

Ahalogy

2016 PINTEREST MEDIA CONSUMPTION STUDY

ahalogy.com/research

PINTEREST IS A MARKETING GAME-CHANGER.

In just six years since its inception, Pinterest has impacted how millions of people live their daily lives. From daydreams of future vacations to decorating a nursery and the last-minute scramble for dinner tonight, more women—and men—turn to Pinterest for inspiration. Instead of flipping through catalogs or searching Google, Active Pinners prefer to whip out their smartphone, start saving, and take action in the real world.

For the third consecutive year, Ahalogy set out to measure how Pinterest affects consumer behavior and media habits. As the marketer's solution to Pinterest, we wanted to better understand how this catalog of ideas fits into the larger media landscape. Our initial study, published in 2014, was the first of its kind, and garnered such a positive response from marketers and media alike that we decided to make it an annual occurrence.

In 2016, we examined how Pinners use Pinterest and engage with brands and Promoted Pins. This report is a combination of data from our past studies. In 2014 and 2015, we researched how demographics, habits, and behaviors have changed—or remained constant—compared to past years, digging deeper into Pinners' usage, mobile and shopping behaviors, Promoted Pins, and more. We have researched specific demographic data including Men, Moms, and Hispanics. We've even gone beyond the United States to analyze the International market in Canada and the United Kingdom.

Hopefully the insights from this study will inspire conversations about Pinterest and your customer. Plus, by unlocking the same potential for your business, Ahalogy can partner alongside your team to bring new learnings and experience to your social strategy.

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EXECUTIVE SUMMARY: WHAT WE LEARNED

Who

More people, with increasing diversity, are actively saving than ever before. About 30% of our nationally representative sample are Pinners. The majority (27%) are Active Pinners (accessing the site every month) — of whom 40% are Daily Pinners.

Men are on the rise. There were 75% more male Pinners in 2015 than the year before. Males are the fastest growing group on Pinterest, as almost 2/3 (64%) of Active Males have joined in the past year.

We started researching Pinners in the UK in 2015. In 2015, we're finding that more residents of the UK are using Pinterest. In fact, 29% of Pinners in the UK use Pinterest 2-3 times a week — which is about the same as Pinners in the US (31%). With the launch of Promoted Pins in April 2016, we're already seeing a high awareness of them (50%) in the UK market, and that the majority of UK consumers (65%) are reacting positively to them in their feeds.

What

Pinterest inspires action. Almost 2/3 of Active Pinners—and 84% of Daily Pinners—are inspired by Pinterest to try something new once a week or more often. Almost 3/4 (73%) of Active Pinners—and 89% of Daily Pinners—have bought something new they discovered on Pinterest.

Active Pinners are consuming more social and traditional media than they did across most categories. Men are significantly more likely to use Pinterest as a replacement for other media or online activities.

More than 1/3 of Active Pinners (36%) and 60% of Daily Pinners access Pinterest once a day or more using their smartphone. Half of Active Pinners (48%)—and 77% of Daily Pinners—do so at least several times a week.

When

Pinners are shopping. 67% of Active Pinners—and 86% of Daily Pinners—have accessed Pinterest while shopping to buy something they've pinned. Plus, 18.5% of Pinners make a Pinterest-inspired purchase at least once a month.

Pinterest usage is increasing. Almost half of Active Pinners (44%) and 67% of Daily Active Pinners indicate they are using Pinterest more often than when they first joined. 46% of Active Pinners and 70% of Daily Pinners.

Active Pinners indicated their visits are now longer than when they first joined.

Men's usage of Pinterest is increasing more rapidly. Active Male Pinners are significantly more likely than Active Female Pinners to have increased their Pinterest usage (59%).

Where

64% of Active Pinners—and 85% of Daily Pinners—indicate they look at items they've saved while they're at a brick and mortar store.

Oh, Canada! Pinterest is growing rapidly in Canada. More than 1/3 of Canadian Pinners (35%) had joined in 2015.

Brits are on Pinterest, too (in a big way)! In the UK, more than 3/4 (79%) of Pinners spend at least 10 minutes on the site per visit.

Pinterest is becoming a global force. The site is now available in more than 30 languages, with offices in London, Paris, Berlin, Brazil, Dublin, São Paulo, and Tokyo.

Why

Active Pinners are more likely to see themselves as trend seekers, and believe Pinterest is a great resource for trends, styles, and new things to try.

About half of the Active Pinners who have noticed Promoted Pins on Pinterest have clicked on them to get more information. More than 40% have made a purchase, suggesting Promoted Pins inspire future action.

METHODOLOGY: HOW WE GOT THERE

For our primary research, Ahalogy engaged AcuPOLL—a market research firm serving 2/3 of the consumer-oriented firms in the Fortune 500 and 43 of the top 100 U.S. advertisers—to carry out this study. For the 2016 update of the Media Consumption Study, we partnered with AYTm, who manages a representative sample of over 25 million consumers in 24 countries.

Design & Timing

The questionnaire was designed to take about 15 minutes and ask questions about Pinterest usage and attitudes toward the site. Numerical values were observed when possible using the AcuPOLL 11-point (0 to 10) modified “Juster” scale. AcuPOLL designed the study around a 90% level of statistical significance.

Sample

AcuPOLL sampled respondents from a source consistent with what was used for the 2015 study. The firm initially surveyed 1,015 online consumers to form a set of males and females ages 15+ representing the population at large. AcuPOLL then oversampled several populations, including men and Hispanics, in order to ensure good sample sizes for those demographics. The resulting sample had 505 Active Pinners (those using Pinterest at least once a month), 441 Weekly Pinners (using Pinterest at least once per week), and 206 Daily Pinners (using Pinterest at least once per day), inclusive. For the 2016 update, AYTm sampled 400 Active Pinners. Both groups were comprised of people between the ages of 18 and 65+. Questions asked and methodology was consistent with previous years’ surveys.

Beyond the US

Insights about the UK and Canada were derived from similarly-designed studies in local markets, each with N=200 Pinners.

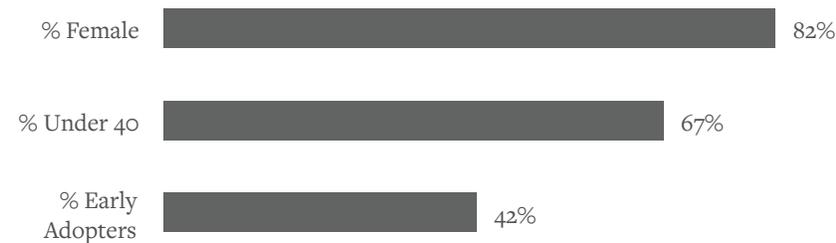
WHO'S ON PINTEREST?

You might have built up a Pinterest “type” in your mind. And that’s okay. After all, our brains are hard-wired to make quick assumptions and shortcuts about all sorts of things—including which kinds of people are on Pinterest.

But what do you actually know about those millions of Pinners out there? Or more importantly, how the pinning population is changing? See how the demographics in your head match up to our latest study results.

Pinners by the numbers

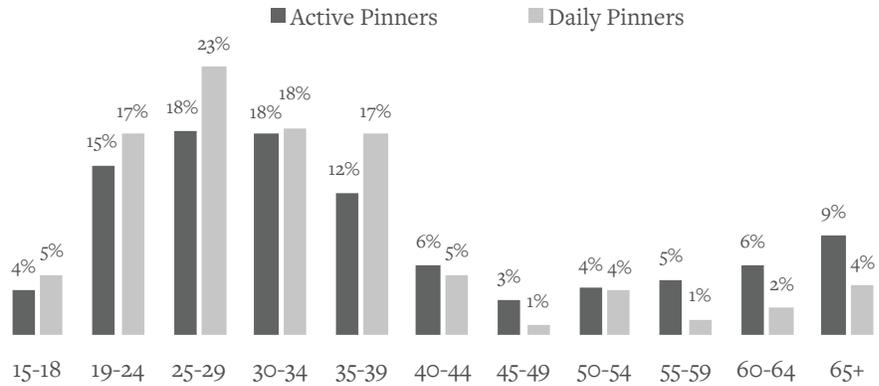
Among Active Pinners (those who access Pinterest once a month or more often), here’s the current breakdown by gender, race, age, income, marital status, and other characteristics.



- **Gender:** 82% female, 18% male
- **Race:** 75–80% identify themselves as white, 10% as Hispanic, 5% as African-American
- **Education:** About 45% have graduated college or postgraduate
- **Employment:** 56% employed, 15% homemaker, 12% unemployed, 10% students
- **Marital status:** More likely to be single and living alone (33%), and less likely to be divorced (9%)

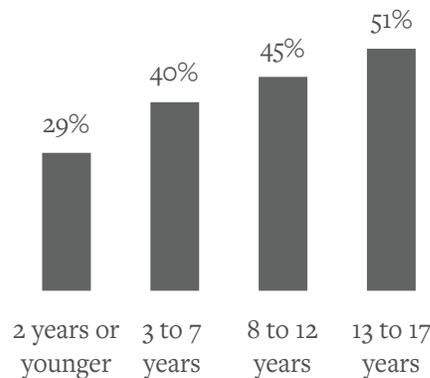
- **Age:** More Active Pinners are under 40 years old 67%. Daily Pinners are even more likely to be younger (82% under 40)

Age Distribution for Active vs Daily Pinners



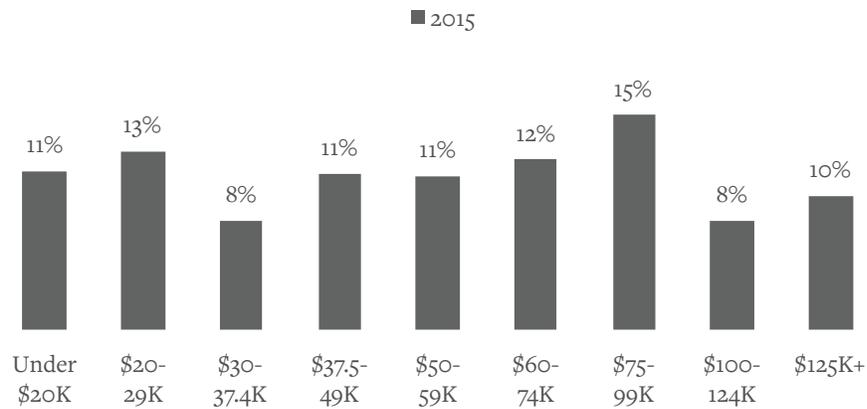
- **Household size:** 20% of Active Pinners live alone
- **Sexual orientation:** 88% heterosexual, 10% bi- or homosexual, with 2% preferring not to answer. Across all Pinterest categories, non-heterosexuals are slightly more likely to purchase products they've saved.
- **Pets:** Active Pinners are much more likely to have pets than inactive ones. 61% have a dog, 43% have a cat.
- **Kids:** As suggested by the household numbers, Active Pinners with children make up 36%. However, Active Pinners who don't have children are significantly more likely to be planning to have kids in the future (35% of Active Pinners).

Active Pinner Families with Children



- **Income:** More likely to be affluent. 45% have household incomes of at least \$60k, with showing growth the \$60-100k range of household income.

Income Distribution for Active Pinners



Seeking out what's new

Active Pinners continue to be significantly more likely than Non-Pinners to see themselves as early adopters (42%). They're also more apt to see themselves as trend seekers, viewing Pinterest as a top resource for information on trends, styles, and new things to do and try.

More mobile and shopping

Active Pinners are significantly more likely than regular consumers to own and use mobile devices. A whopping 85% own and use a smartphone — and 73% have bought something because they saw it on Pinterest.

A CLOSER LOOK: MEN, MOMS, & HISPANICS

Men on Pinterest

In 2015, men were the fastest growing segment on Pinterest. Because men continue to represent such a significant portion of new Pinterest members, we examined their usage and behavior in more depth. Active Males indicate they joined Pinterest primarily because someone (a friend or spouse/partner) specifically encouraged them to join, or because they had heard about Pinterest and wanted to know what it was all about.

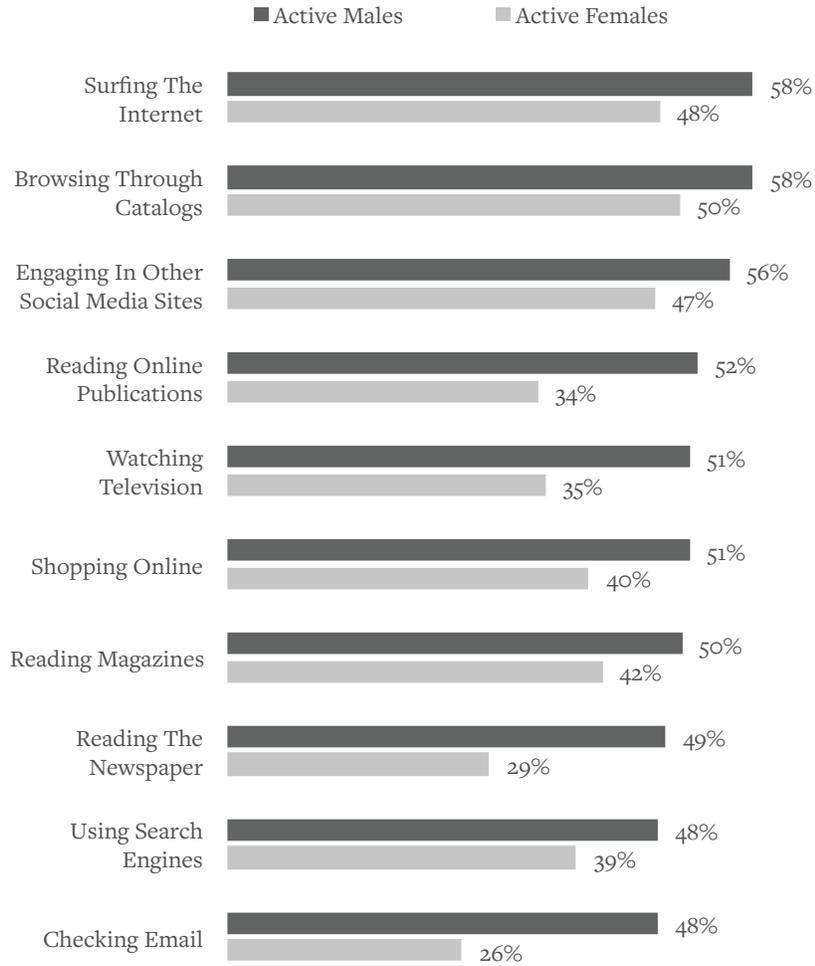
Other factors that influenced new Males to join Pinterest:

- **Gated content: About 30% of Active Males indicate they joined to view a Pin that someone had sent to them**
- A place to follow brands: About 20% of Active Males joined specifically to follow or get information on a brand they love

