

SKILL UP WITH PINTEREST: GET THE RETURN ON__ INSPIRATION YOU NEED

WITH PINTEREST

Tuesday, Sept 20th 2022

TERRITORY__



OUR WEBINAR — SPEAKERS



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TERRITORY Influence



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Pinterest



Testimonials

from 5 Pinterest Creators
and 6 Brand Managers

+

26K Pinterest Users

— **BASICS OF PINTEREST**

— **UNDERSTANDING PINNERS**

— **PINTEREST AS A SOURCE OF TRENDS**

— **CREATOR MARKETING EXPLAINED**

— **TIPS & LIVE Q&A**

~~"THERE'S NOT
AN ARTISTIC
BONE IN
MY BODY."~~



Pinterest
Do.

+ Allows reaching consumers
specifically through their interest

"ISN'T THERE SOMETHING USEFUL
YOU COULD BE DOING RIGHT NOW?"

SO SAYS YOUR TOXIC PRODUCTIVITY.
THE JUMPED UP OFFICE MANAGER OF YOUR
SUBCONSCIOUS WHO HAS SOMEHOW
COME TO THINK YOU OWE IT TO EVERYONE
TO LOOK BUSY, HIT TARGETS
AND FEEL GUILTY THAT YOU AREN'T
WORKING HARD ENOUGH,

WE SAY: SCREW IT.
GRANT YOURSELF PERMISSION TO FOLLOW
YOUR CREATIVE BLISS ONCE IN AWHILE.
EVEN IF YOU THINK IT'S DUMB.
EVEN IF IT FLIES IN THE FACE
OF THE GOALS YOU SET YOURSELF.
YOUR INSPIRATION MATTERS.
GO FORTH AND USE IT.

*DON'T DON'T
YOURSELF.*



35% of marketers say
they want to invest in
influencer marketing on Pinterest

~~"I'M NOT MAN
ENOUGH TO
PULL OFF
FLORALS."~~



Pinterest
Do.



**A SUMMARY OF
26K INSIGHTS TURNED INTO
CONCRETE MARKETING
TIPS FOR YOU!**

SEPT'22 SURVEY SAMPLE

- **26,368** respondents who are familiar Pinterest
- Coming from **88% females** from **TRND** communities
- **7 markets**: UK, Germany, Austria, Switzerland, France, Spain, Italy, Poland, Romania
- **45% Millennials**, 40% **GenX** and 10% **Boomers**



____ PINTEREST #BASICS





Over 400+ million*

people all over the world come
to Pinterest every month to
create a life they love.

*Source: Pinterest Global Analysis, Q4 2021

**Source: Nielsen Unique Visitors, DE, September 2021 +



Bring everyone
the inspiration
to **create a life**
they love.



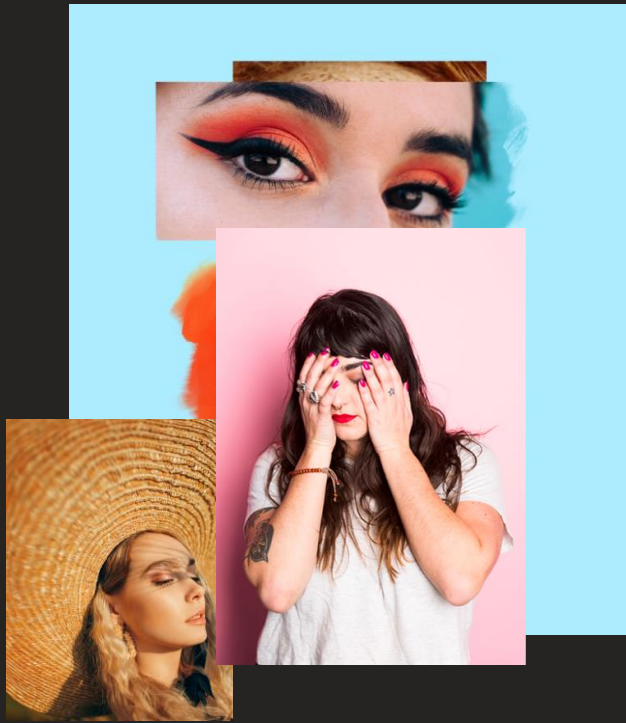
And that's why we're different

People feel **positive** on Pinterest

8 in 10 people come to Pinterest to feel positive. (Only 3 in 10 say that about social media competitors.)

Source: TalkShoppe, US, Emotions, Attitudes & Usage Study, September 2018.





