



Quale social network fa vendere di più? Pinterest!

di Paolo Franzese

How *Pinterest* Drives Online Sales

PINTEREST IS NOW THE THIRD MOST POPULAR SOCIAL NETWORK IN THE WORLD.



- 1. Pinterest users are up 175% over their competitors
- 2. Pinterest is better than FB & Twitter at the same price in advertising



- 1. Advertisers that target Pinterest users are 2x more successful
- 2. Targeted referral traffic costs 50% less than other traffic



- 1. Pinterest Marketing is 1.5 times more effective than other social media

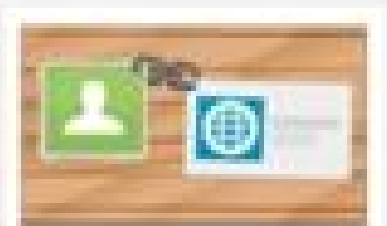


- 1. Pinterest ads will reach more than 100M users

+10%

Recently tagged buyers referred from Pinterest are 10% more likely to buy.

- 1. Spending 10% more from these ads will generate 10% more sales and 20% more profit on average



- 1. For example, both Pinterest and Google's customers already have more influence on the brand by Twitter

LOOKING AT SHOPIFY STORES SPECIFICALLY...



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