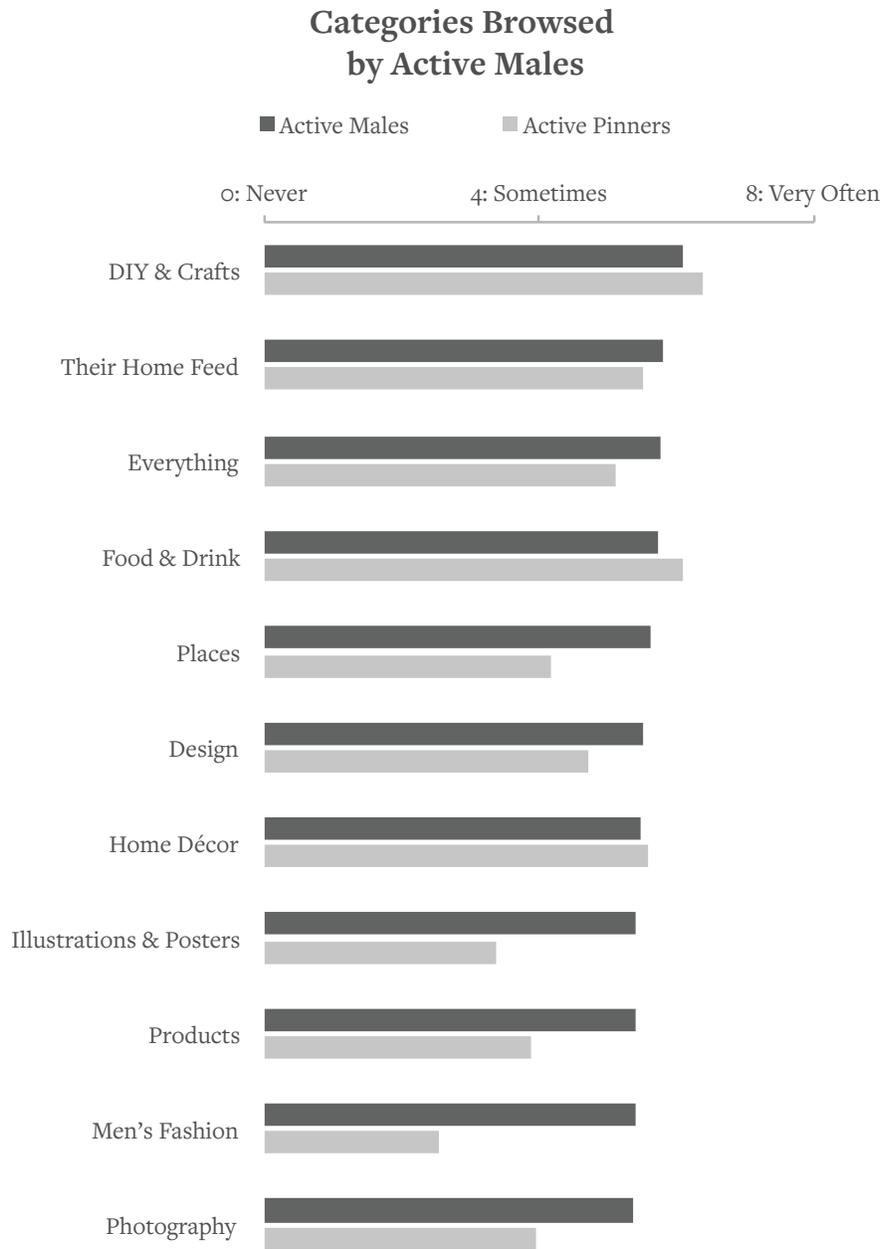
Of Active Pinners, men are significantly more likely to use Pinterest as a replacement for other media than women

Men are far more likely to save content from other sites and make purchases related to Pins, regardless of which device they use. Beyond Facebook, men have similar behavior for all other social media sites, including Pinterest.

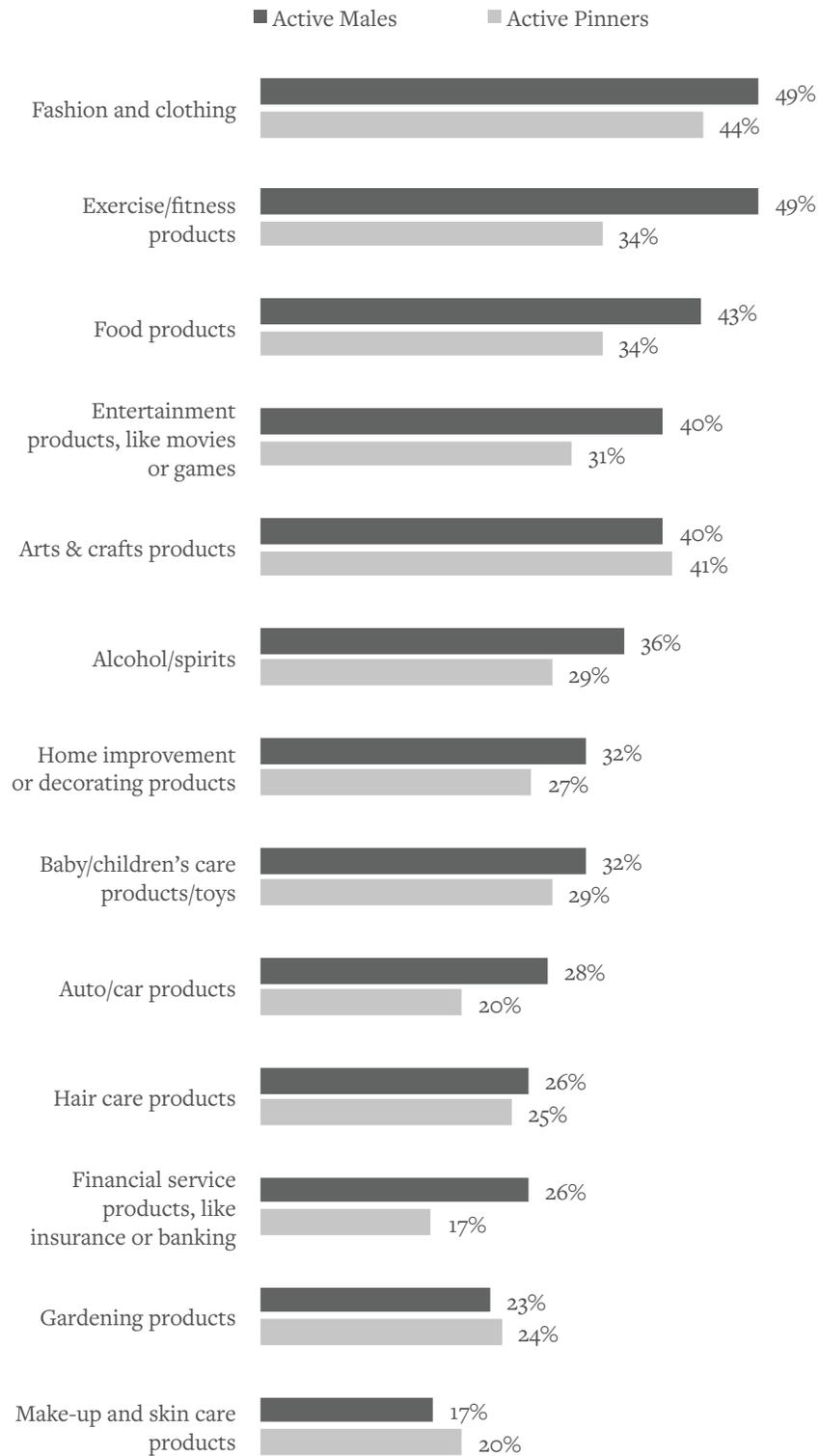
% of Male vs Female Active Pinner who use Pinterest instead of ...



Active Males are more likely than Active Pinners to browse many categories:



Categories From Which Men Make Promoted Pin Purchases

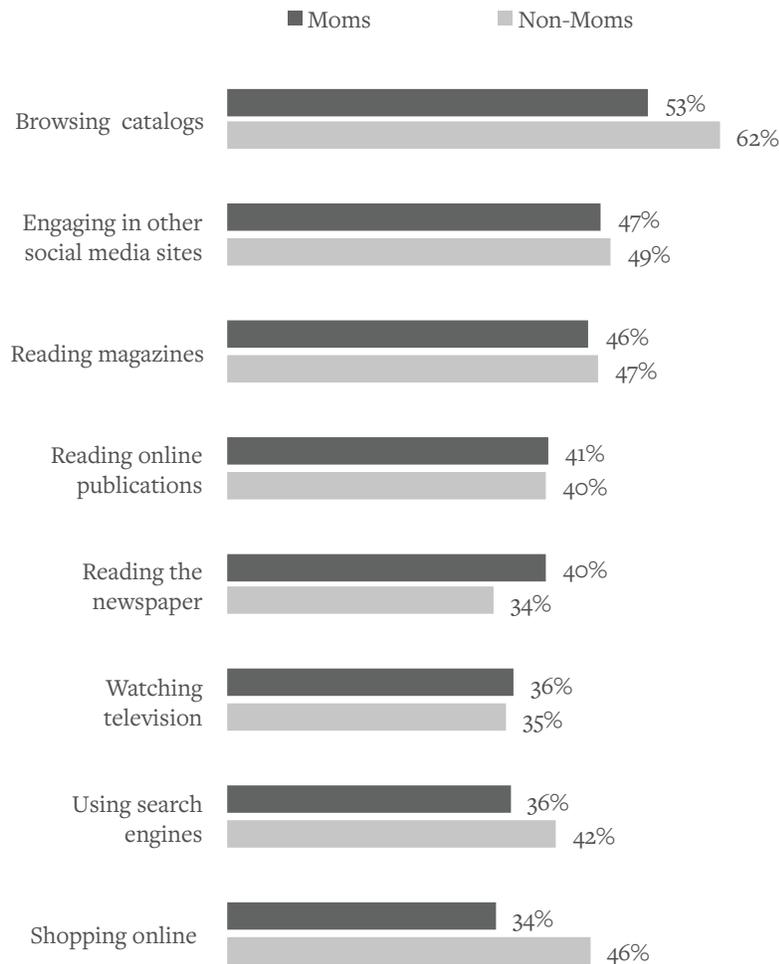


Moms on Pinterest

Moms are often the decision makers for household purchases. For this reason, we wanted to learn how women with children in the home might behave or think differently on Pinterest. Below is the data we gathered from our 2015 survey.

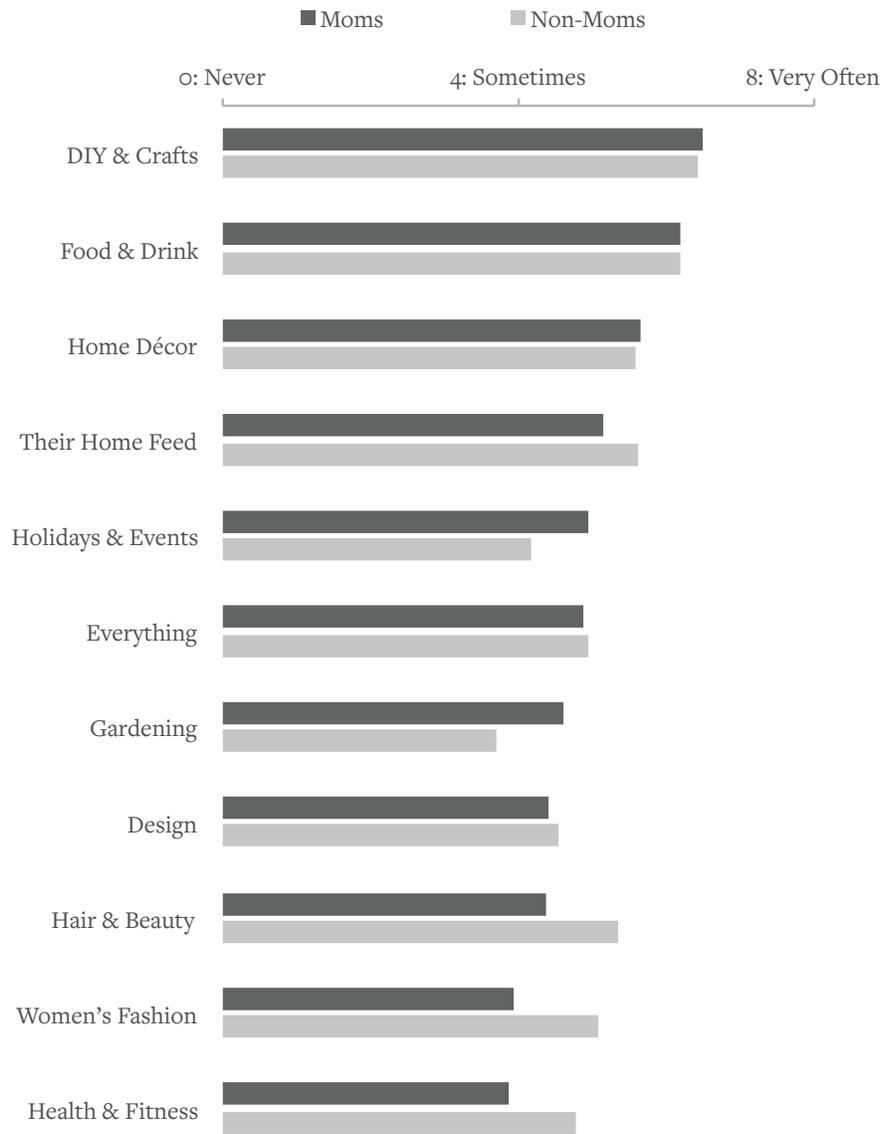
- Moms are significantly more likely than Non-Moms to have increased their Pinterest usage to “browse through everything to see what’s new” (24% vs 9%)
- More than 1/3 of Mom Pinners are employed full-time (31%), while 1/4 are homemakers (28%)
- Moms on Pinterest belong to fewer social media sites than Non-Moms (3.2 vs 3.6 sites)—in fact, Moms are significantly less likely than Non-Moms to be members of Instagram (39% vs 55%) and LinkedIn (32% vs 42%)
- Moms are 12% more likely than Non-Moms to identify as early adopters

% of Mom vs Non-Mom Active Pinners Who Use Pinterest Instead of...



Moms use Pinterest as a source of information in similar ways to Non-Mom Pinners, but are more likely to Pin content about Gardening, Holidays & Events, and Kids.

