478m

people from around the world come to Pinterest each month[1]

37%
YoY growth in monthly active users[2]

96m
monthly users in the USA[3]

| 80%	1 in 2	76%	40%
of US moms	US millennials	of US millennial women	of US millennial men
50%	1 in 3	57%	1 in 2
of US adults	US dads	of US HHI $100K+	of US Gen Z

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Pinterest is looking to differentiate itself from other social apps, by highlighting how its systems are built to facilitate more positive, beneficial experiences, as opposed to addictive, compulsive behaviors.

Via a new study with UC Berkeley's Greater Good Science Center, Pinterest says that daily interaction with inspiring content in the app helped Gen Z college students to buffer against burnout and stress, 'even when they were studying for stressful college exams'.

The study also found that active engagement with inspiring content on Pinterest 'mitigated the consequences of physical stress on people's daily positive emotion, preserving their capacity for feeling good', while social connectedness also increased.
Social Media Today
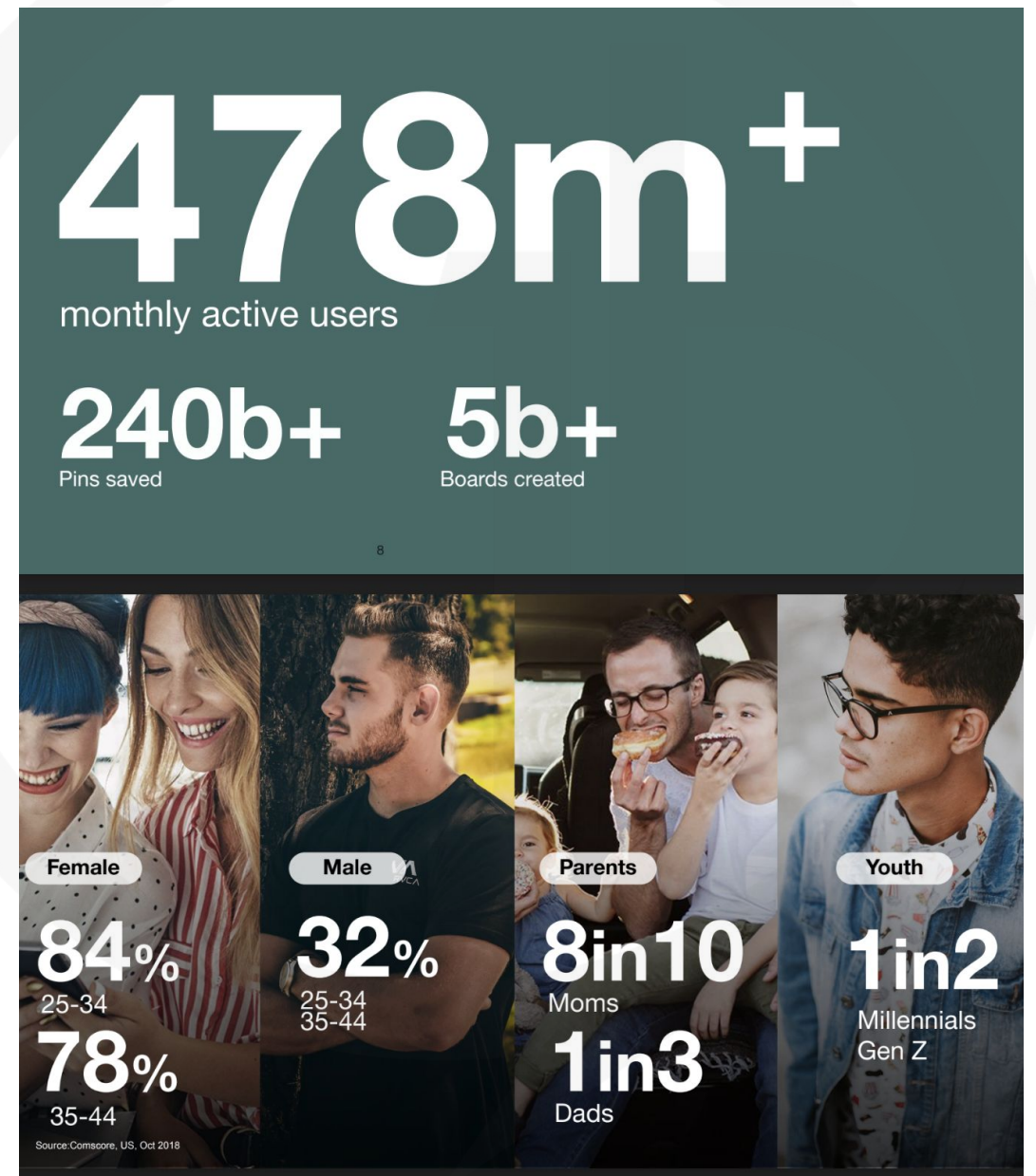
