



Harness the Power of Visual Search

Pinterest is a visual discovery platform where **over 631 million monthly active users** worldwide seek inspiration for their next project, purchase, or life decision. It functions less like a social network and more like a visual search engine. Users arrive with a goal - decorating a home, planning a wedding, finding a recipe - and actively seek out content and products that align with that vision.

Not just a mood board - Pinterest is a high-intent shopping engine. With 97% of searches unbranded, users are discovering products and services rather than seeking specific brands, creating **an ideal environment for new customer acquisition**.

93%

of Pinner's use the platform to plan purchases or research
(Pinterest)

85%

of weekly users have made a purchase based on a brand Pin
(Pinterest)

Reach High-Intent Audiences

Pinterest ads are promoted Pins - standard, video, our carousel - designed to capture attention and drive action within its visual environment. With options to target by demographics, interests, keywords, and previous interactions with a brand, **ads blend seamlessly in relevant user home feeds and search results** to effectively reach high-intent planners, shoppers, and decision-makers.

Measure What Matters

Depending on the campaign objective, **measurement can include tracking engagement (saves, clicks), conversions (purchases, signups), and reach** using Pinterest Analytics and the Pinterest tag, with a focus on view-through conversions for a full-funnel snapshot.