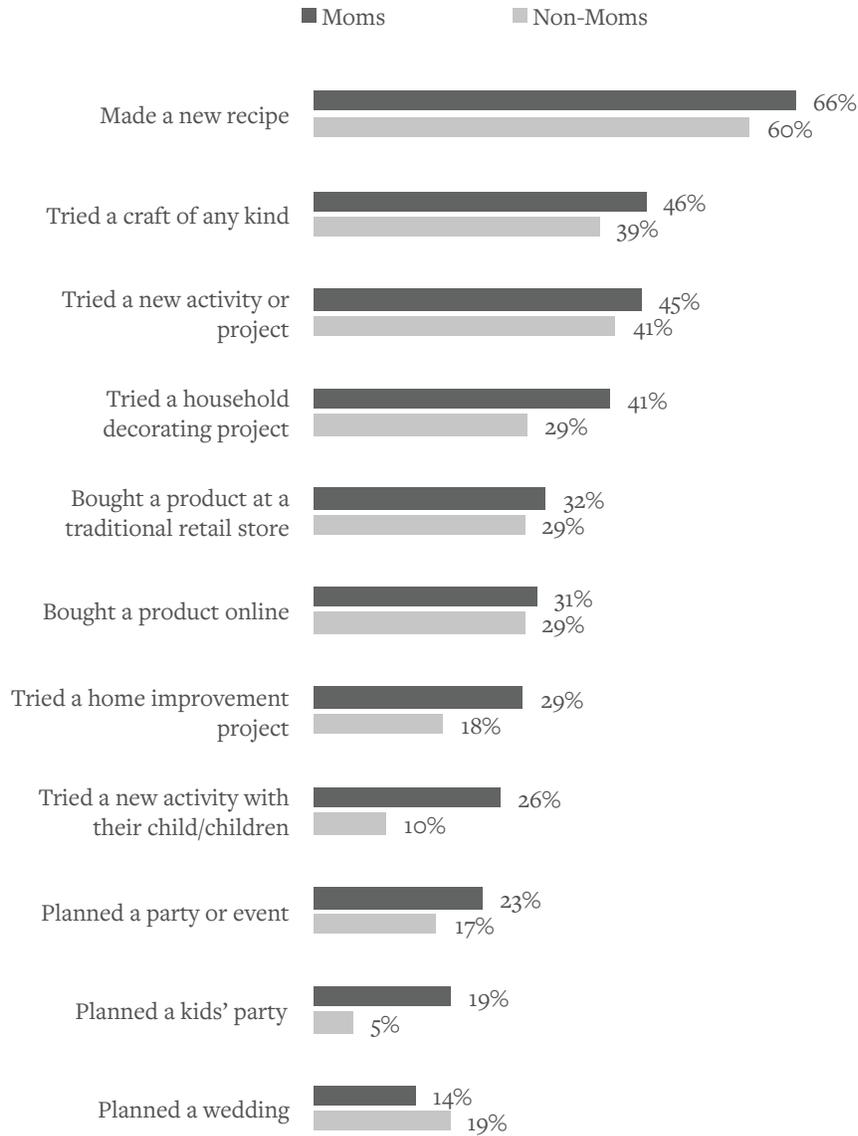
Categories Browsed by Mom vs Non-Mom Active Pinners



Moms try something new that they discover on Pinterest 13% more often than Non-Moms.

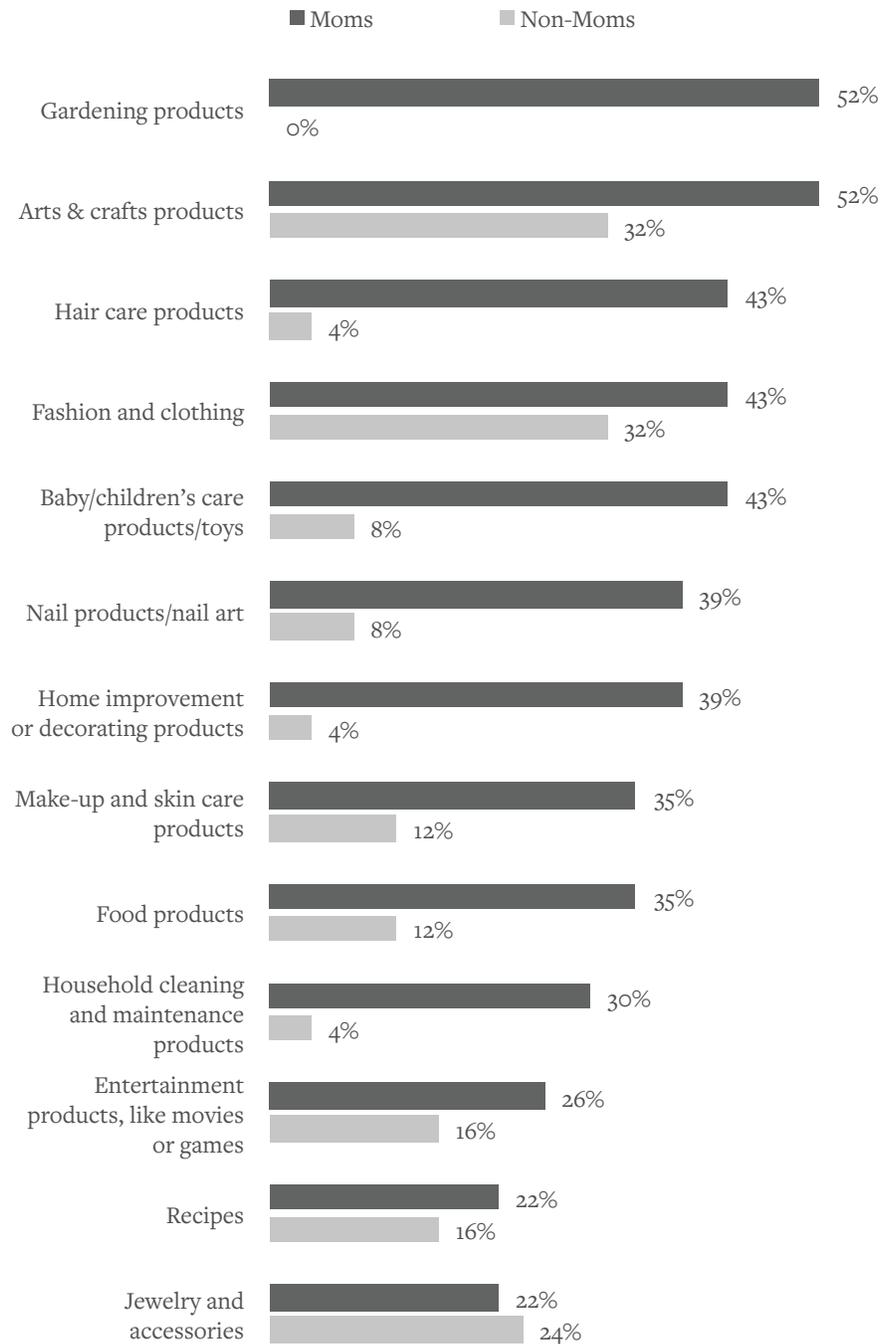
Also not surprising, but worth noting: Moms use Pinterest as a source for information about their children and household. On average, Mom Pinners are 30% more likely than Non-Mom Pinners to buy a product they found on Pinterest. When they're out shopping, they are significantly more likely to look up baby/children's care products on Pinterest. In fact, 20% of Moms have bought a baby/children's care product they found on Pinterest, compared with 9% for Non-Moms.

Active Pinner Moms and Non-Moms Do Activities Inspired by Pinterest



Moms are substantially more receptive to Promoted Pins than Non-Moms. Half of Moms have clicked on a Promoted Pin to get more information (54% vs 32%). Remarkably, 80% of Moms agree that they've made more purchases because of Promoted Pins (vs 39%).

Categories From Which Active Mom Pinners Make Promoted Pin Purchases



Hispanics on Pinterest

For many marketers, consumers who identify as Hispanic represent a key target audience they'd like to reach more effectively. That's why we wanted to get a more detailed look at how the Hispanic segment of Active Pinners think and behave. The people we surveyed identified themselves as Hispanics who are either English-speaking or bilingual and are at least partially acculturated.

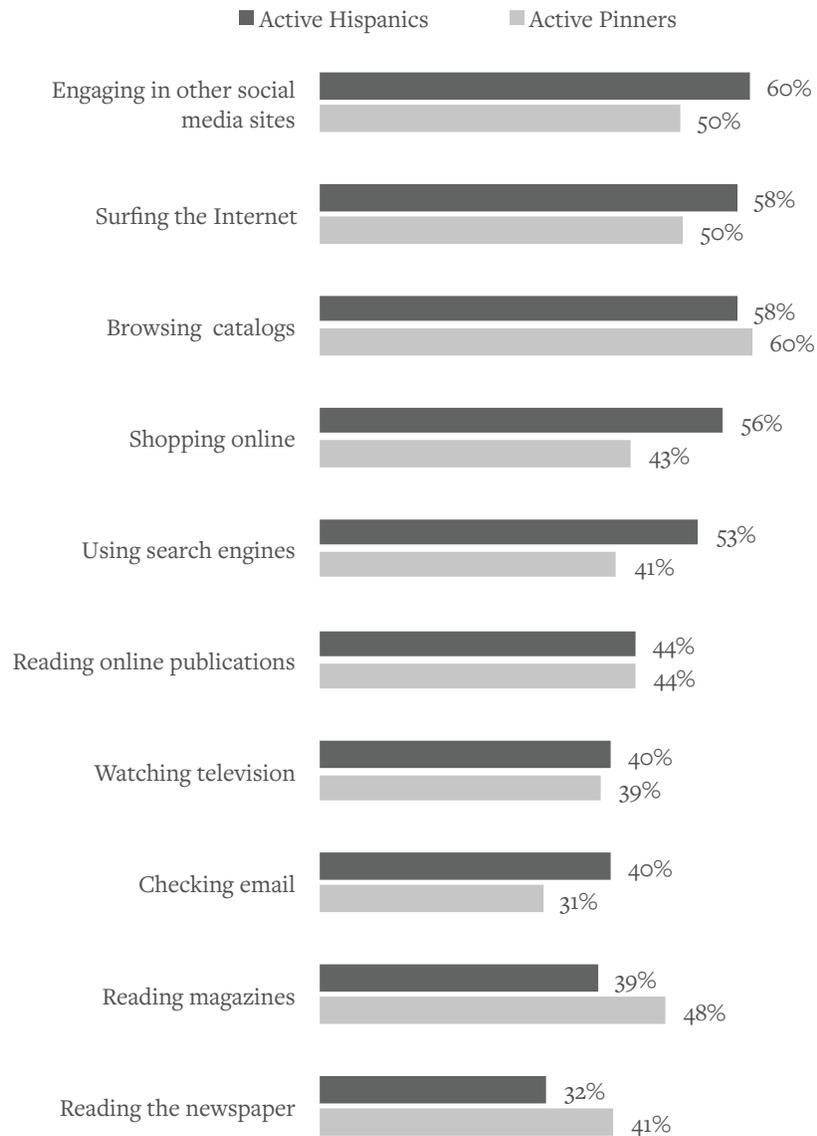
Hispanic membership on Pinterest continues to grow rapidly. We learned in our 2015 Media Consumption study that Hispanic membership was at 9%. According to our study results, Hispanics who are Active Pinners spend the most time on Facebook and Pinterest out of any group we studied, including Men and Moms. Hispanic Active Pinners indicate they spent the same amount of time per visit (about 36 minutes) on both Facebook and Pinterest, but log onto Facebook with more frequency. Active Hispanics also log onto Instagram more frequently than Pinterest, but they spend less time per visit (27.9 minutes).

According to our 2015 study, about half of Hispanic Active Pinners have been Pinterest members for more than a year. Almost half of Hispanic respondents (45%) indicated that their Pinterest usage has increased over the past year, while less than 20% indicated a decrease.

More than half of Active Hispanics have bought something because they saw it on Pinterest. Active Hispanics are more likely than Active Females to save content from other sites and make purchases related to Pins — regardless of which device they use.

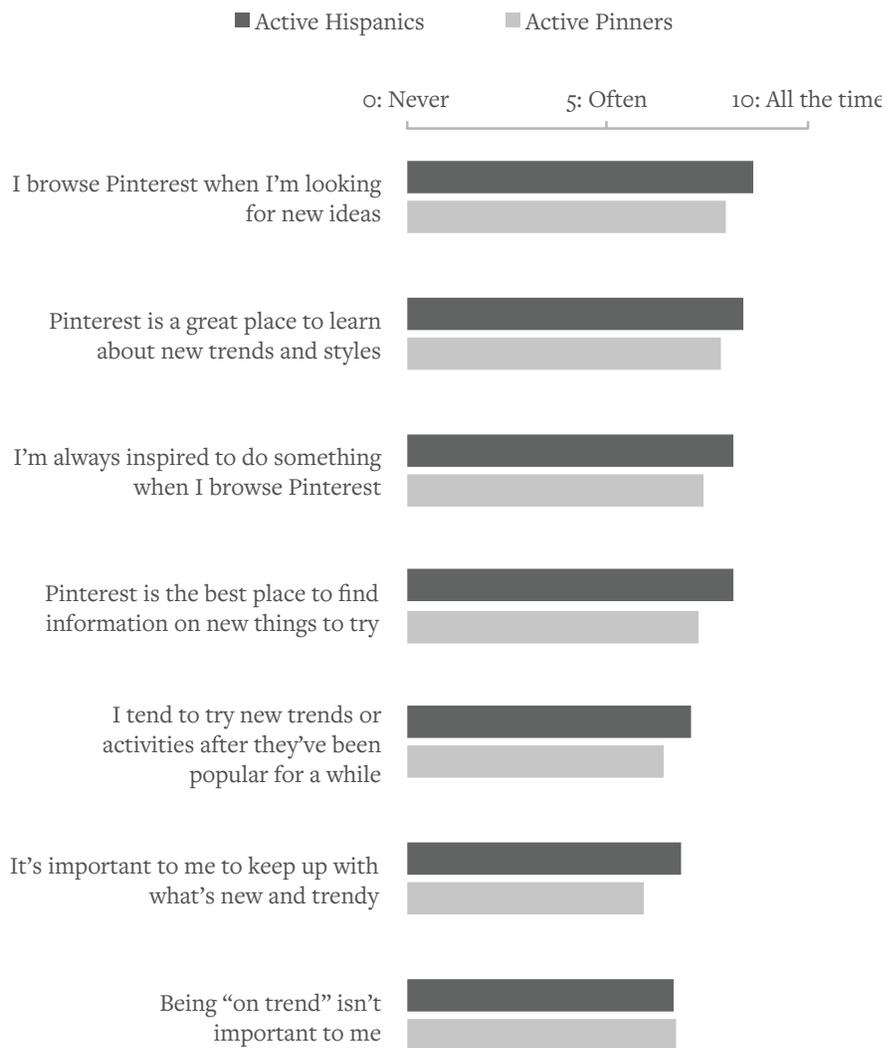
Hispanic Active Pinners are particularly likely to see Pinterest as a source for information on trends, styles, and new things to try. They are also using Pinterest to replace a number of other key activities.

% of Hispanic Active Pinners Who Use Pinterest Instead of...