"Over the last decade, we've made deliberate choices to engineer a more positive place online. For example, our algorithm prioritizes explicit signals from people who use Pinterest: more conscious, active engagements, like "saving" an idea. We use those active signals to determine what you see first on Pinterest."
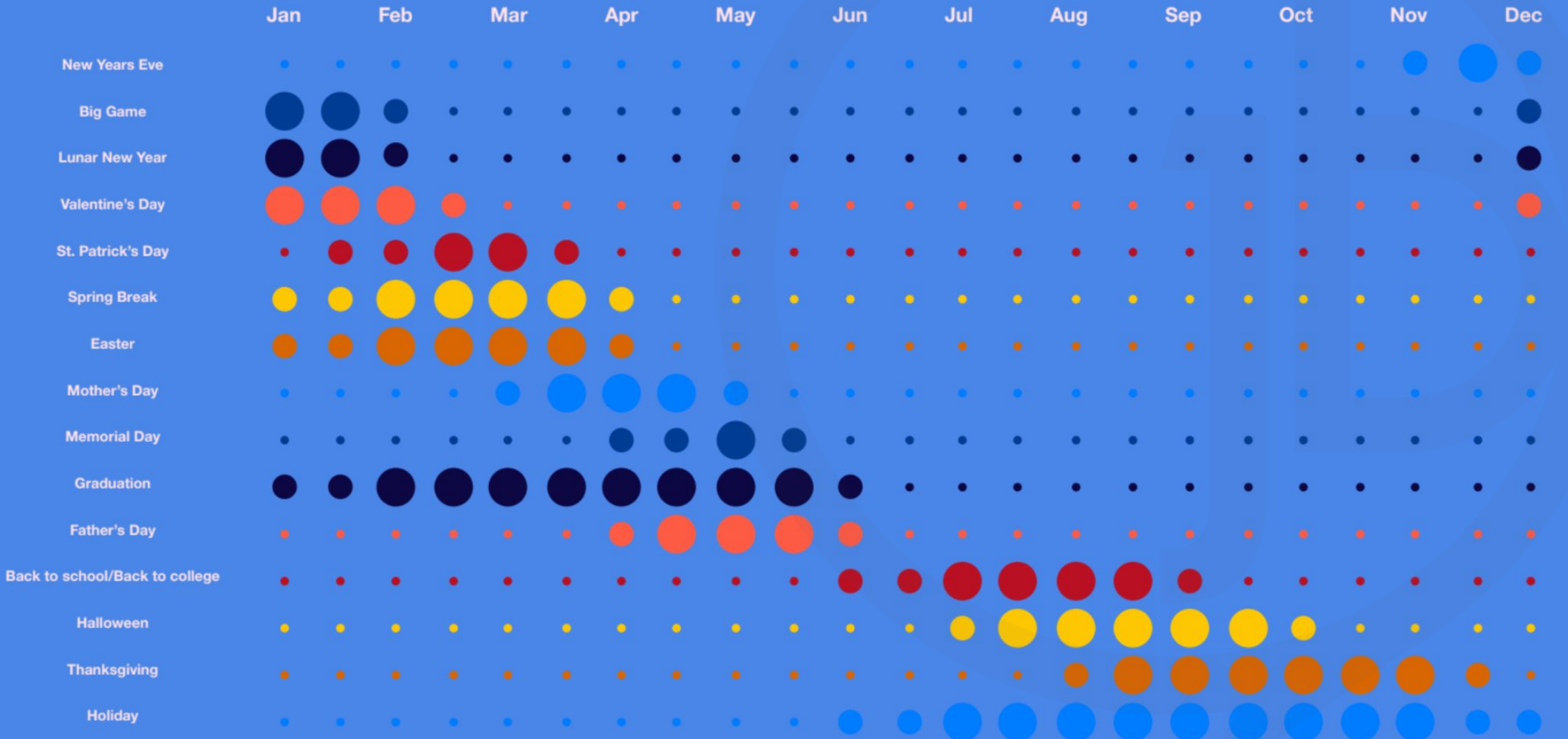
Pinterest says that social platforms should be more intentional about the content they rank, and more realistic about the effects it can cause.
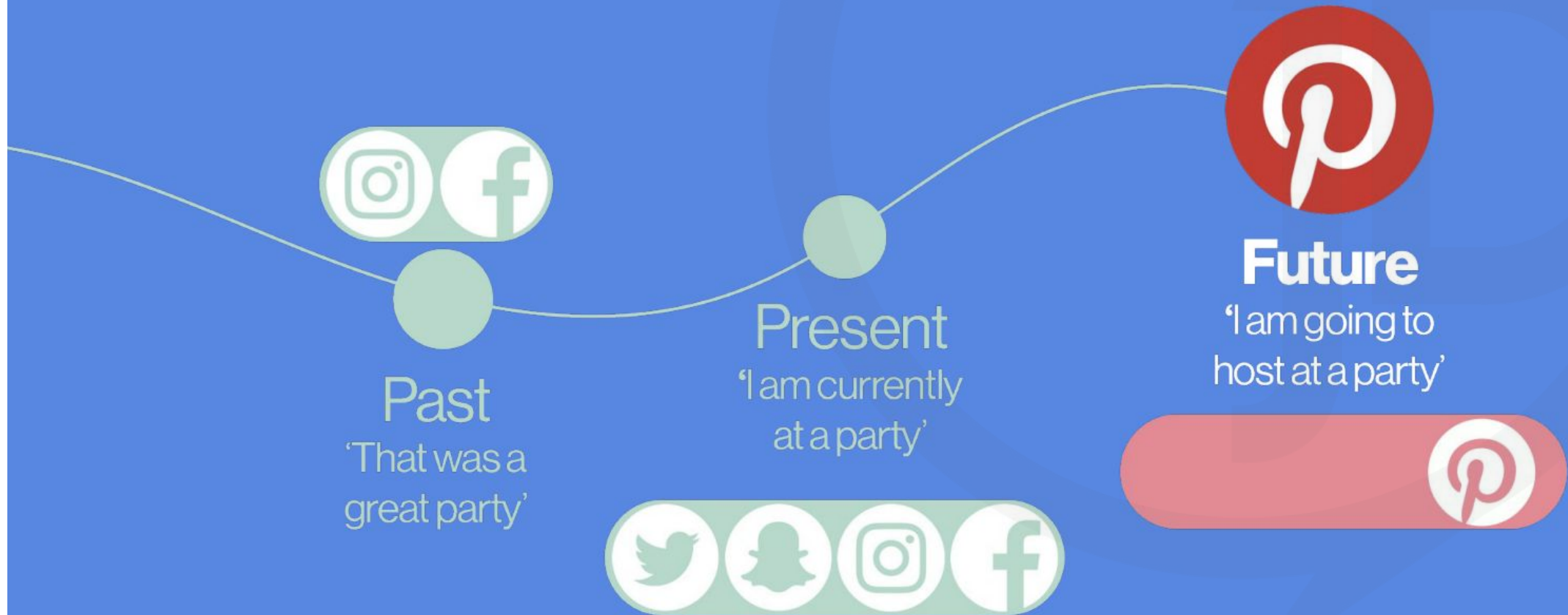
2023 traditional seasonal moments

