

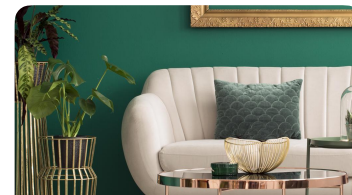
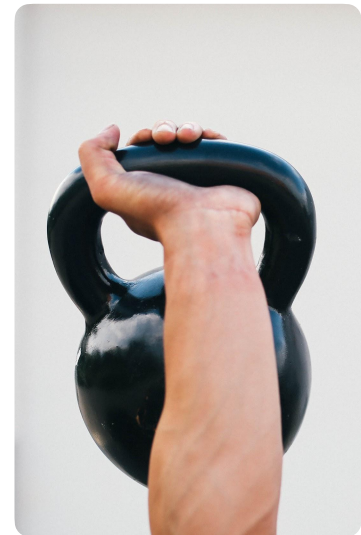


| 101

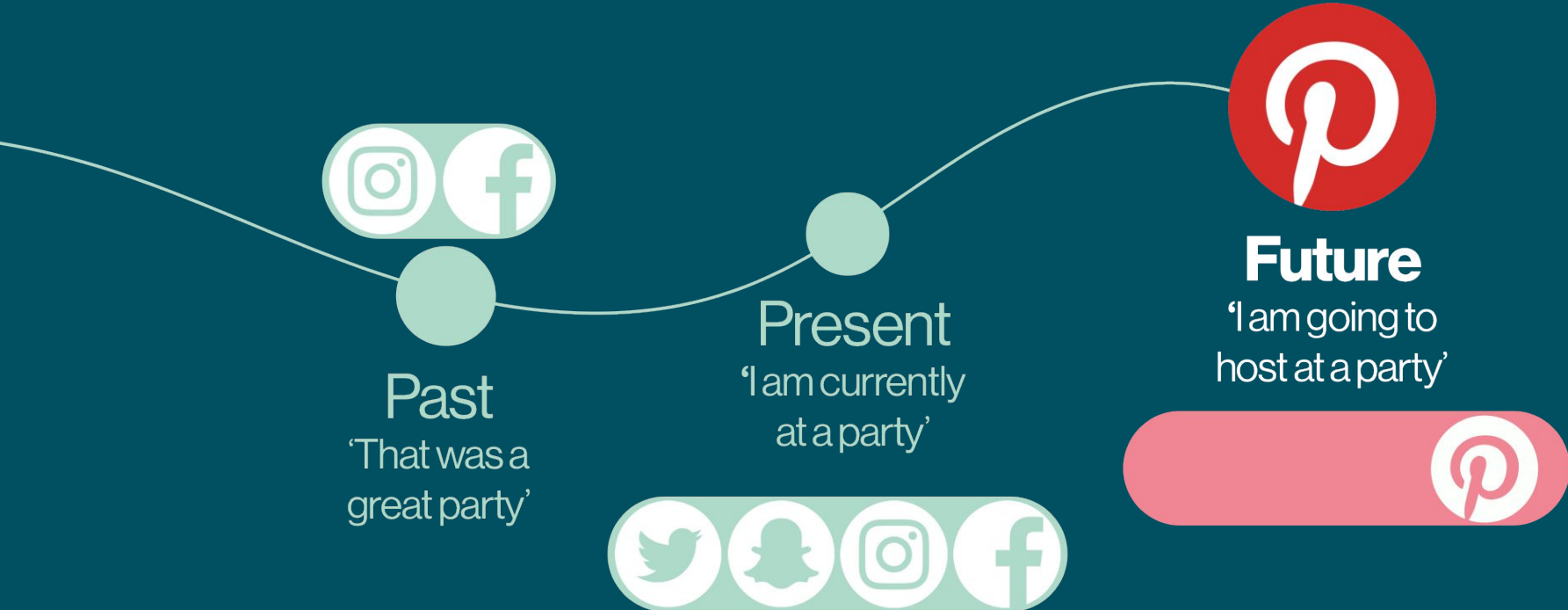




Pinterest brings everyone the **inspiration** to create a life they love



Brand influence happens in the future



Pinner are planners



What should I eat tonight?