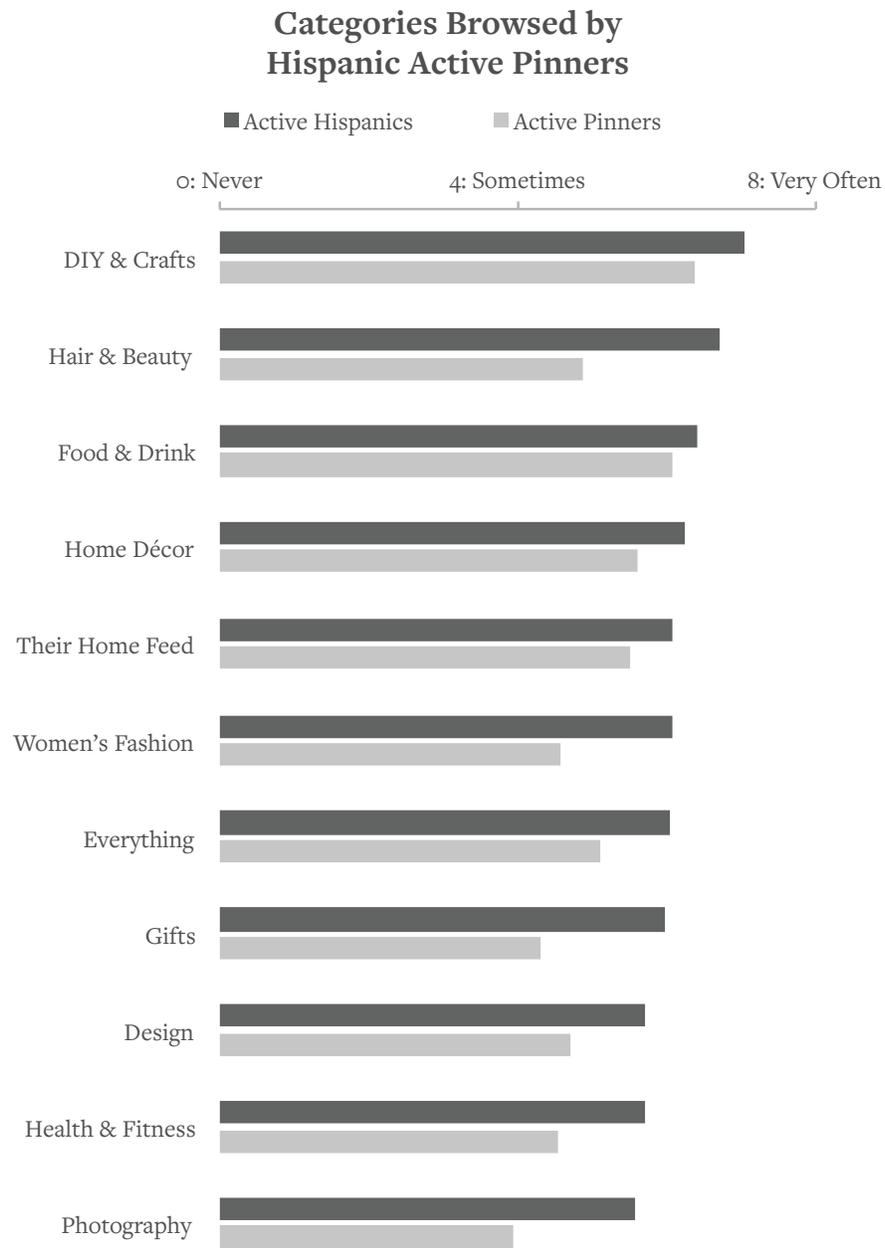
Hispanic Active Pinners have a generally positive attitude towards new things, especially when found on Pinterest. They are even more likely than Active Pinners to think of Pinterest as a place for new ideas, trends, and styles. Hispanics find inspiration when browsing the site, and many think Pinterest is the best place to find new things to try. This is not surprising, given their general disposition to try popular new trends and activities beyond Pinterest.

Attitudes among Hispanic Active Pinners



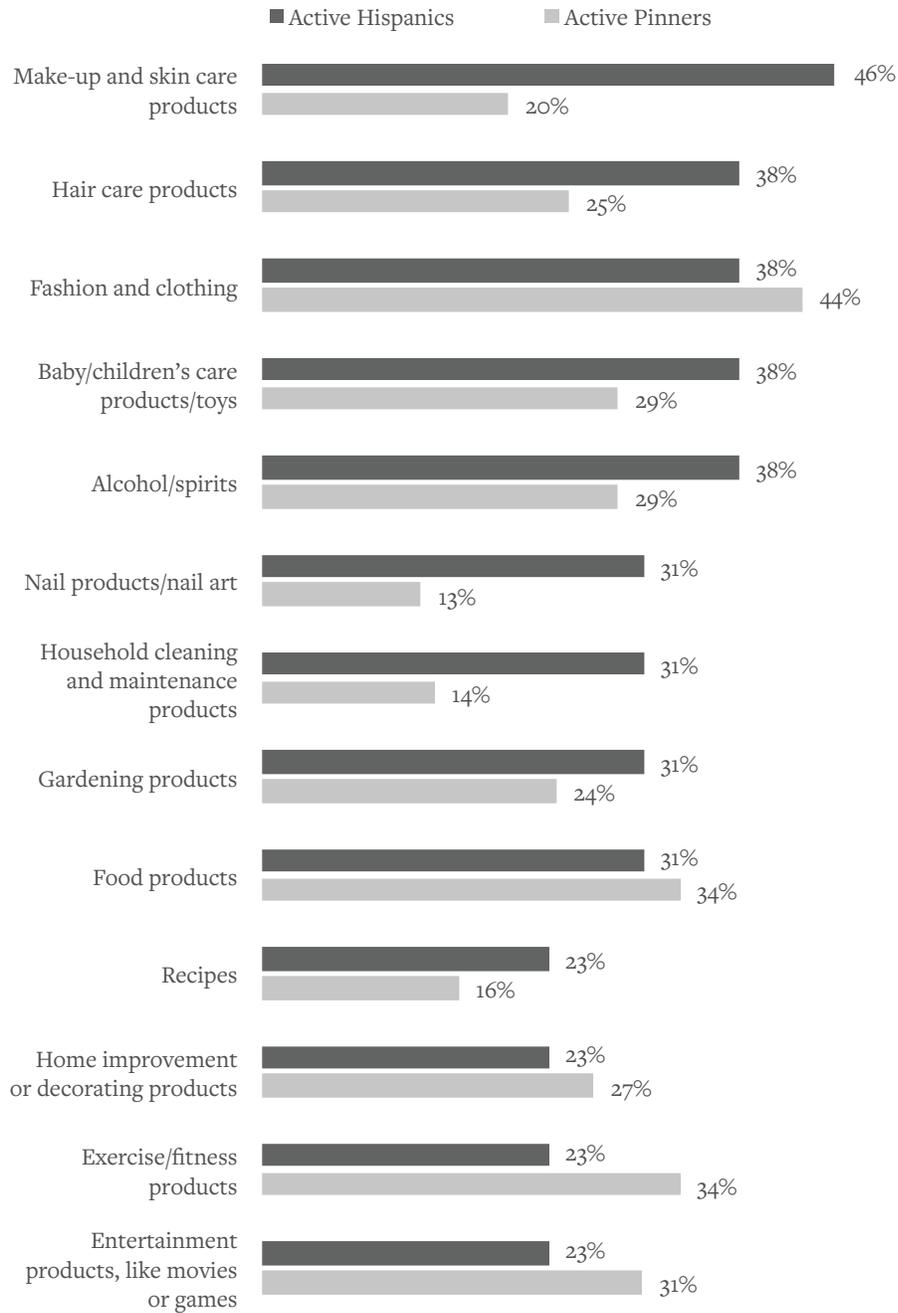
Hispanic Active Pinners heavily browse the following categories:

- Hair & Beauty— 37% more often than Active Pinners
- Women’s Fashion— 33% more often
- Gifts—40% more often
- Photography—44% more often



Hispanic Active Pinners have been primarily neutral toward Promoted Pins since 2014. Only 21% of respondents in 2015 didn't like seeing Promoted Pins. After seeing Promoted Pins, Hispanic Pinners have been likely to make purchases in the following categories:

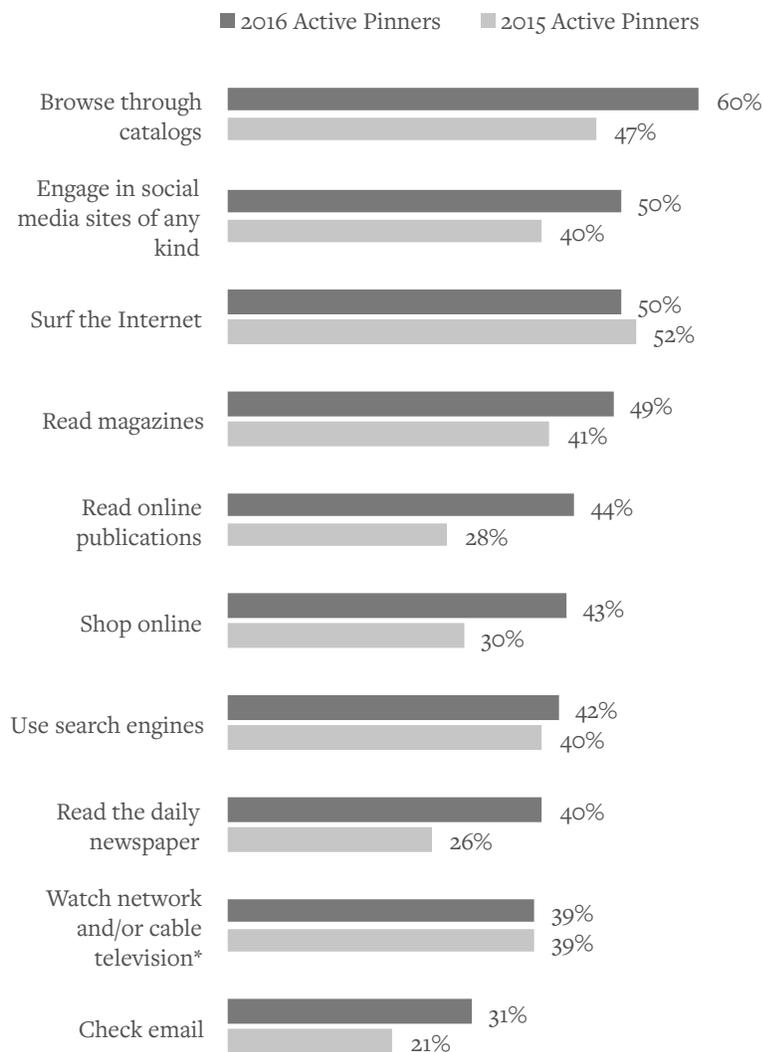
% of Hispanic Active Pinners Making Promoted Pin Purchases



HOW PINTEREST FITS INTO THE MIX

Our media and technology landscape constantly shifts as new options keep cropping up. As a result, marketers simply can't take anything for granted. As in our previous studies, we wanted to know how Pinterest fits into the broader competitive landscape in 2016. In this section, find out how pinning affects the use of social and traditional media, as well as mobile devices.

% of Pinners Who Use Pinterest Instead of...



Media habits: traditional & digital

Active Pinners are consuming more social and traditional media than they did in past years, across most categories—the notable exception is that they tend to watch less TV than online consumers.

Despite this increased overall media consumption, Active Pinners are also likely to replace other media with Pinterest searching or browsing, at least occasionally.

Overall top replaced activities are:

- Browsing catalogs (60%)
- Surfing the Internet (50%)
- Engaging in social media (50%)
- Reading magazines (48%)

Pinners are also more likely to have replaced the following habits with pinning:

- Reading the daily paper (41%)
- Reading online publications (44%)
- Browsing catalogs (60%)
- Checking email (31%)

Much of this increase appears to be driven by the addition of more Males and their behavior. Active Females' likelihood to use Pinterest as a replacement for other media or online activities hasn't changed much since we first did this study, while Active Males are significantly more likely to use Pinterest as a replacement.

Social media

Pinterest is more “search” than “social”. The Pinner experience is more geared towards personal content discovery than outward social expression. But Active Pinnerers are highly likely to be members of other social platforms, and tend to belong to more sites (average of 3.7), than online consumers (average of 2.2).

However, Active Pinnerers spend the most time per visit on Pinterest (34 minutes), which is slightly greater than sessions on other social platforms like Facebook (33 minutes), Twitter (24 minutes), and Instagram (24 minutes). Incidentally, since 2014, Twitter membership shows a slight decline among Active Pinnerers.

Even though consumers belong to several social platforms, we've noticed that the content they seek out and the actions they take often differ from site to site. In upcoming research, Ahalogy will take a closer look at the motivations and interests that cause Pinnerers to use other social platforms.

PINNERS: USAGE & BEHAVIORS

The word “more” can fairly sum up how consumers use Pinterest: more often; more time; more reasons to Pin. The web’s most popular visual discovery engine continues to attract Pinner in droves, and captivates them with ideas they like. Pinterest has also added a number of new features to improve the Pinner experience—like Visual Search, Actalikes, Buyable Pins—with more on the way.

In this section, you’ll see how Pinner use the platform.

Social media usage

We asked users to rank the order of the five most popular social media sites base on how important they are to the user. Among people who use the platform, Facebook is number one and Pinterest scored second highest, with 57% saying it’s the most or second more important. The following data represents what percent of people ranked top social media platforms as the most or second most important social media platform:

- Facebook (85.3%)
- Pinterest (57%)
- Instagram (51.7%)
- LinkedIn (34.4%)
- Twitter (30.9%)

On Pinterest more or less frequently?

In our 2015 results, we found that almost half of Active Pinners (44%) indicate their usage of Pinterest has increased in frequency since joining. Active Males are significantly more likely than Active Females to indicate their usage of Pinterest has increased (59% vs 44%).

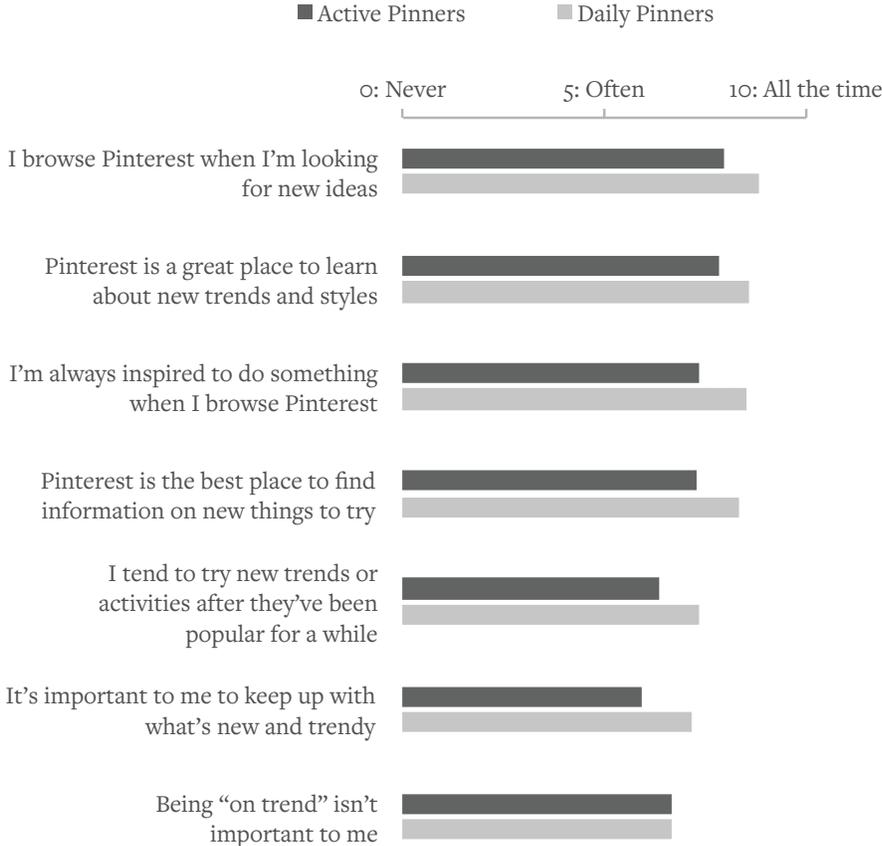
Active Pinners indicate the primary reasons their usage has increased are:

- As they have gotten better at navigating the site, **it's become even more fun and interesting.**
- They've found so many great projects and ideas, and **they're always looking for more.**

Pinterest usage by lifestyle

Active Pinners are also more likely to see themselves as trend seekers and believe Pinterest is a great resource for information on trends, styles, and new things to do or try. Active Pinners who perceive themselves as more trendy agree strongly that Pinterest is the place for new ideas and information on styles and trends.