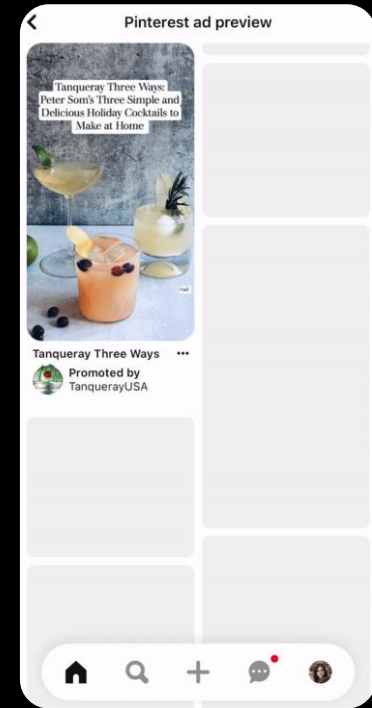
Self, not selfie

89% of Pinner report that they leave the site feeling empowered.



Ideas, not arguments

Pinterest ranked #1 in trust attributes such as brand safety, quality content standards [...] compared to seven competitors



Expertise, not celebrity

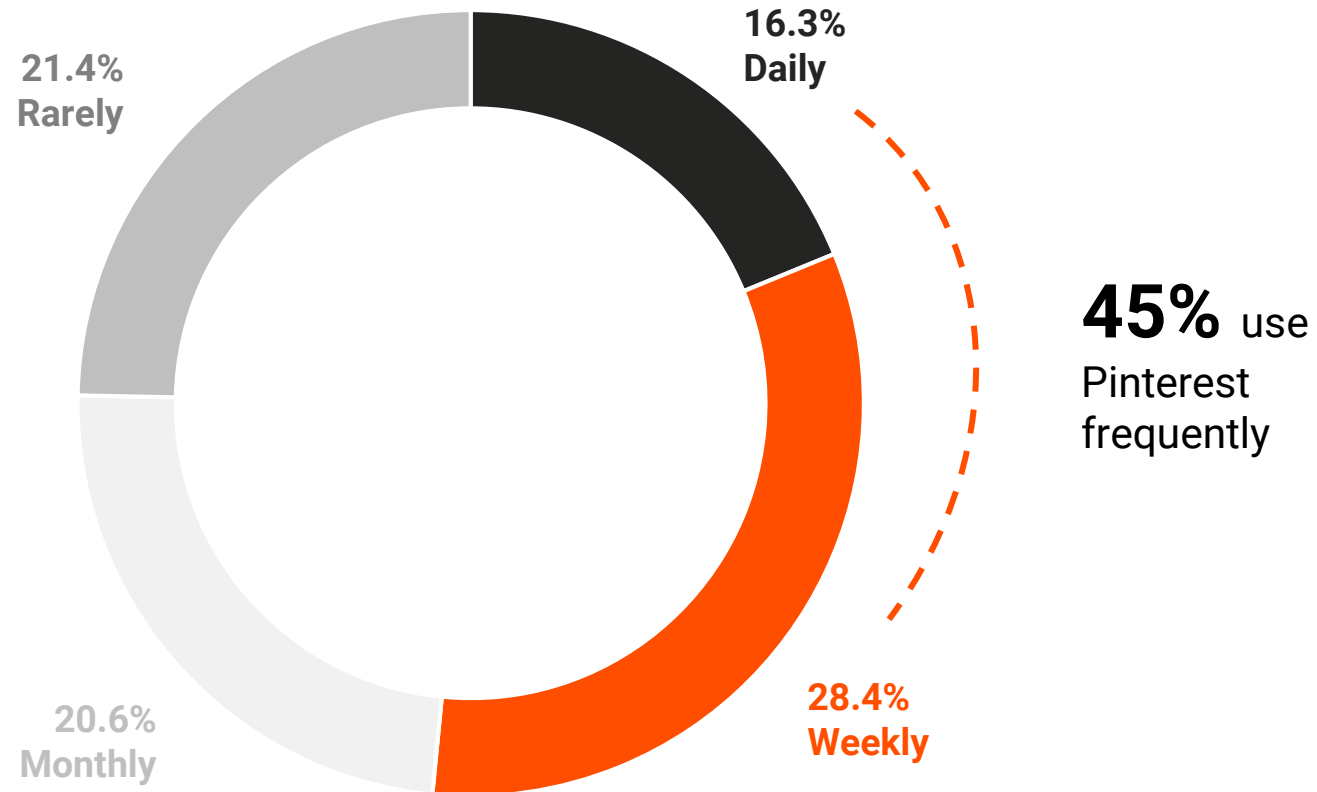
83% of Pinner say that Pinterest shows them something they'd like to try or buy.

