



# 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 can reach more
- 2. Targeted referral traffic from Pinterest is 100% more likely to buy



- 1. Pinterest Marketing is 1.5 times more effective than FB Ads



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



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



- 1. For example, both Facebook and Twitter's audience already have more influence on Pinterest by choice

## LOOKING AT SHOPIFY STORES SPECIFICALLY...



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