Best at home workouts

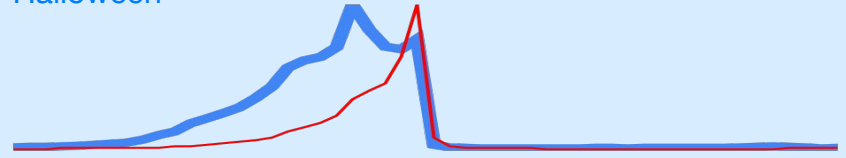


Work from home office ideas

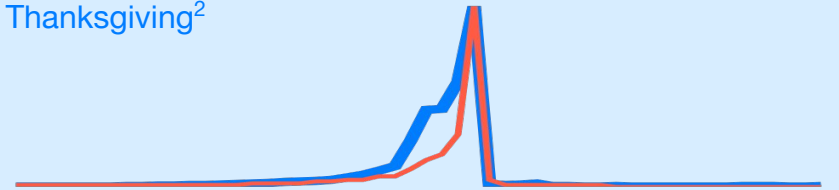
Planning on Pinterest starts early

So you can reach them
before your competitors

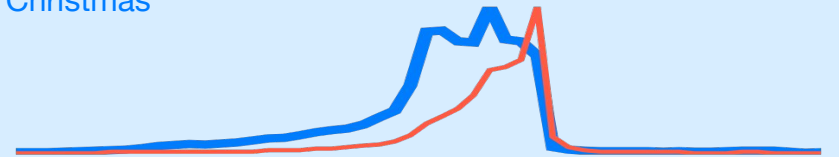
Halloween¹



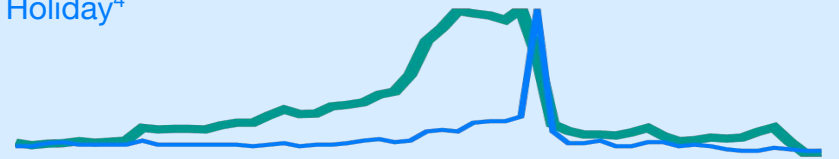
Thanksgiving²



Christmas³



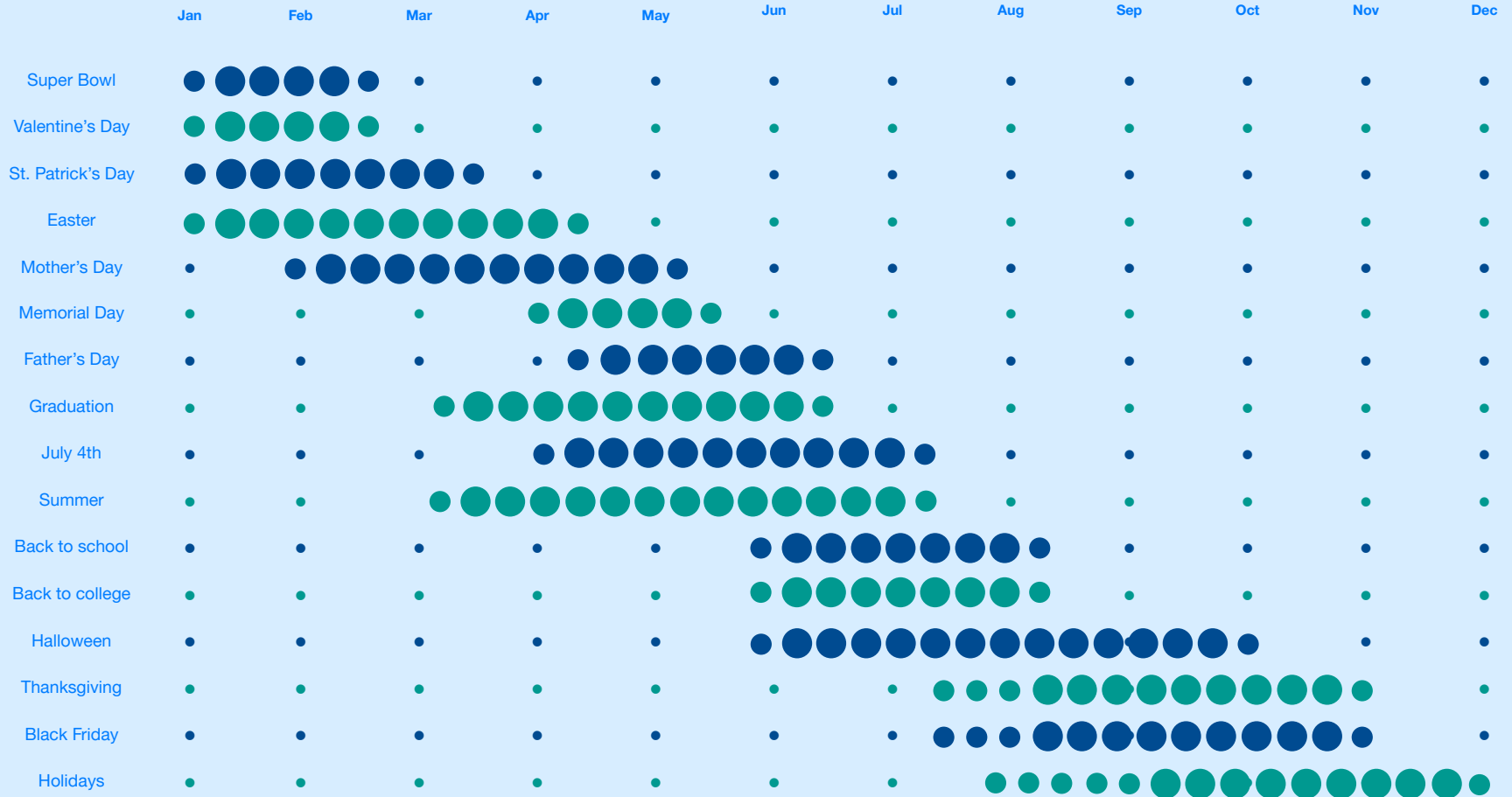
Holiday⁴



● Pinterest trends

● Leading search engine

With defined planning windows



Personal

Self
What I want to do
Self-confident
Productive



Inspiration
Visual
Subjective
Browse Possibilities

Discovery

Search

Information
Text