88% ARE FAMILIAR WITH PINTEREST AND 87% ARE ACTIVE USERS



91% are females

49% are Millennials

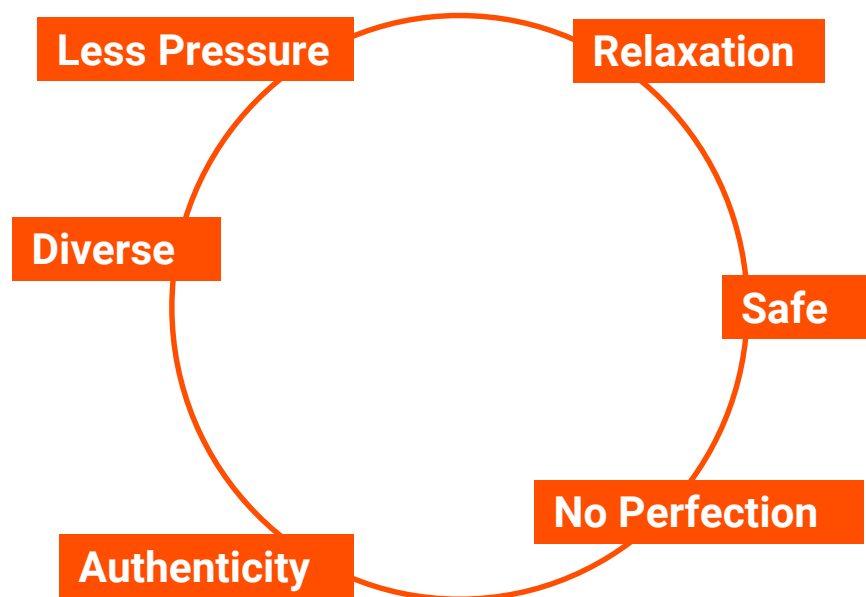




— For 72% Pinterest is a space for **#inspiration**



92% FEEL SAFE AND 77% DON'T FEEL PRESSURE TO BE PERFECT



Why do people feel positive?



____ UNDERSTANDING #PINNERS



People come open-minded

On Pinterest

97%

of top searches are
unbranded.

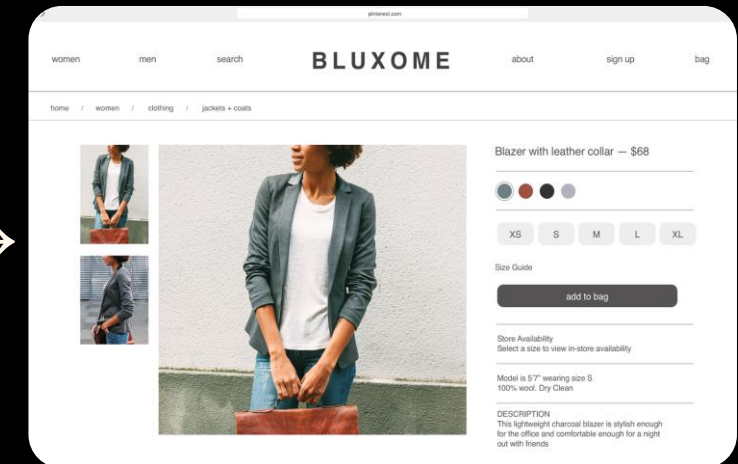
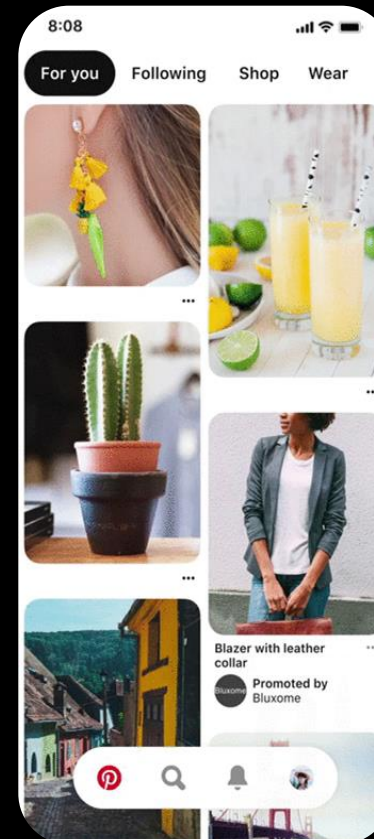


New year's party



And they leave decided

Pinterest drives
10%
higher branded
searches **off** platform.



