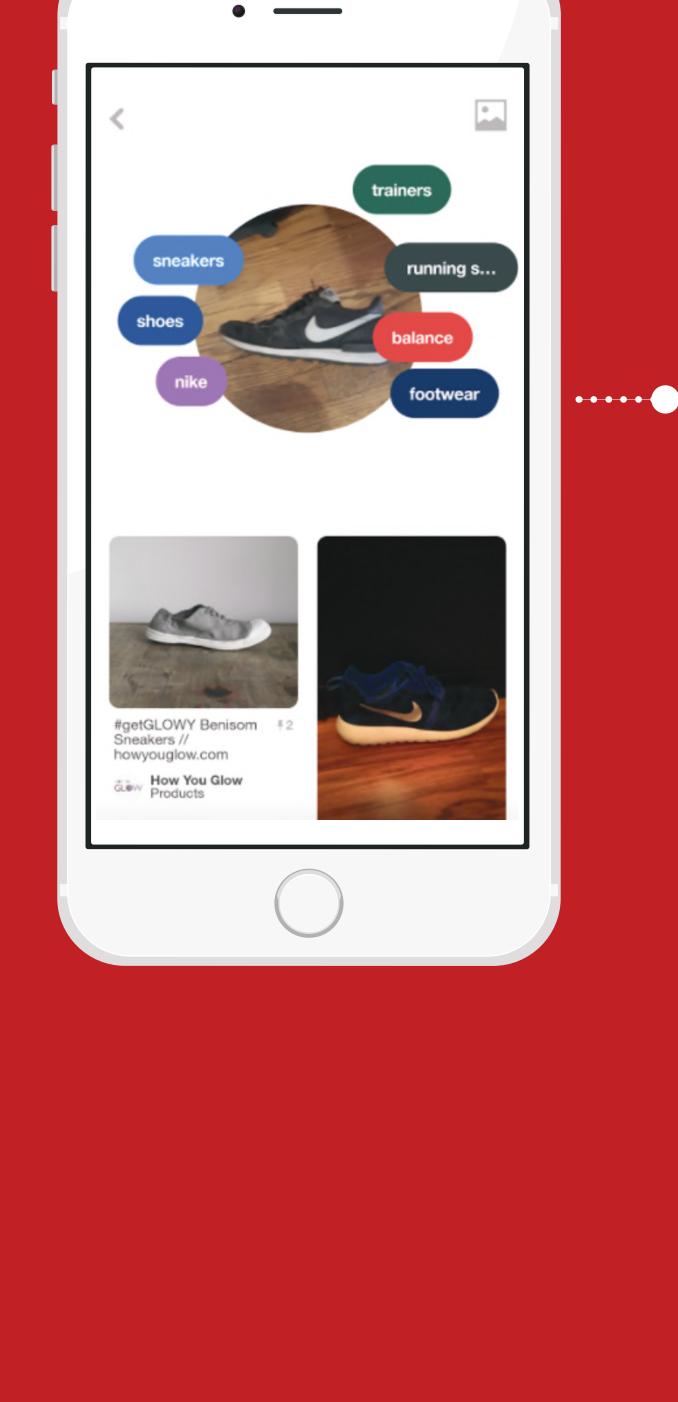
BREAKING THE DUOPOLY The Google and Facebook duopoly is unhealthy for brands. A third option would be welcome, whether it is Amazon or Pinterest.

