



# 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 July 2012.



Daily traffic from Pinterest to Shopify stores is now competing with Google.



Pinterest plays with purchased items more than other platforms.

• Pinterest visitors buy up to 70% more frequently

• Pinterest users visit Google Merchant Center more often

• Pinterest visitors spend 2.5 times more on average than the average visitor

• Pinterest visitors make 20% more purchases than the average user



Pinterest's share of total media-driven revenue for online advertising growth

• Pinterest grows 10x faster than most other media channels



Pinterest helped Shopify sellers boost revenue by 10% last July by helping

• Pinterest helps small businesses with twice the profit margin and 10x more buyers per customer



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

• Pinterest users buy 70% more frequently than the average user

## LOOKING AT SHOPIFY STORES SPECIFICALLY...



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Da un articolo scritto da Paolo Franzese il 19 Luglio 2012