People are always saving seasonal ideas on Pinterest, but we see engagement spike at specific points throughout the year, as reflected by the bubbles below. Use this chart to plan for peak advertising opportunities.

Rows: New Years Eve, Big Game, Lunar New Year, Valentine's Day, St. Patrick's Day, Spring Break, Easter, Mother's Day, Memorial Day, Graduation, Father's Day, Back to school/Back to college, Halloween, Thanksgiving, Holiday

Columns: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Pinterest internal data, US, Search Data, May 2020 - April 2021

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Pinterest more likely to be used than other Social media platforms to gather info 6+ months prior to major events
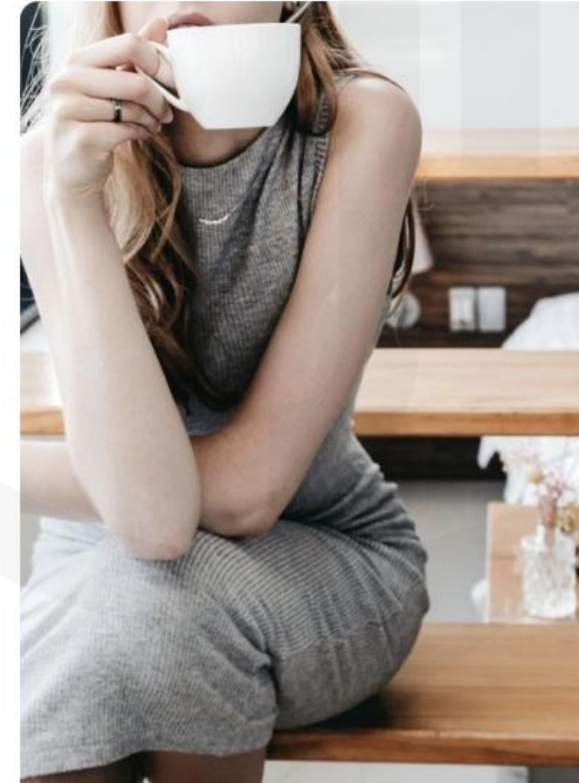
Seeking Inspiration

The Pinterest audience is open to new ideas and products

97%
of top searches on Pinterest are non-branded[1]

79%
of travel Pinners use Pinterest when actively considering what travel services to purchase but are undecided[2]
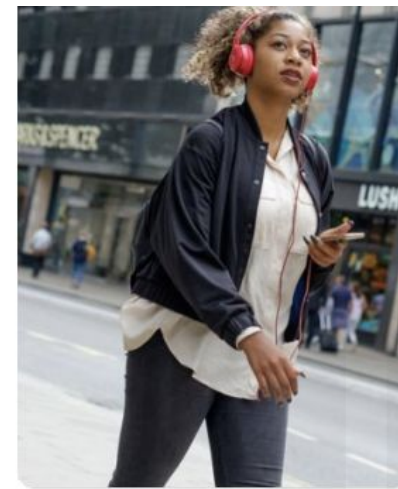
Full of Intent

The Pinterest audience is actively planning to do things—from essential daily activities to big life events.

98%

of Pinners report trying new things they find on Pinterest[1]

83%

of weekly Pinners have made a purchase based on content they saw from brands on Pinterest[2]

Brands are additive

As Pinners go from Inspiration to Action

75% of our content comes from brands

80% of Pinners say that Pinterest provides me with brands / products that I can trust

83% of weekly Pinners have made a purchase based on content they saw from brands on Pinterest

