

# Quale social network fa vendere di più? Pinterest!

*di Paolo Franzese*

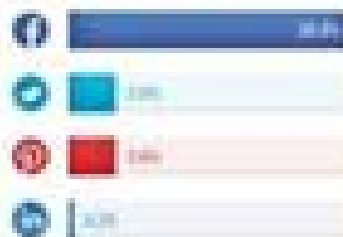


# How *Pinterest* Drives Online Sales

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



The daily number of Pinterest users has increased by over 145% since Jan 1, 2012.



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



Pinterest pins with prices get 38% more sales than those without.



Pinterest stores are up to 145% more than other social networks.



It's not just about design, but also about the quality of the content.



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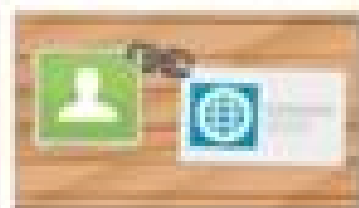
Pinterest is now the 3rd most popular social network in the world.



Pinterest's share of total monthly-driven revenue for stores is growing rapidly.



Recently tagged Shopify stores from Pinterest are 10% more likely to buy.



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



People are more likely to buy from a store that has a strong online presence.



Spending 10% more on Pinterest can result in 10% more sales.



For example, with 10% more sales, a store can increase its revenue by 10%.

## LOOKING AT SHOPIFY STORES SPECIFICALLY...

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Da un articolo scritto da Paolo Franzese il 19 Luglio 2012