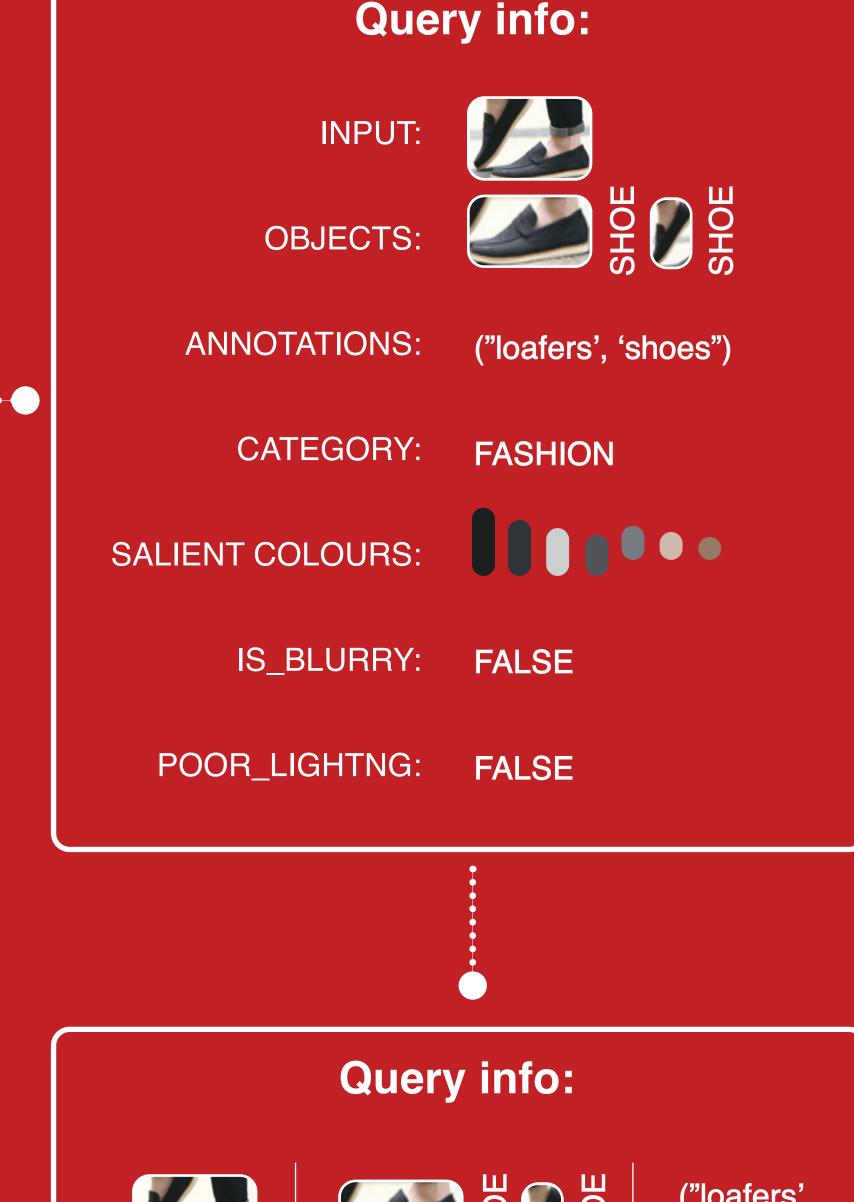
of searches on Pinterest

are non-branded

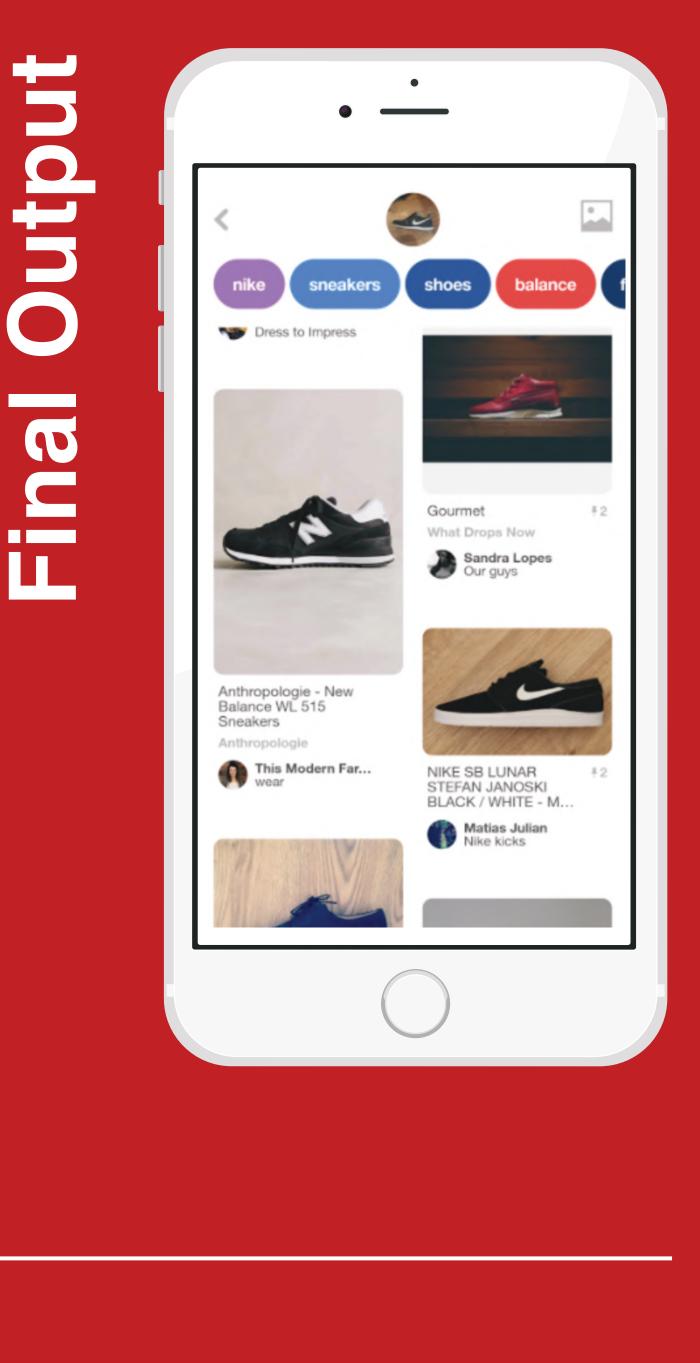
Visual Search: How it works

Query Understand









Get started with Pinterest advertising



to launch this year)