PINTEREST JOURNEY



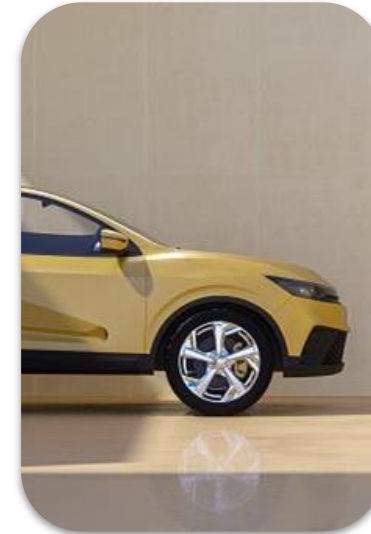
Inspiration



Thinks about starting
a family



Looks at bigger,
safer cars



Researches the best
car seats

Makes vehicle
purchase

PINNERS ARE PLANNERS



Past



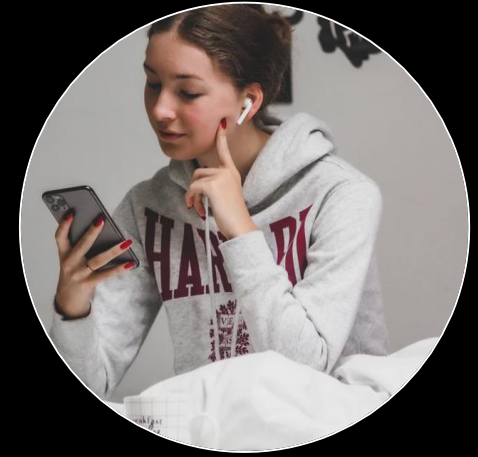
This is what
I have done.

Present



This is what I'm
currently doing.

Future



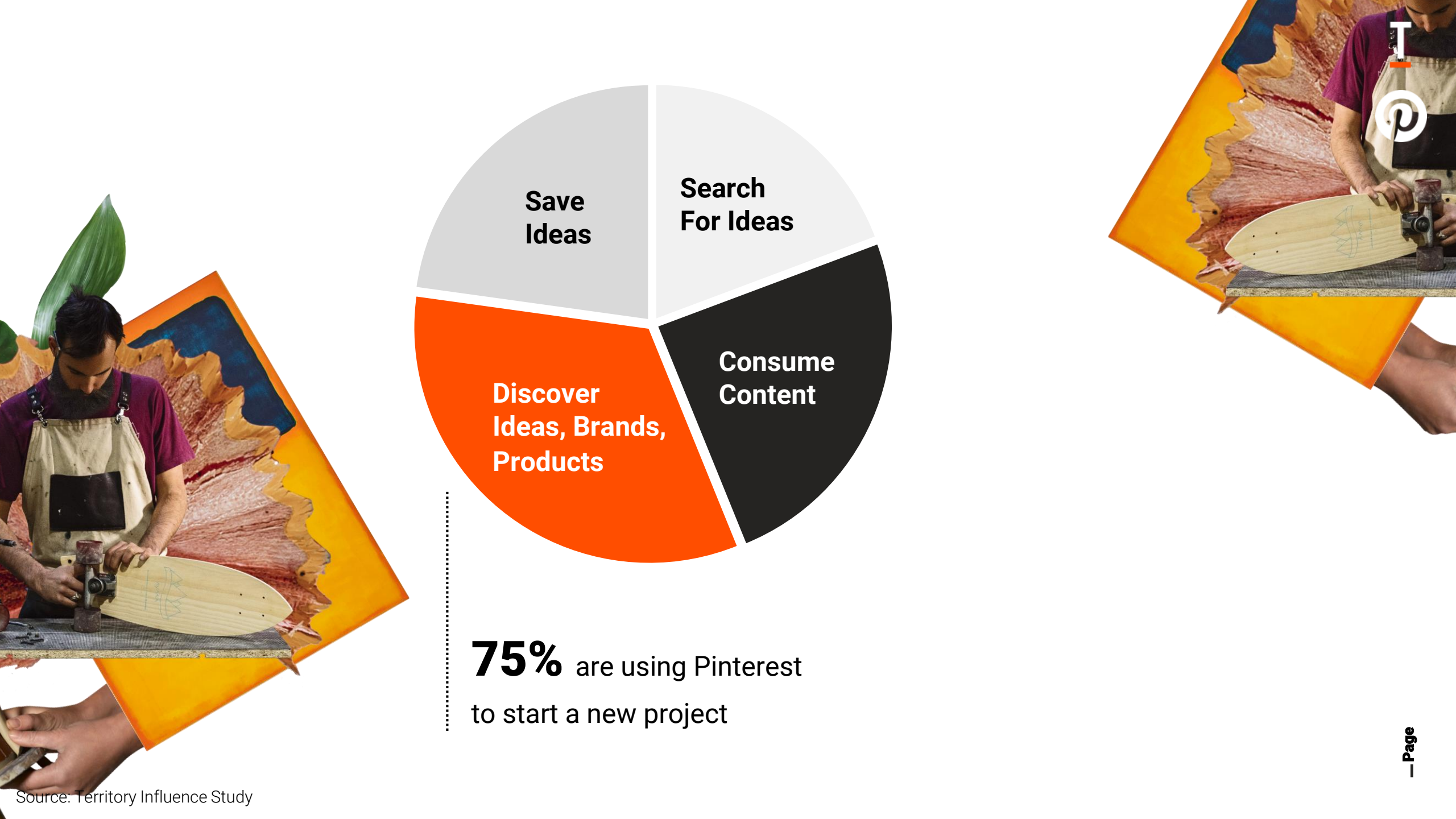
This is what I'm
going to do.