Attitudes among Active Pinners



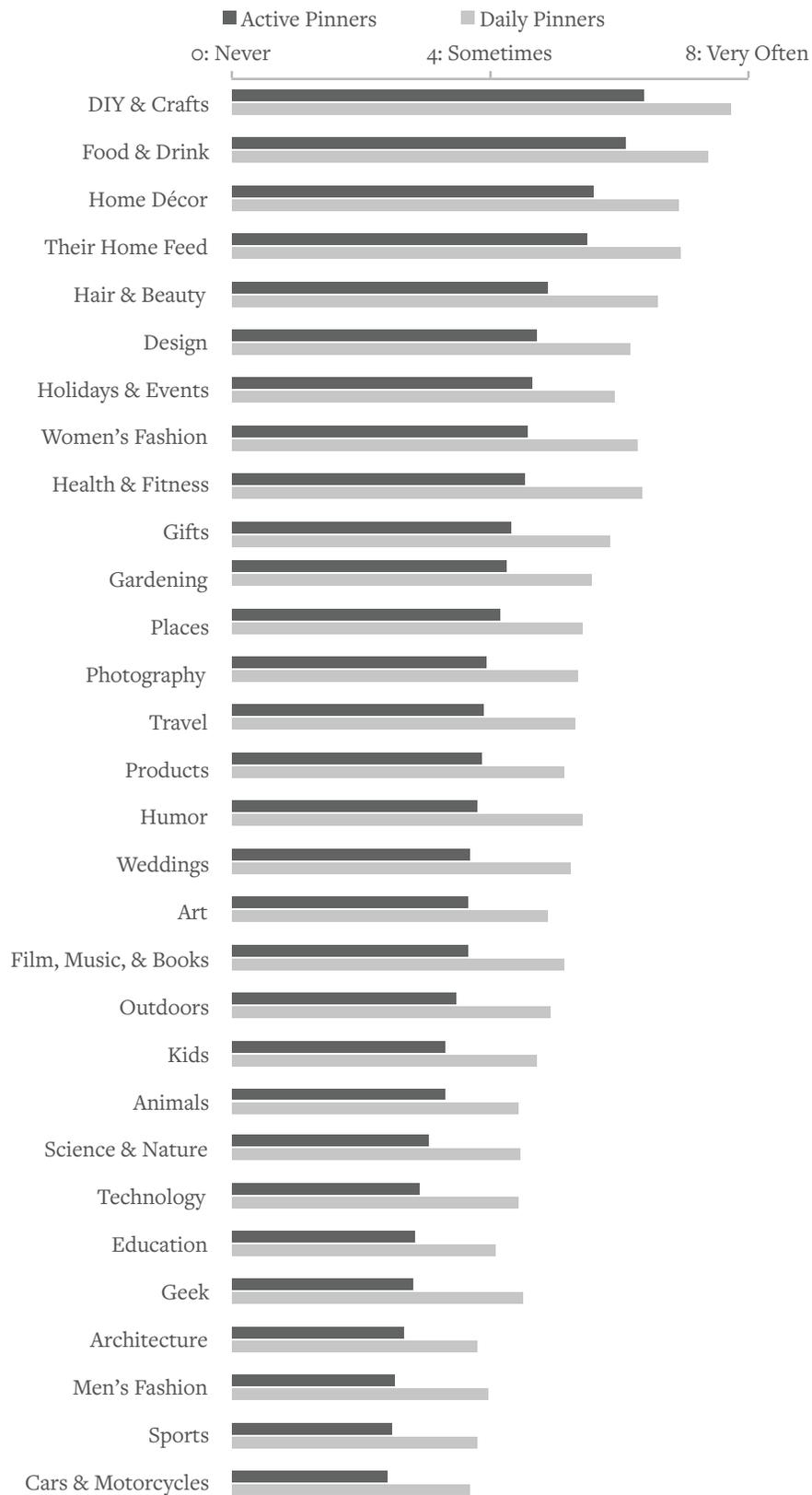
Pinterest for search and information gathering

Pinterest continues to be more “search” than “social”—as the platform continues to innovate to make Pinner discovery more useful and powerful. In 2014, Pinterest launched search guides, to help Pinner refine what they may be searching for via suggested added terms and descriptors. In 2015, Pinterest began providing customized suggestions and results based on Pinner preferences and past activities. In Q4 of 2015, Pinterest launched image based search that allows for users to search for products within an image. For example, if a user sees a lamp they like in a picture of a living room, they highlight the lamp and search similar images on Pinterest.

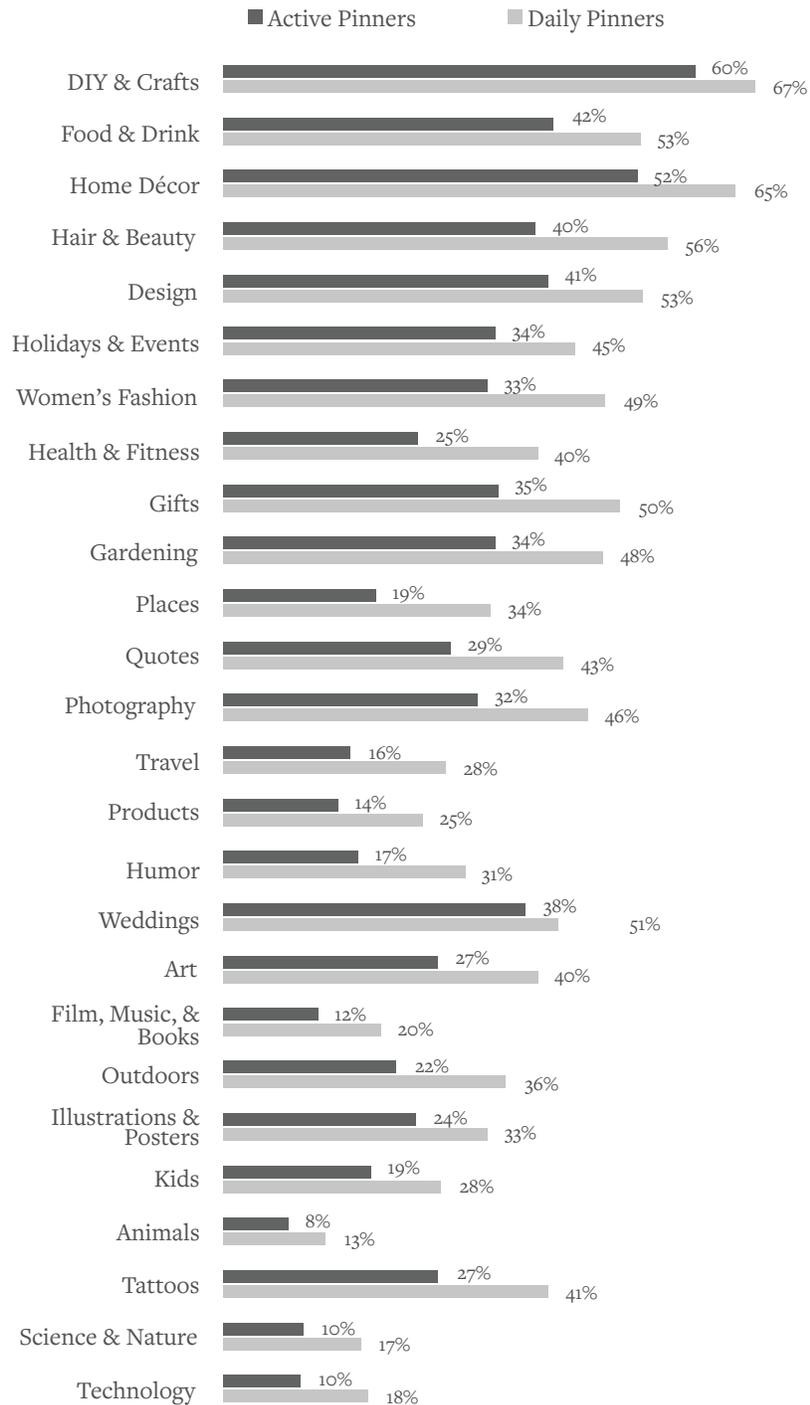
Active Pinner are significantly more likely to search or plan for something specific than they have been in the past couple of years. 46% use Pinterest most frequently to search or plan rather than browse. Still, Active Pinner are just as likely to browse Pinterest with no specific need in mind as they are to search or plan something specific with Pinterest.

Top categories browsed on Pinterest by Active Pinner are DIY & Crafts, Food & Drink, and Home Decor. A more detailed listing of all categories browsed by Active and Daily Pinner can be seen on the next page.

Categories Browsed by Active & Daily Pinners



% of Pinners for whom Pinterest is the "Go-to" Source for...



Pinterest actually leads all other information sources (search, social media, other websites, magazines, and word of mouth) in the following categories: Design, DIY & Crafts, Food & Drink, Gardening, Gifts, Hair & Beauty, Home Décor, Photography, Tattoos, Weddings, and Women's Fashion.

Trying new things

Other key Pinterest-inspired behaviors are trying unique recipes, crafts, and home decorating projects. Pinterest inspires Active Pinners to try new things in general. Nearly 2/3 claim to try something new once a week or more often.

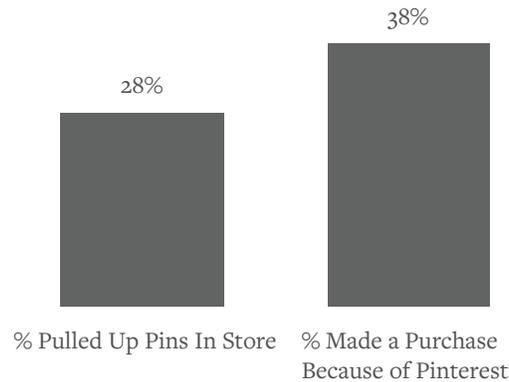
Engaging with brands

Surprisingly, Pinners are more open to brands on Pinterest than you might expect. About 47% of Active Pinners indicate they currently follow brands or businesses on Pinterest. However, when comparing these numbers to the preferences below, it's clear there is a massive opportunity for marketers to engage Pinners.

- 83% of Active Pinners would rather follow their favorite brand than their favorite celebrity
- 73% of Active Pinners would rather follow their favorite brand of beauty products than their favorite makeup artist
- 70% of Active Pinners would rather follow their favorite brand of hair care products than their favorite celebrity hair stylist
- 67% of Active Pinners would rather follow their favorite brand of baby products than their favorite baby expert
- 67% of Active Pinners would rather follow their favorite designer brand than favorite fashion icon

PINNERS: MOBILE & SHOPPING

It's no surprise that Pinterest is becoming an increasingly mobile-first platform. For marketers, this mobile usage is even more interesting when we look at how it impacts shopping behaviors.

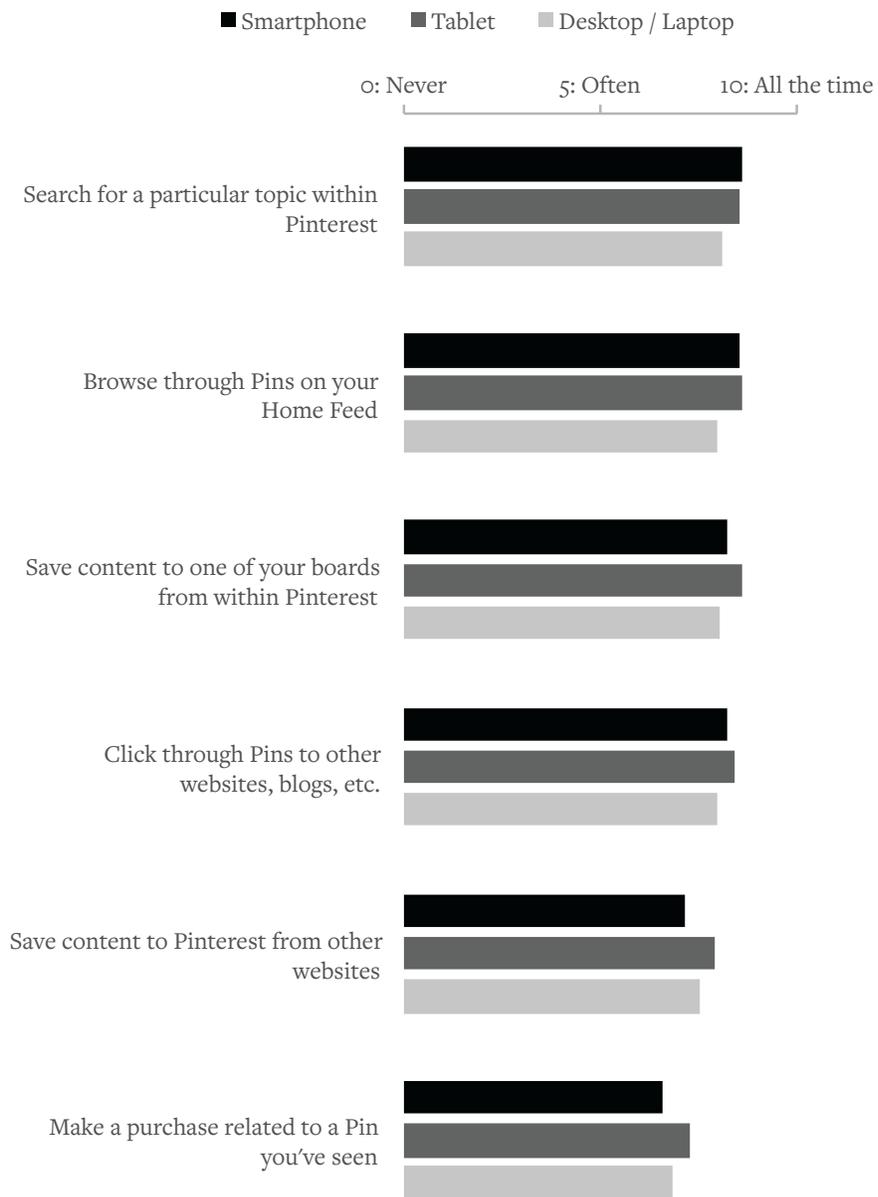


Mobile Pinterest habits

More than 75% of Pinterest usage takes place on a mobile device — smartphone or tablet. 65% of Active Pinners use Pinterest on their mobile devices at least once a week. Active Pinners tend to use all other devices (e.g. desktop or laptop) with less frequency.