Objective
One Right Answer



Others
What I did
Socially validated
Entertained

Social





Home office

97%

of the top searches on
Pinterest are non-branded



People with purchase intent

(not social intent)

89%

weekly Pinners use Pinterest for
inspiration in their path to purchase

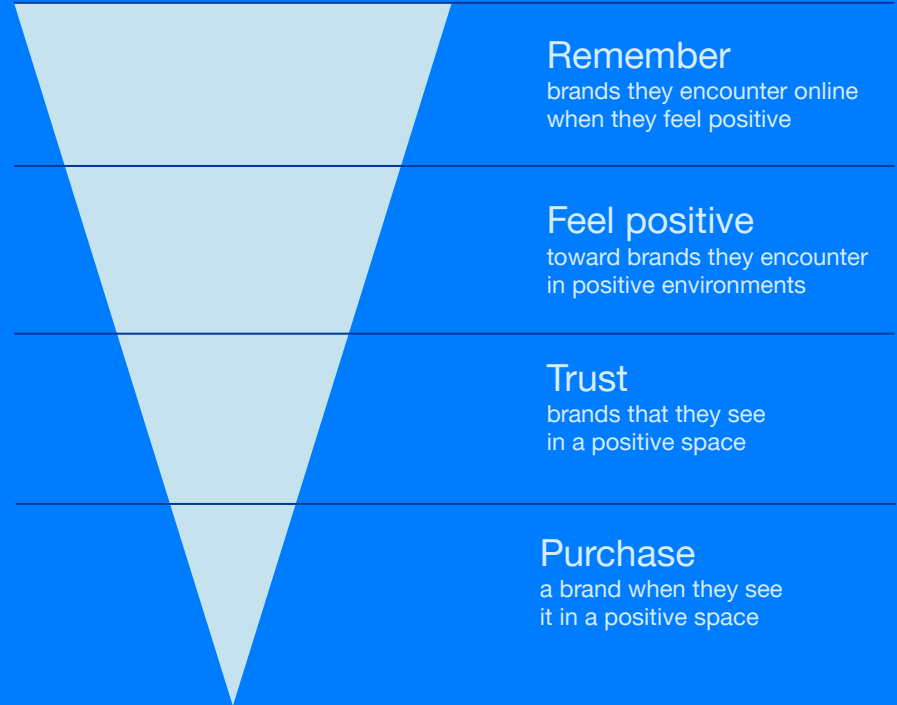


It pays to be positive

Positivity
drives action

6 in 10

US adults agree that they're more likely to:



Source: Usertesting.com, US adults and self-reported weekly social media users, July 2020. Exact percentages are as follows: Remember: 57%, Feel positive: 60%, Trust: 59%, Purchase: 56%.