— 85% ARE LOOKING TO TAKE ACTION

75% are using Pinterest
to start a new project



75% are using Pinterest to start a new project



____ PINTEREST: A SOURCE OF #TRENDS





Pinterest Predicts is our **not-yet-trending** report. A window into the future from the platform where people go to plan it.

on: business.pinterest.com

8 of 10

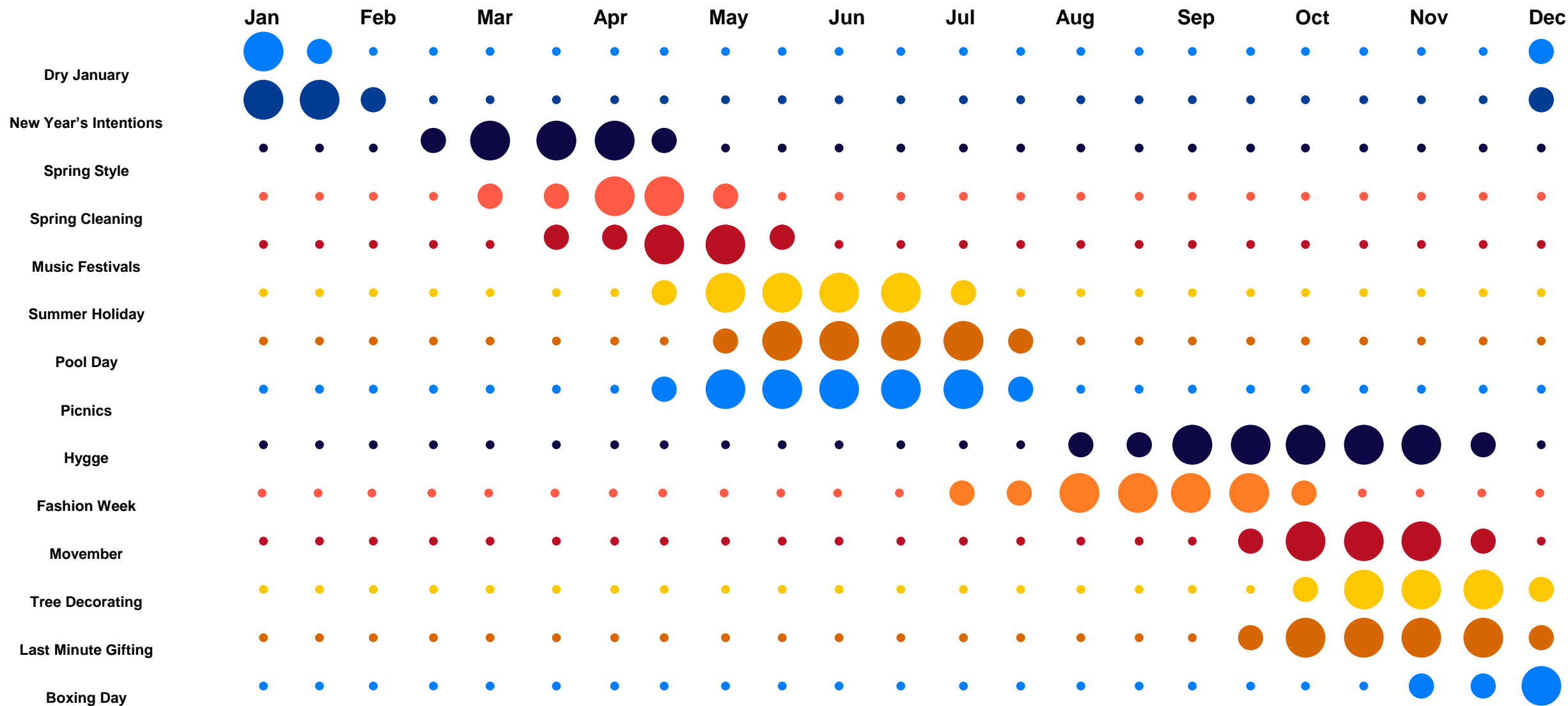
of our 2021 predictions came true.
That's an 80% success rate.

Source: Pinterest, search data, global, analysis period Oct 2019-Sep 2021



2022 UNIQUE MOMENTS

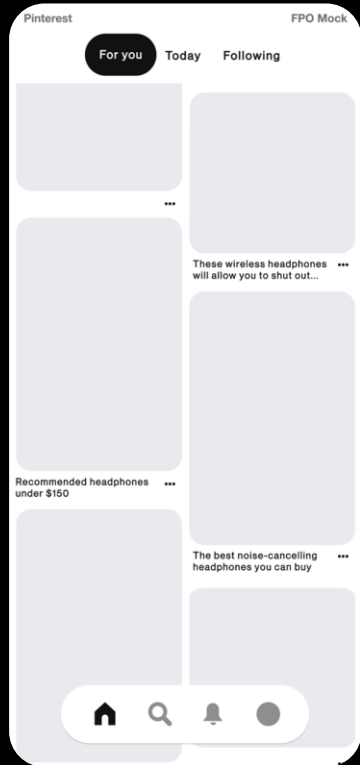
These unique, powerful moments allow your brand to connect with Pinners in a hyper-relevant way. Use this opportunity to expand on traditional audiences and lean into adjacent categories.