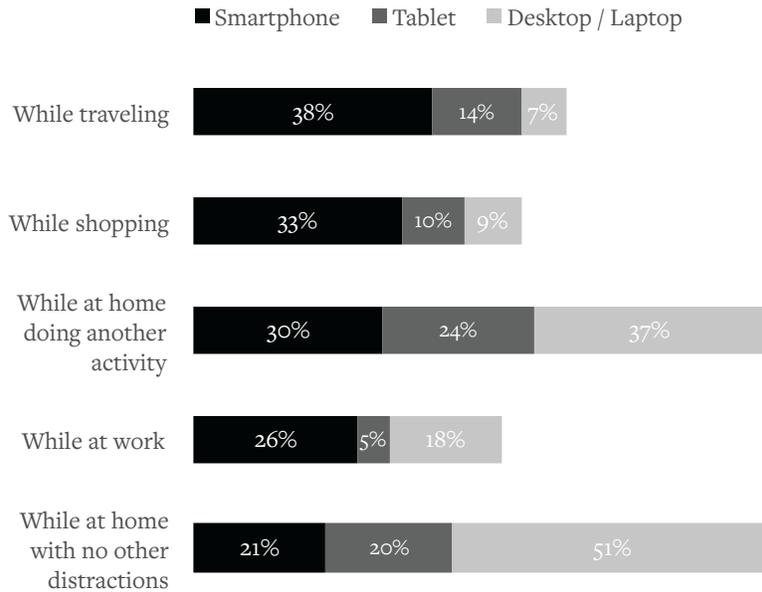
Pinners are more likely to make purchases, browse Pins, click through Pins, and save a Pin from a mobile device than from a computer. On the other hand, they are less likely to save content to Pinterest from outside sources on a smartphone, which may suggest this is easier to do with a larger screen.

Preferred Devices to Access Pinterest among Daily Pinners



Active Pinners are most likely to access Pinterest on their smartphones while shopping, traveling, at home and at work.

Preferred Devices to Access Pinterest among Active Pinners



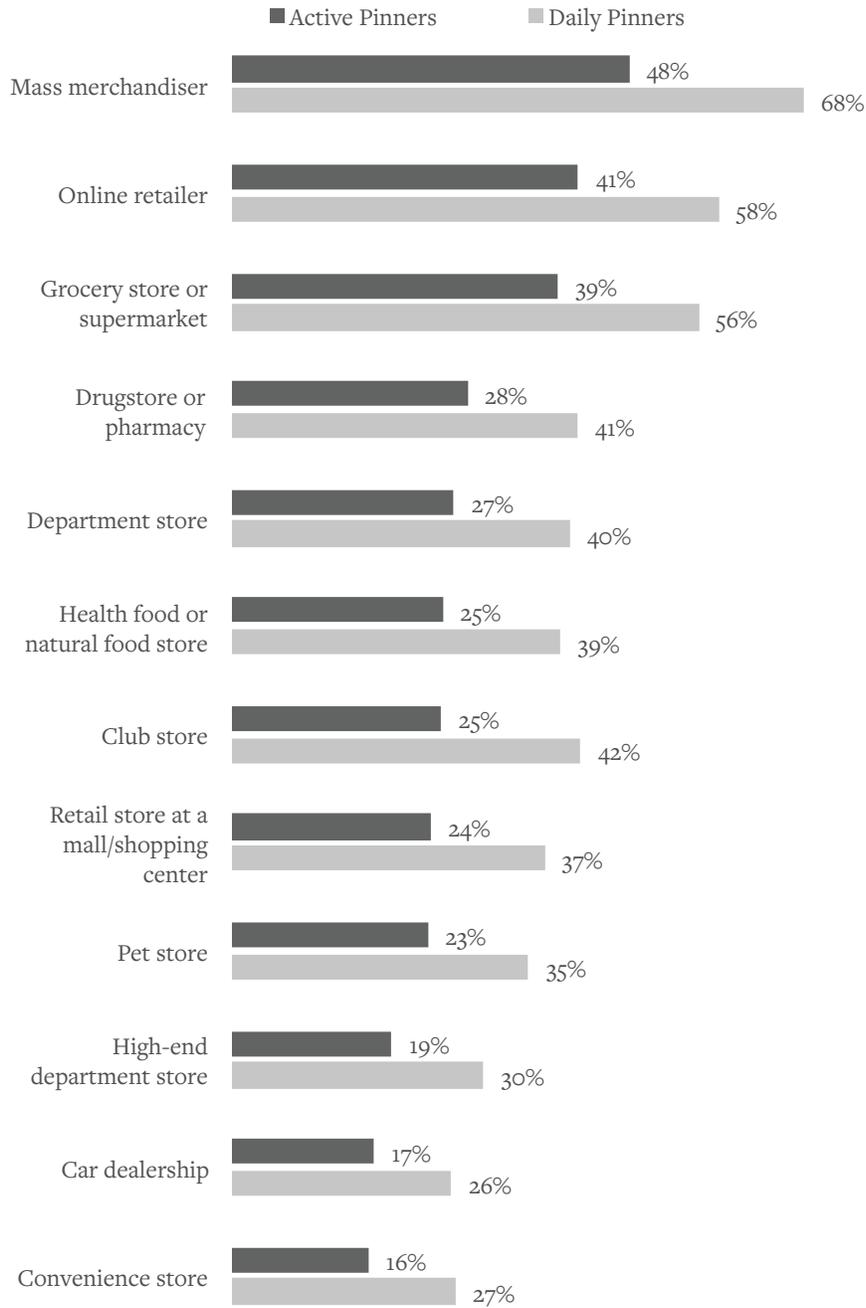
Shopping with Pinterest

Pinterest inspires people to look for products, and Pinterest-inspired purchase behavior has increased significantly over the past year. In our 2015 study, about 73% of Active Pinners indicate they have bought something because they saw it on Pinterest. Top categories that lead to purchase are fashion, home décor, and beauty.

About two-thirds of Active Pinners indicate that they look at items they’ve saved while shopping in-store. Given the prominence of Active Pinners shopping on mobile devices, we decided to take a closer look at how they were using their mobile devices during these occasions.

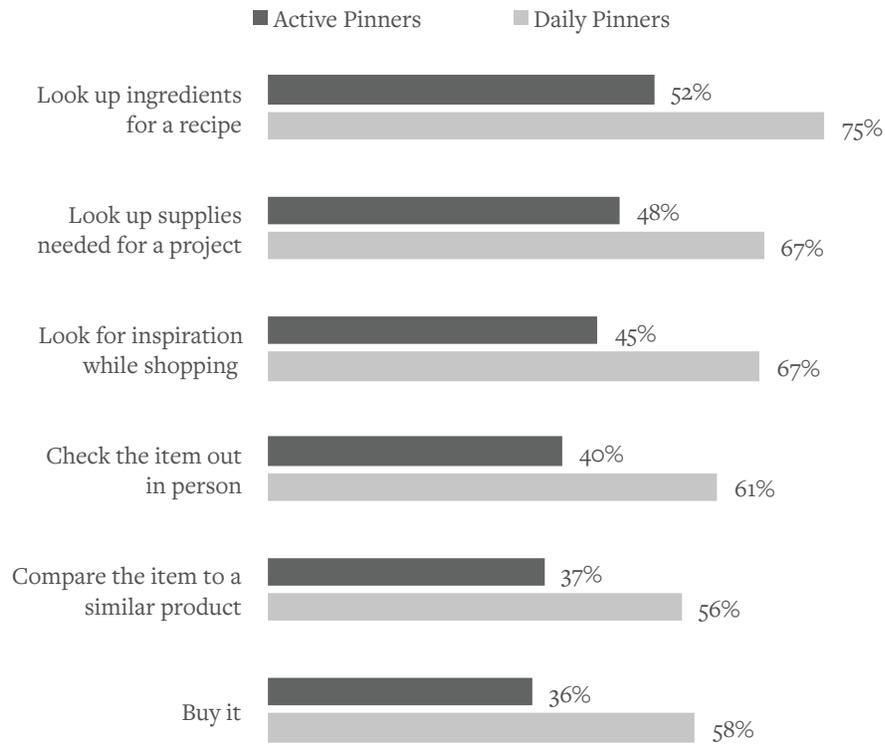
Active Pinners access Pinterest while shopping in a variety of different channels: mass merchandisers, online retailers, and grocery stores are mentioned with the greatest frequency by all Pinners.

% of Pinners Who Look Up Pins In-Store On Their Phones

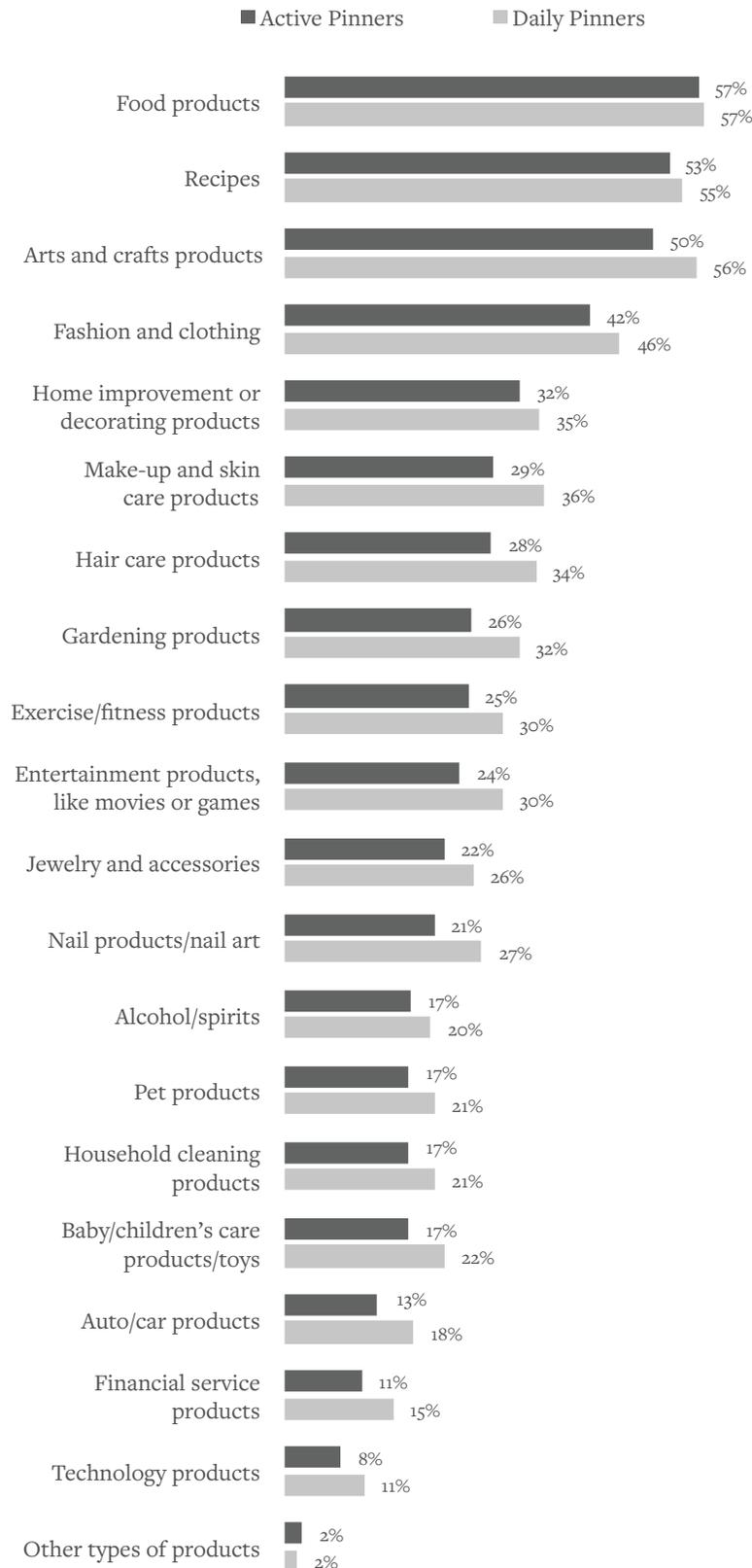


Pinterest is most frequently used while shopping to look up recipe ingredients, list of supplies for projects, or simply to get inspiration (about 50% of respondents). About 40% of Active Pinners also use Pinterest in-store for comparative shopping or research purposes.

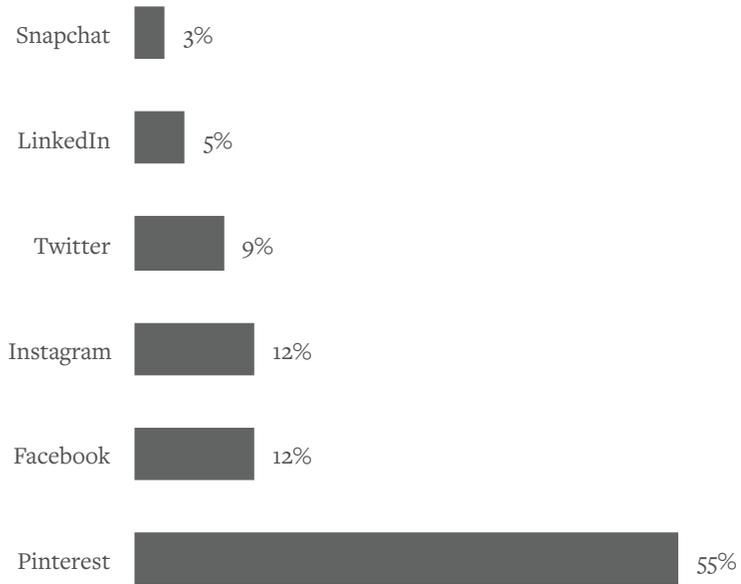
% of Pinners Who Have Looked Up a Saved Item In-Store to ...



Categories Pinners Browse While Shopping



% of Users on Each Platform Who Utilize to Find/Shop for Products



Source: *Mary Meeker Internet Trends 2016 – Code Conference (6/1/16)*, *Cowen & Company "ShopTalk Conference Takeaways: A Glimpse Into The Future of Retail & eCommerce" (05/16)*

PROMOTED PINS

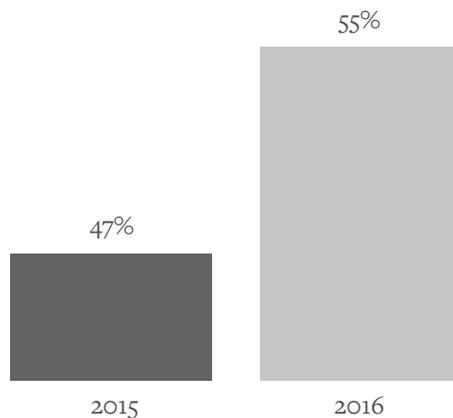
In the summer of 2014, Pinterest unveiled its unique and much-anticipated ad solution—Promoted Pins. A handful of beta partners were recruited, such as Target, Kraft, General Motors, and Expedia, each of whom invested significant dollars to get the first taste of this new media channel. At Ahalogy, we had the opportunity to partner with many of our brand clients—and Pinterest—on Promoted Pins, discovering how it is an earned-media game-changer.

In January 2015, Pinterest announced the general availability of Promoted Pins due to the success of its pilot program. Many brands received an average +30% earned reach by the unique nature of how content (even Paid) is shared organically on Pinterest. Since then, Pinterest has continued to enhance Promoted Pins, unveiling improved ad formats and buying options.