Top Verticals

Wellbeing

Beauty, Bedding, Home, Retail, Household, Food/Bev, Health

Fashion

Fashion, Beauty, Tech, Retail

Travel

Auto, Travel, Airline, Tech, Finserv

Beauty

Beauty, Retail, Household, Fashion

Celebrations

Retail, Household, Tech, Telco, Restaurants, FinServ, Food/Bev

Food and beverage

Household, Restaurants, Home, Food/Bev

Parenting

Home, Retail, FinServ, Household, Pet, Tech, Telco, Entertainment

Hobbies and interests

Retail, Home, Household, FinServ, Tech, Telco

Home

Home, Household, Retail, Tech, Entertainment, FinServ, Restaurants

Finance

FinServ, Tech, Telco, Retail

Targeting

Interests
Reach people according to their implied interests using interest targeting

Keywords
Reach an intent-driven audience in search as they're looking for specific things to make, buy, or do

Customer list
Reach existing customers by uploading emails, mobile IDs (MAIDS) or via data onboarders

Engagement retargeting
Identify people who have already interacted with your Pinterest content and drive them to action

Visitor retargeting
Identify and retarget people who have interacted with your website or on Pinterest content

Actalike
Reach people who look and act similar to a seed list of audiences from your customer or retargeting list

confidential

Additional targeting
Refine your audience further by layering on:

Location

Device

Language

Gender

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Moments are *made* on Pinterest

People start searching for ideas around moments earlier on Pinterest than on other platforms.

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Calendar Moments

Happen throughout the year, and can reflect national, cultural or religious interests.

Seasonal

Such as Spring Break or Día de los Muertos

National Holidays

Such as MLK Day and 4th of July

Cultural/ Historical

Such as Lunar New Year or Black History Month

Religious Observances

Such as Purim, Easter or Ramadan

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Life Moments

Happen as impactful moments in our lives, whether it's planning for life or loss, a beginning or an ending.

Identity

Signifies a moment that recognizes your identity like National Coming Out Day

Milestones

Signifies a moment that marks a new chapter of life like Graduation

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

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Everyday Moments

Happen any day of the year like date night, or during a certain season like snow trips.
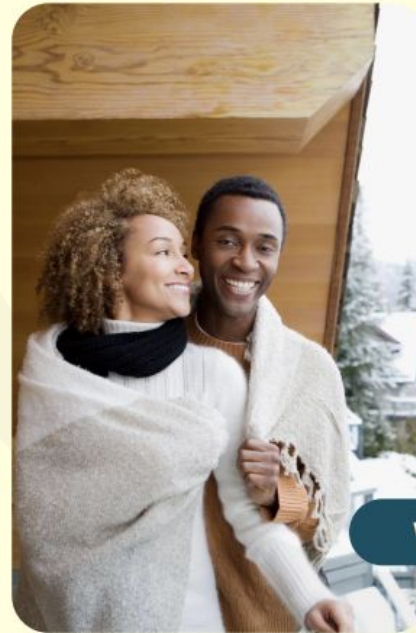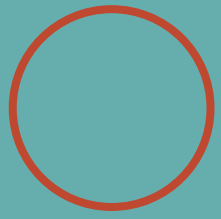
For yourself

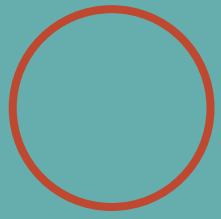Can range from 'self-care tips' to 'style refresh'

With others

Can range from 'couples getaway' to 'family dinners'

So, what can you do?

1. Think about the social aspect of SEO.
2. Have an amazing website.
3. Consider your local vs. national markets.
4. Value the in depth, long form approach to content.
5. Create content for the various parts of the customer journey.

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So, what can you do?

6. Set clear goals.
7. Make sure conversion is simple and easy.
8. Test a small ad budget and see what happens.
9. [Design for Pinterest](#) and repurpose what you can.
10. Speak to the stories of your audiences.

Resources

Education & Guides: Get up to speed quickly, then dig into best practices. You can take free courses, swap ideas with other brands or browse some of our favorite Pins.
Tag Implementation: This site gives a crash course on the Pinterest tag and its implementation, including Enhanced Match Tracking. You will want to add this in addition to the base-code tag.
Success Stories: See how other advertisers (by vertical) have seen success.
Creative Best Practices: Guidelines for creative assets

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