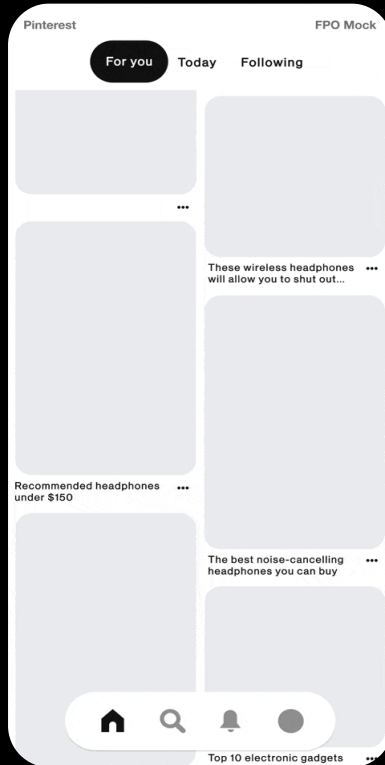
PINTEREST AD FORMATS



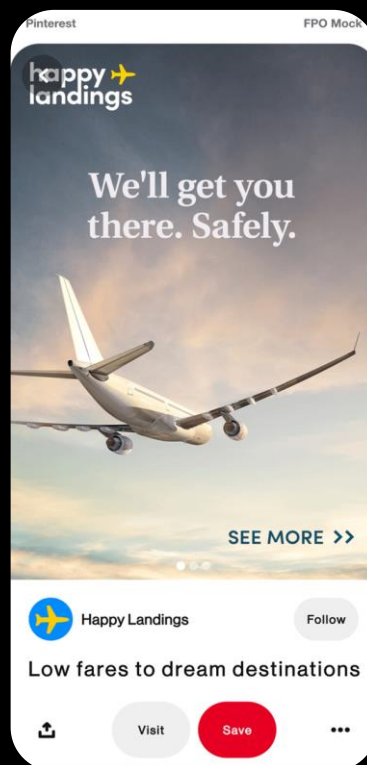
Standard Pin Ad
(Static/Video)