478m

people from around the world
come to Pinterest each month¹

37%

YoY growth in monthly
active users²

96m

monthly users
in the USA³



80%
of US moms

1 in 2
US millennials

76%
of US millennial
women

40%
of US millennial
men

50%
of US adults

1 in 3
US dads

57%
of US HHI \$100K+

1 in 2
of US Gen Z



Verticals that thrive on Pinterest



Travel

CPG: Food & Beverage

Retail - Big Box

Beauty & Personal Care

Home & Home Decor

Health & Fitness

Entertainment

Finance

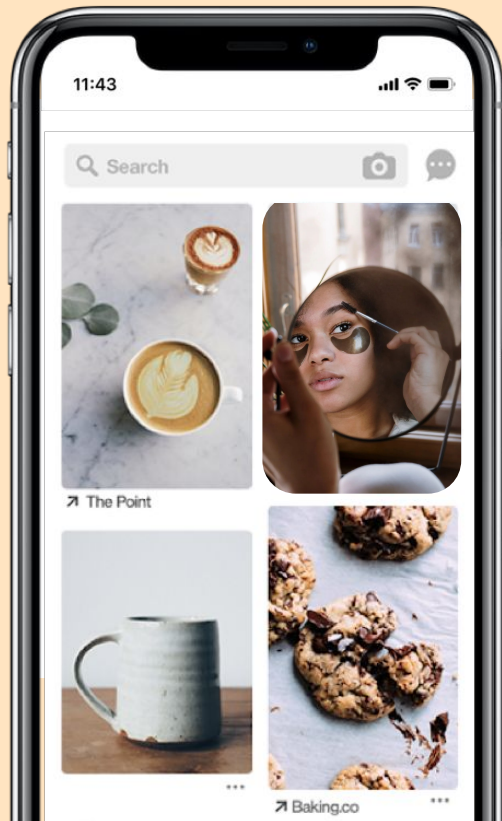
Automotive

Retail & Apparel

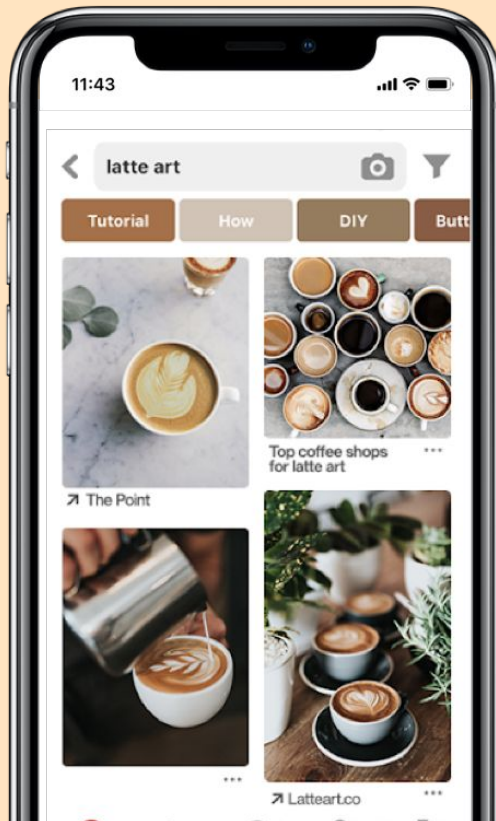


Product

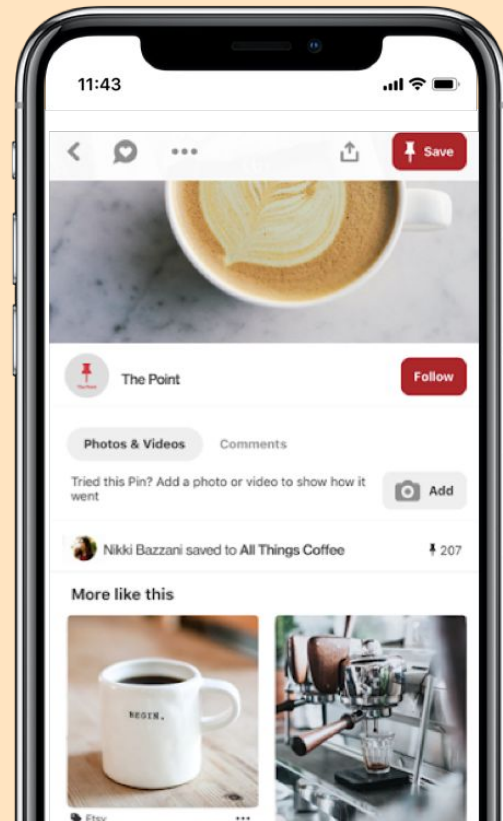
Home Feed



Search



Related Pins



Standard static/video Pins



Max width video



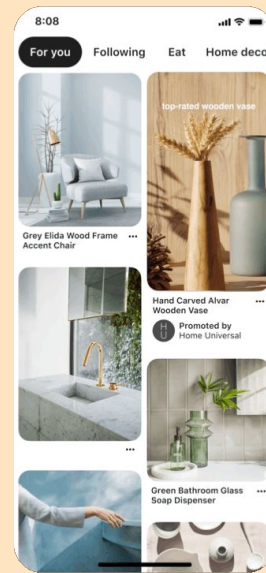
Carrossel



Product Pin



Idea Ads*



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

Additional targeting

Refine your audience further by layering on:



Location



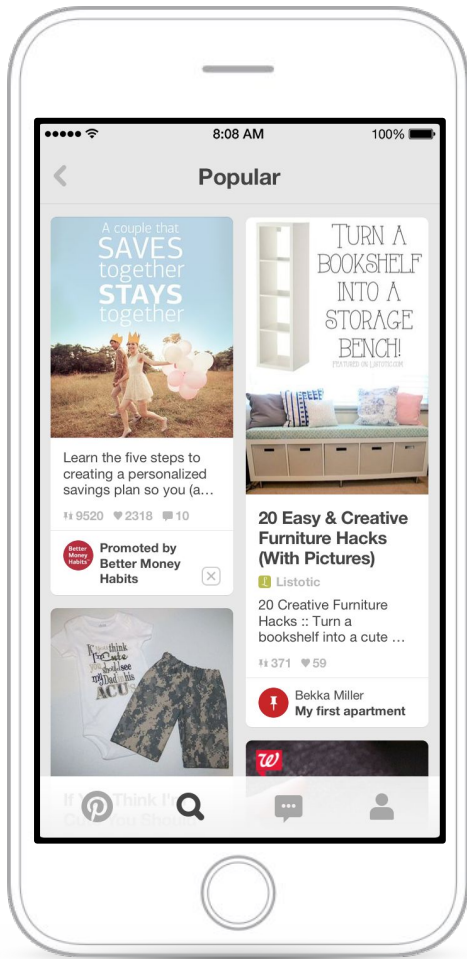
Device



Language



Gender



Campaign Objectives

Alignment to Advertiser Goals

Awareness (CPM)	<ul style="list-style-type: none"> Bidding on CPM, Optimizing towards CPM Video + Standard Ad Formats Preferred
Consideration (CPC)	<ul style="list-style-type: none"> What you are bidding on: Click Throughs to Website Previously <i>Traffic</i> objective
Conversions (oCPM)	<ul style="list-style-type: none"> What you are bidding on: Impressions & Conversions We dynamically bid to hit your CPA target
Shopping (Catalog Sales)	<ul style="list-style-type: none"> Mass-generate product pins & uses product metadata for targeting. Shopify Integration is very simple.
Shopping (DRT)	<ul style="list-style-type: none"> Dynamically retargets users who viewed a specific product on an advertisers website with a product pin Audience: ATCs & Site Visitors

[Link to Campaign Excellence Guide](#)

