



# 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.



The daily number of Pinterest users has increased by over 140% since Jan 2011.



Monthly traffic from Pinterest to Shopify stores is now competing with Twitter.



Pinterest pins with purchased links now beat other platforms.

• Pinterest users pin up 100% more shopping content.

• Pinterest users click-through rates are 20% higher than Google.

• Pinterest users purchase 2.5 times as many products.

• Pinterest users make 20% more purchases than Google.



Pinterest's share of total media-driven revenue for online shopping reaches 10%.

• Pinterest users make 2.5 times as many purchases.



Pinterest suggests buyers referrer from Pinterest has 10% more likely to buy.

• Pinterest users make 2.5 times as many purchases.



Brands are finding it much easier to connect with their target market.

• Pinterest users make 2.5 times as many purchases.

## LOOKING AT SHOPIFY STORES SPECIFICALLY...



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