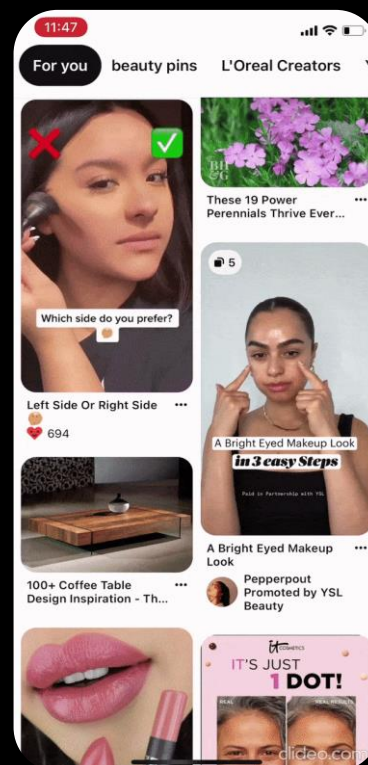
Max Width Video



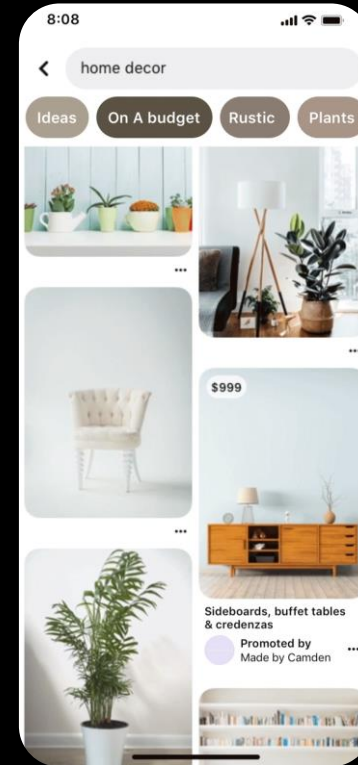
Carousel



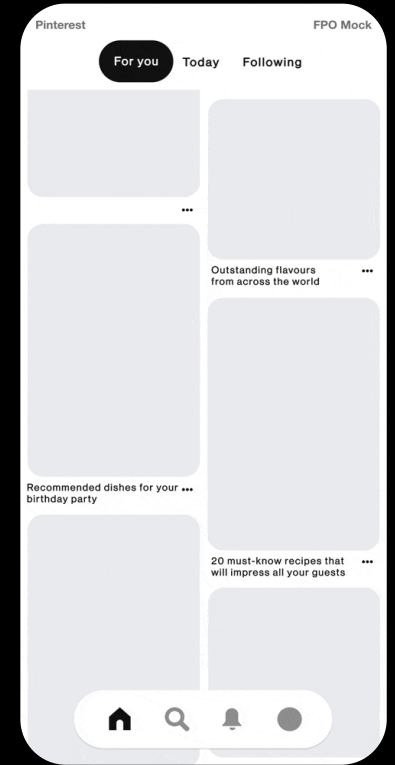
Idea Ad



Shopping



Collections





— People search
for **trends** (72%) &
discover **new brands**
(68%)

84% think Pinterest improves
community building

74% think it's a more diverse
and inclusive platform than others



+

Looking for

15% Home Decor

14% DIY

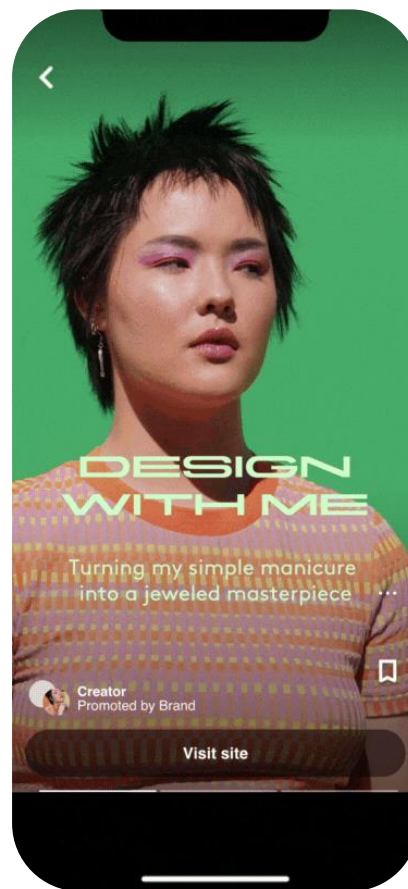
11% Food

____ #CREATOR MARKETING EXPLAINED



Expert, curated matchmaking

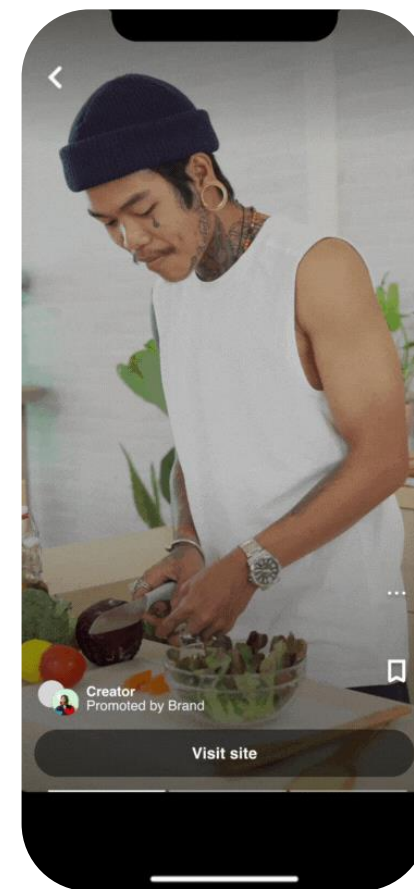
Our network of trusted creators and expert matchmakers help you to discover creators eager to create content that **helps you to build credibility & brand love.**