In April 2016, Pinterest opened up Promoted Pin capabilities to the UK. The UK is a major market for Pinterest, with a focus on the Fashion, Food & Drink, Home Décor, DIY, and Travel categories. Every day, Pinnerers in the UK save 3 million Pins. With the expansion of Promoted Pins, international companies can expand their target markets. This includes UK-based companies and other companies with global offices.

We wanted to learn more about how Promoted Pins were perceived by Pinnerers, as well as how its expansion may have changed their feelings or behavior since 2014, when the very idea of Pinterest advertising was in its infancy. See what we learned.

% Aware of Promoted Pins



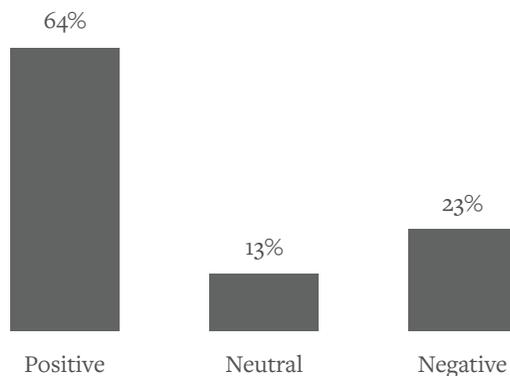
Awareness, attitudes, and reactions

Now that many more brands are adding Pinterest into their marketing mix, the awareness of Promoted Pins among consumers is 55%, which has increased from 47% in 2015 and 35% in 2014. More than half (64%) of Pinners who notice Promoted Pins, feel that Promoted Pins add value to the platform. 13% feel neutral. Even in the UK, where Promoted Pins have just launched, the majority of Pinners see Promoted Pins as a positive addition (65%). 19% feel neutral. This shows how important it is for brands to target relevant content for consumers. By presenting products and ideas that Pinners want to see, brands are making a positive impact on their consumers' lives.

About half of the Active Pinners in the US who have noticed Promoted Pins on Pinterest have clicked on at least one of them to get more information. More than 40% have made a purchase, suggesting Promoted Pins inspire action. Interestingly, men are significantly more likely than women to both click on Promoted Pins to get more information, and to make purchases based on Promoted Pins.

Many Active Pinners indicate the primary reason they haven't bought from a Promoted Pin is simply because they have not seen one for a product they want or need yet. Again, this seems to indicate that many Promoted Pins, despite being more prominent on Pinterest, are not necessarily received as advertising. This makes it even more imperative for brands to focus on promoting relevant content on Pinterest.

Feelings About Promoted Pins in the US



Categories to click and purchase

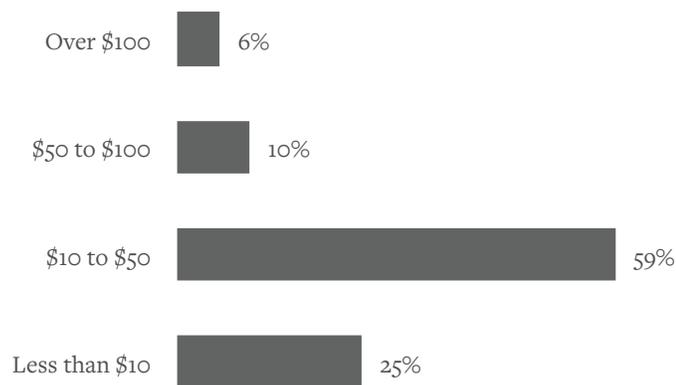
About a third of Active Pinner who are aware of Promoted Pins indicate they are more likely to click on a Pin in their home feed if it's a Promoted Pin. About 19% say they are making a Pinterest-inspired purchase at least once a month. Top product categories bought due to Promoted Pins are Fashion, Home Décor, Food, Beauty, Crafts, and Electronics.

Active Pinner who have purchased a product due to a Promoted Pin are most interested in seeing more products in the same categories they have already bought from. Those who have not made a purchase due to a Promoted Pin indicate they are most interested in Arts and Crafts supplies and Recipes, suggesting that more Promoted Pins for these types of products could encourage them to make a purchase. A more detailed listing of Promoted Pin categories from which Pinner are purchasing can be found on the following page.

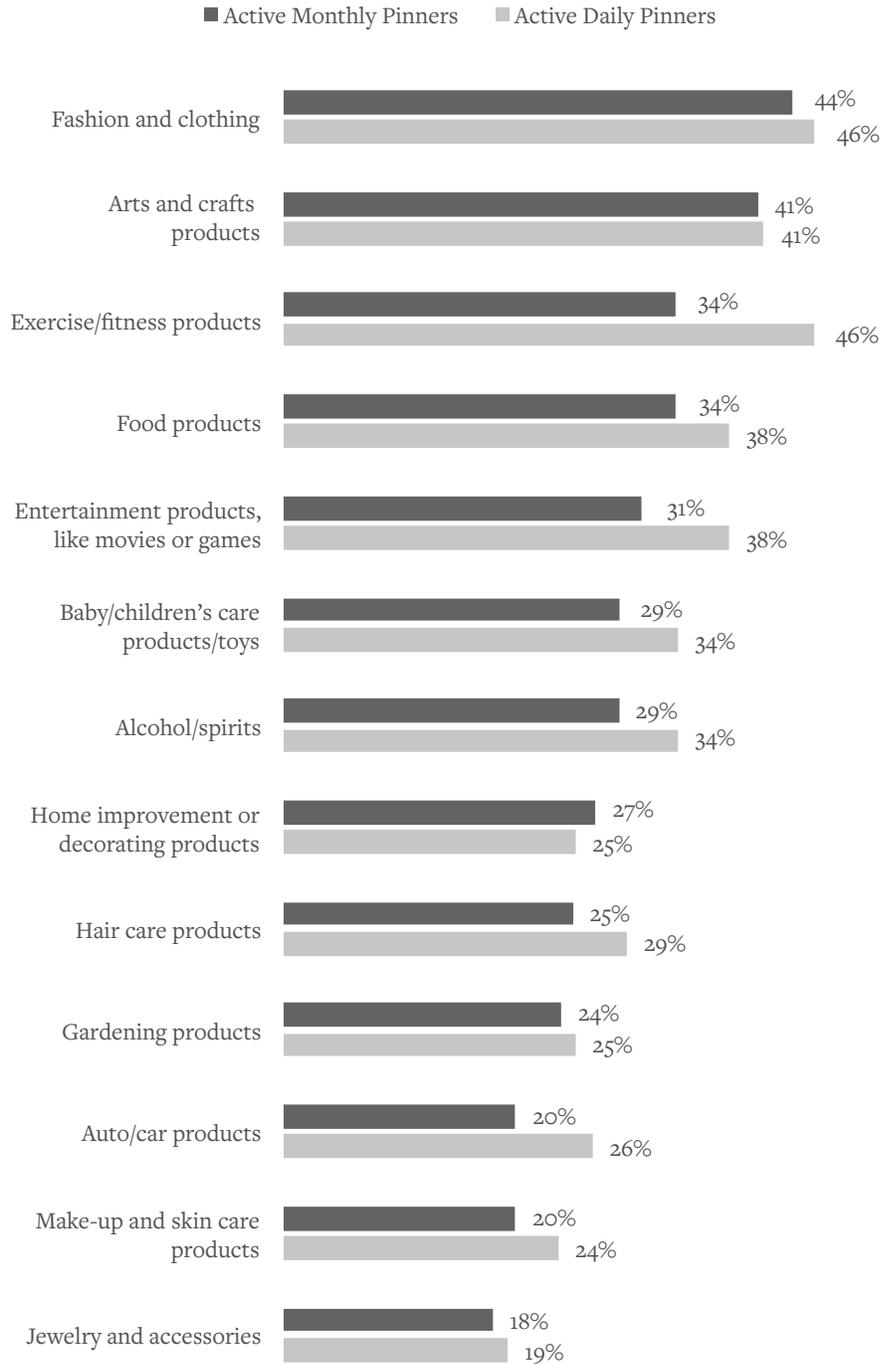
In the US, Pinner buy a range of products based on Pinterest discovery. The last items purchased by consumers and found on Pinterest were:

- Fashion Items (clothing, jewelry) (32%)
- Home Decor (13%)
- Beauty and Hair Products (11%)
- Crafts and Materials (11%)
- Food and Ingredients (8%)
- Electronics (4%)

How Much Pinner Spend in the US on Products from Promoted Pins



% of Pinners Making Promoted Pin Purchases

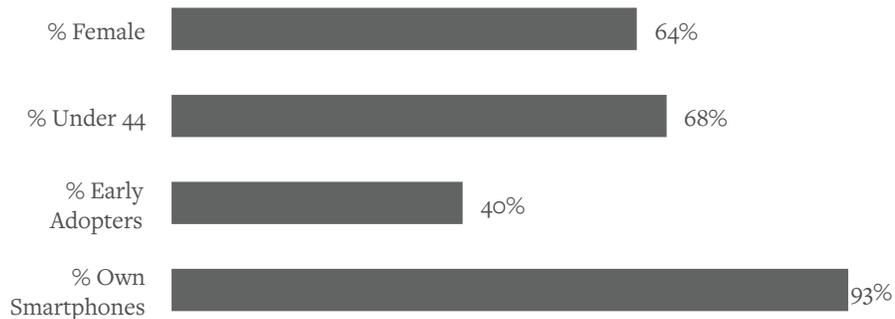


BEYOND THE U.S.

On Pinterest, great content knows no boundaries. A relevant, shared Pin can be seen by Pinners anywhere in the world. According to Pinterest, more than half of Pinners live outside of the US, and their numbers are growing. Pinterest, now available in over 30+ languages, continues to be a worldwide leader in referral traffic. As Pinterest continues its global growth, savvy marketers worldwide are taking notice.

We wanted to see how Active Pinners in key markets outside the US are the same or different — both in terms of their demographics and Pin-related behavior. In particular, we examined data from Active Pinners based in the United Kingdom and Canada. In future studies, we will dive deeper into other key markets where Pinterest is gaining traction with consumers.

United Kingdom



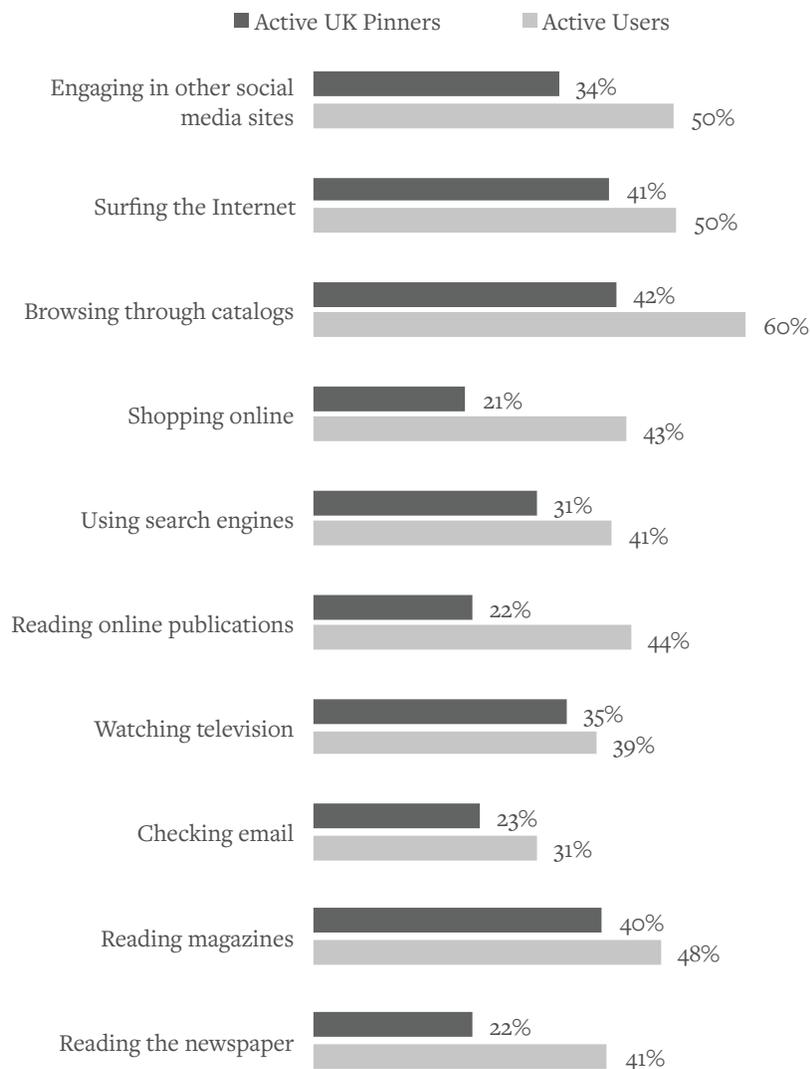
- **Gender:** 64% of UK-based Active Pinners are female
- **Age:** 68% are under 44 years old
- **Marital status:** 31% are single
- **Kids:** 52% do not have children
- **Education:** 10% no college, 63% started or completed undergrad, 28% grad school
- **Employment:** 73% employed part or full-time, 5% students
- **Early Adopters:** 44.5% of Pinners are early adopters
- **Highly Mobile:** Most own mobile devices (93), while less than half of UK Pinners own desktops

UK Usage and Behaviors

About half of Pinners in the UK occasionally choose Pinterest over reading catalogs or magazines, surfing the web, or engaging in social media.

- 60% have bought a product that they found on Pinterest (same as in 2015)
- 26% buy once a month or more frequently (vs. 20% in 2015)
- 41% follow brands (vs. 37% in 2015)
- 76% of Pinners spend at least 10 minutes on the site per visit

% of UK Active Pinners Who Use Pinterest Instead of..



In the UK, Pinners buy a range of products based on Pinterest discovery. The last items purchased by consumers and found on Pinterest were:

- Fashion items (clothing, jewelry) (32%)
- Home Décor (16%)
- Electronics (11%)
- Beauty and hair products (7%)
- Crafts and materials (5%)
- Food and ingredients (5%)

Media habits: Traditional & Digital

Similar to the US, Active Pinners in the UK are consuming more social media than in years past. They are more likely to replace other media with Pinterest searching or browsing, at least occasionally.