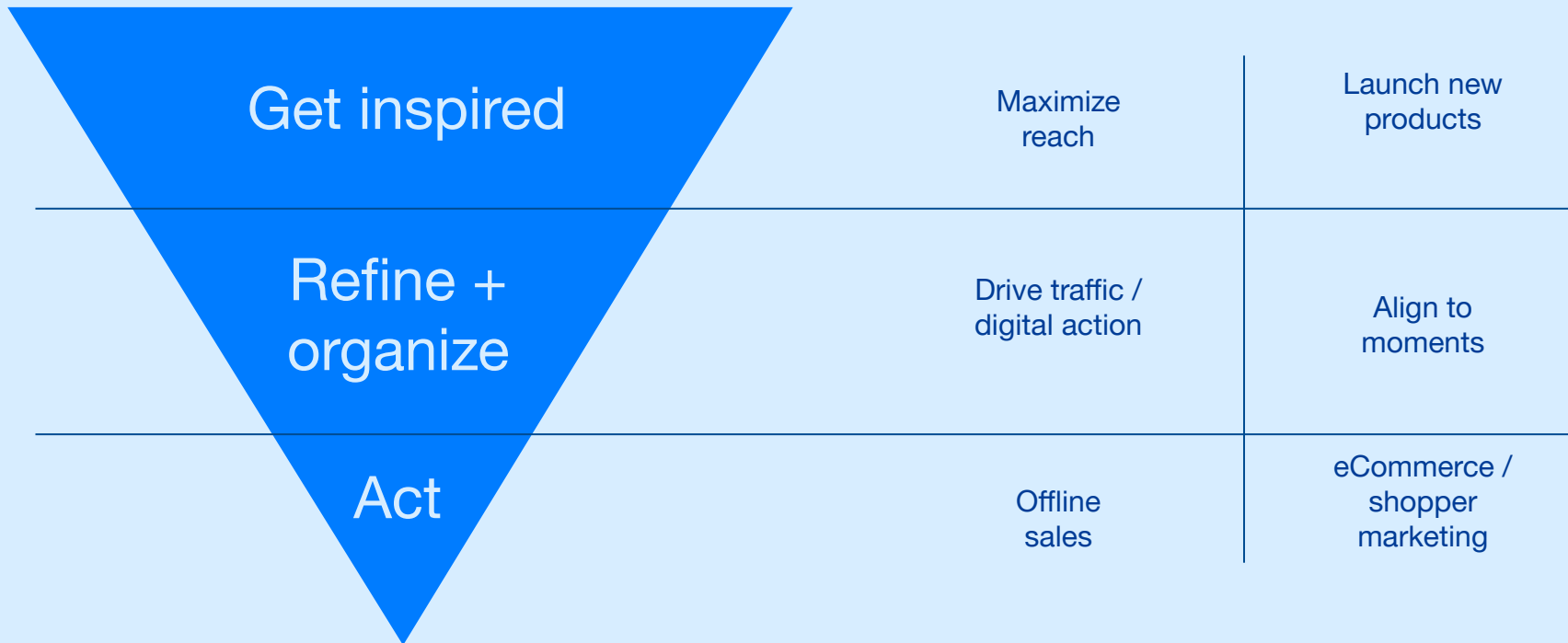
Full Funnel

	Campaign objective & bid type	Formats	Targeting	Creative	KPIs
Generate awareness	<ul style="list-style-type: none">- Awareness (CPM)- Video views (CPV)	<ul style="list-style-type: none">- Vídeo (standard or max width)- Standard pins	<ul style="list-style-type: none">- Demographic, interest, & keywords	<ul style="list-style-type: none">- Build brand by including logos- Flashy images- Product images	<ul style="list-style-type: none">- CPM- Video views- Brand lift
Promote consideration	<ul style="list-style-type: none">- Consideração (CPC)- Automatic Bidding	<ul style="list-style-type: none">- Standard pins- Standard video	<ul style="list-style-type: none">- Interests, keywords	<ul style="list-style-type: none">- Content encouraging people to save/click- CTA asking users to click to access your site	<ul style="list-style-type: none">- CPC- CTR
Get conversions	<ul style="list-style-type: none">- Conversion- Automatic Bidding	<ul style="list-style-type: none">- Standard pins	<ul style="list-style-type: none">- Interests- 10% AAL- Retargeting	<ul style="list-style-type: none">- Lifestyle images	<ul style="list-style-type: none">- CPA- ROAS
	<ul style="list-style-type: none">- Catalog sales- Automatic Bidding	<ul style="list-style-type: none">- Catalog product pins	<ul style="list-style-type: none">- Product metadata- Dynamic retargeting	<ul style="list-style-type: none">- Product pins	

Pinterest drives brand growth

Pinner journey

Growth drivers





Pinterest Agency Team

- Pitch collaboration
- Dedicated PM and AM
- Campaign Strategy/Insights
- Onboarding & Launch Support
- Billing Support
- Optimization Recommendations
- Creative Advice
- Product Trainings/Walk-throughs
- Access to Alphas/Betas



Your Agency

- Transparency of agency goals & team structure
- Shares relevant client list
- Shares advertiser goals
- Pitch collaboration



Thank you!