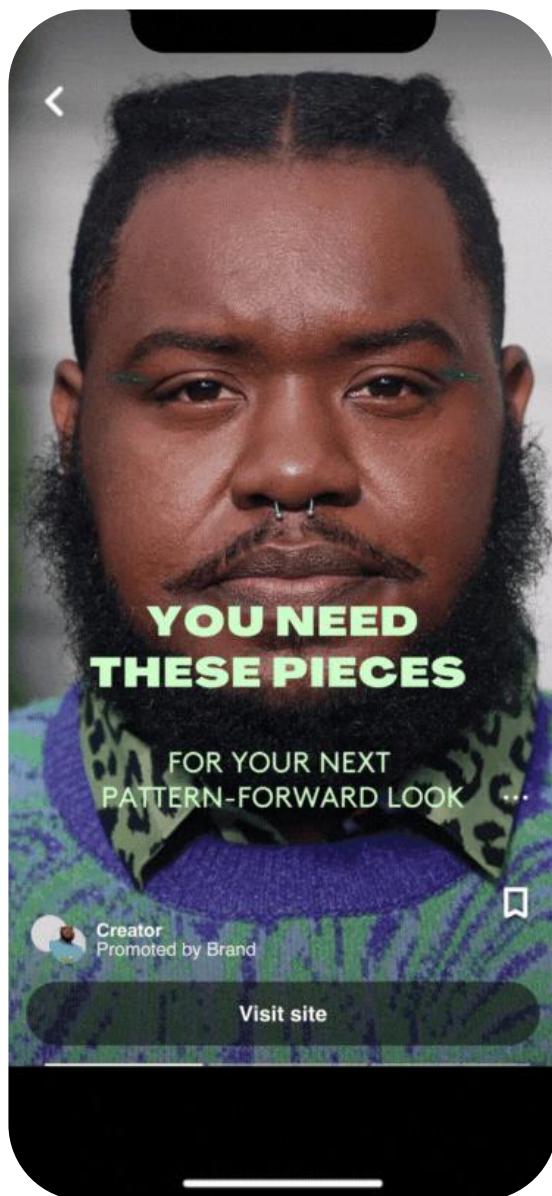
**Pinterest
matched**



**Brand
matched**



**3P agency
matched**



Build your brand, boost your business

Creators do more than lend an authentic voice, they help your content perform.

Brands who partnered with creators saw:

38% higher awareness

37% higher Pin awareness

Idea ads with paid partnership

Idea ads with paid partnership lets you as a brand partner with the most positive people on the internet to tell your story through their authentic voice. When creators share ideas about your brand, people get inspired to act on them, and **that means you see results.**

Expert, curated creator
matchmaking

**Build your brand, boost your
business**



BEST CASE MAC



Inclusivity and diversity are MAC Australia's core values, so they **worked with Creator Ruchi Page** who produced a series "Faces of Australia" highlighting **BIPOC creatives** for Australian brand, Centennial Beauty. How?

Pinterest applied its inclusive **tool to search beauty Pins by skin tone & hair pattern** for the campaign:

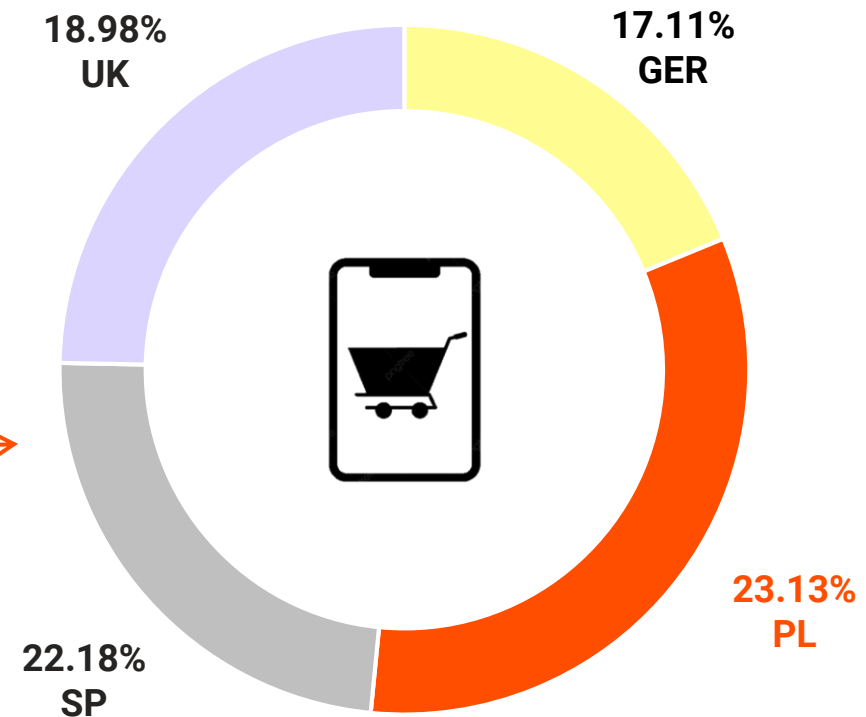
- The brands began with **Idea Pins**.
- Shared inspiring content, MAC Australia promoted Ruchi Page's **creator content across Pinterest as an Idea ad with paid partnership**.
- MAC Australia reached a **wider audience** & plan to use Pinterest more for similar activations this year.



31% CONNECT WITH CREATORS



Up to **23%** purchased something because of a creator on Pinterest.
#socialshopping



Only **5%** follow celebrities showing the authenticity and positive feeling of Pinterest **#itsnotaboutlikes**

Source: Territory Influence Study

— **#LET'S
SUMMARIZE**



ROI #TIPS

It's not about reach but about **the story**

- Work with authentic niche creators
- Follow trends & best practices

It's not about the metrix, but **the content**

- Understand Pinners & create Pinterest-first content (with e.g. Ideas Pins to grow your audience)
- Publish often & include your website for strong conversion
- Think mobile first

**Reach out to us for local
target group data & industry
specific best cases**

__THANK YOU! ANY QUESTIONS?



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Write to Khaled:
khalwani@pinterest.com