Overall top replaced activities are:

- Browsing catalogs (42%)
- Surfing the Internet (41%)
- Reading magazines (40%)
- Watching television (34.5%)
- Engaging in social media (34.5%)

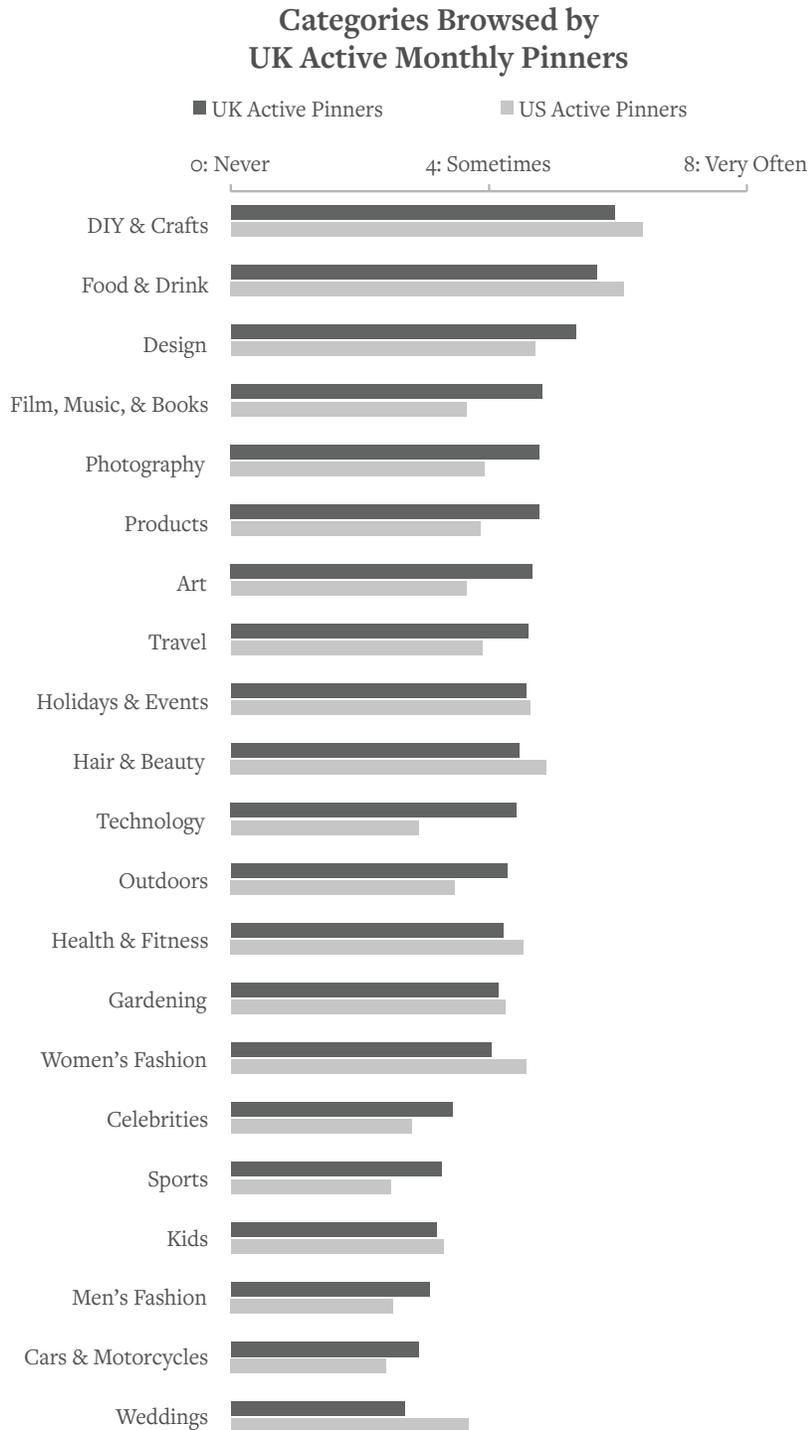
Pinners are also more likely to have replaced the following habits with pinning:

- Using search engines (30%)
- Checking email (23%)
- Reading online publications (23%)
- Shopping online (21%)

Much of this growth appears to be driven by the increase of more relevant, helpful content on Pinterest. With the addition of Promoted Pins this past year, it is likely people in the UK are finding more content that they want to see.

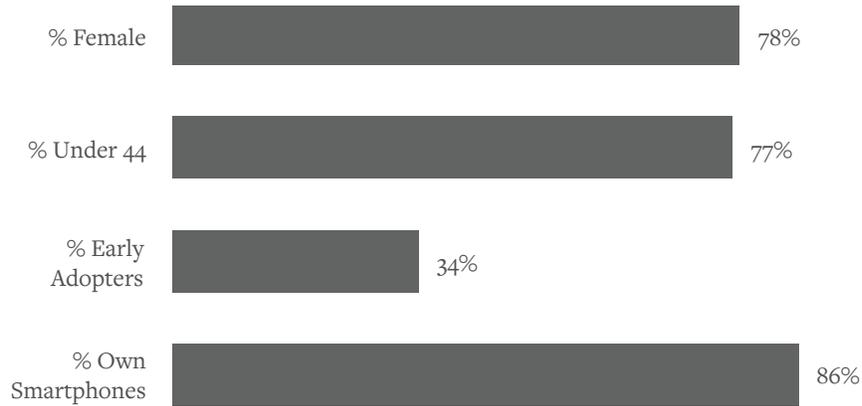
Pinners in the UK engage most with the same types of categories as Pinners in the US do, with some subtle differences.

- Most popular categories both in the US and the UK are Food & Drink and DIY & Crafts.
- In the UK, several top categories such as Art, Products, Photography, Film / Music / Books are more popular than in the US.



Canada

Pinterest is growing rapidly in Canada, and Canadian Pinners are quite similar to those in the US. More than 1/3 (35%) joined in 2015. The following data is based on Ahalogy's 2015 Media Consumption Report.



- **Gender:** 78% of Canada-based Active Pinners are female (80% in the US)
- **Age:** 77% under 44 years old (73% in the US)
- **Marital status:** 31% single (33% in the US)
- **Kids:** 53% do not have children (36% in the US)
- **Education:** 11% no college, 72% started or completed undergrad, 17% grad school (20% no college, 15% grad school in the US)
- **Employment:** 73% employed part or full-time, 8% students (60% employed full or part time in the US)
- **Early Adopters:** 34% of Pinners are early adopters (42% in the US)
- **Highly Mobile:** Most own mobile devices (86% vs 85% in the US), while only half of Canadian Pinners own desktops

Canada Usage

50% of Canadian Active Pinners use Pinterest 2–3 times a week or more, and 25% do so at least once a day. Also, Pinterest is second only to Facebook in weekly reach:

- Facebook: 89%
- Pinterest: 62%
- Twitter: 45%
- Instagram: 41%
- All other social media sites: 46%

Percentage of people spending 20 minutes or more on the site:

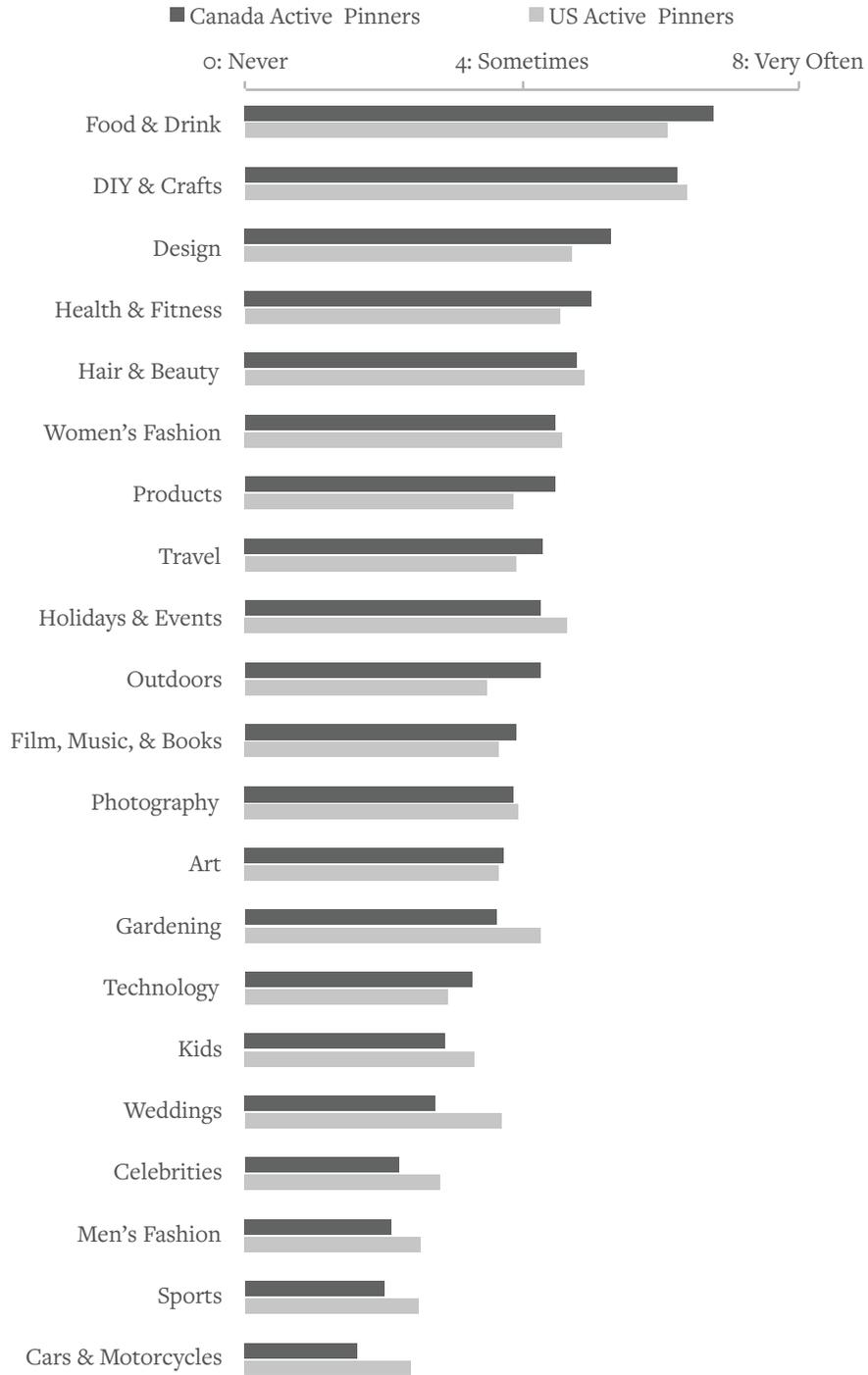
- Pinterest: 52%
- Facebook: 50%
- All other social media sites: 27%
- Instagram: 22%
- Twitter: 18%

Canada compared to the US

Pinterest serves a similar role for both Canadians and Americans in terms of supplanting traditional and digital media. Canadian Pinners and American Pinners share several similar categories of interest and behaviors, which can be seen in more detail on the following page.

- Roughly the same percentage of Pinners are replacing print media with Pinterest (45%–55% in Canada vs ~46%–49% in the US)
- Roughly the same percentage of Pinners are replacing search engines or social media with Pinterest (36–39% in Canada vs ~39–42% in the US)
- The most popular categories in both Canada and the U.S. are Food & Drink and DIY & Crafts, with Health & Wellness being more popular in Canada

Categories Browsed by Canadian Active Monthly Pinners



WHAT'S NEXT FOR YOUR BRAND ON PINTEREST?

Now that you've seen our latest data and insights, we hope you'll agree that Pinterest is a marketing game-changer, now more than ever. Every day more and more women and men are seeking inspiration from Pinterest—the #1 platform for content discovery—across brand-relevant categories like Food, Fashion, Beauty, Home, Crafts, Family, Pets, Weddings, Travel, Automotive, Technology, and Finance.

These Pinner—*who also happen to be your customers*—are highly engaged, highly mobile, and ready to buy—even pulling up Pins as they are shopping. They are receptive to brands who share useful content with them, and ready to take action from the content they find. In the weeks and months that follow, they will make purchasing decisions—giving you the opportunity to be a part of their journey.

Already, many leading marketers are reaping the rewards of Pinterest by sharing meaningful content with Pinner. In order to take advantage of the current opportunities to help your customers plan for their next life experiences, your brand should ramp up its Pinterest activity.

In 2015, Pinterest announced its official Marketing Developer Partner (MDP) program to help brands get access to tools and technology that scale Pinterest marketing efforts much further and faster than they could do alone. Ahalogy was one of the charter members of this program, directly accessing key Pinterest APIs. By continuously creating and innovating unique marketing solutions — via our unique understanding of consumers, brands, content, and Pinterest — we're helping our brand partners get the results they seek.

At Ahalogy, we would love the opportunity to not only help your brand succeed, but also help showcase your brand to the customers who are itching to see it. Winning on Pinterest is all about giving your customers the inspiration they want—whether it's dinner table creations or fashionable beauty tips—which is why we hope you'll consider Ahalogy as your marketing solution to Pinterest.

ABOUT AHALOGY

Ahalogy is the Marketer's Solution to Pinterest. Our technology, licensed content, and focused expertise help brands source, optimize, and scale content for success. As an official Pinterest Marketing Developer Partner, we work with many of the world's top brands and content creators to deliver meaningful marketing on Pinterest. Ahalogy is headquartered in Cincinnati, Ohio, with offices in New York, Chicago, Los Angeles, and San Francisco.

Source

We make sourcing content easy by identifying your brand's most relevant content, then supplementing it with a license to use 600,000+ images and articles from our network of 1,500+ high-end independent publishers. We also help connect you with our bloggers to create custom content for your brand. This means high quality, authentic content that won't feel like ads for your audience.

Brandables

Ahalogy's solution to high quality and authentic content is Brandables. It takes the best content to do well in digital marketing, and we know creating branded content can be time-consuming and expensive. That's why we incorporate your brand into existing, proven stories from our premium network of content producers. And if nothing catches your eye, we love to call on our premium content partners to create just what you need — articles with breath-taking visuals, and even videos — tailor-made for all digital and social platforms.

Optimize

Our technology maximizes audience engagement with techniques proven by millions of Pins and a team of data scientists. This turnkey solution measures your results, and automatically improves performance as it works.

Ahalogy Themes

Themes is a feature that helps you organize content on the Ahalogy platform. Using Themes, you assign a word or phrase to a Pin as you're scheduling it with Ahalogy. You can create any theme you need: trends, keywords, seasonal terms, or even the name of your blog to keep track of owned content. In assigning these tags to Pins, you can better see how certain content performs on Pinterest. Themes allow you to see performance data specific to certain types of content. You can even compare themes. For example, you can test Pins with overlays against Pins without them. Our account team is also here to help create the most applicable Pins and acts on their performance results.

Image Optimization

Our easy image editing tool tells you when your image is perfectly sized for Pinterest.

Liftwords™

Our keyword optimization tool Liftwords™ recommends phrases based on millions of data points, ensuring maximum audience engagement. This tool provides a list of terms to include in your description to make the content easier to find in Pinterest searches. Ahalogy Liftwords has shown positive results, causing a 15% average increase in repins.

Smart Distribution

Our automated scheduling tool delivers Pins to the right people at the right time, maximizing reach and impressions.

Promoted Pins

Our internal paid process is unique, efficient and effective. We utilize proprietary Ahalogy data and trends to recommend top-performing content selections. We have skilled designers to revamp content for optimal engagement. Our expert targeting selections enhance brand reach and awareness, while our daily campaign optimizations ensure the most effective and efficient paid campaign on Pinterest. Brands that have partnered with Ahalogy have experienced an average of +225% repins and +110% clicks & a CPC as low as \$0.02.

Scale

We continuously analyze your brand's performance to see what's working. These insights are fed back into your content strategy to increase earned results and promote successful content on Pinterest.

Visit ahalogy.com/research to see our latest insights and get in touch. We'd love to show you how we can help you win on Pinterest!

ahalogy.com/research