



# 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 point in time every day



- 1. Add a new social channel, Facebook and Twitter increased
- 2. Increased referral traffic over 100% through 1 day test



- 1. Increased Pinterest sales 1.1 times over their competitors



- 1. Pinterest ads will be the most powerful of any social media



- 1. Spending 10% more from these ads will generate 10% more sales and 10% more likely to purchase



- 1. For example, with Pinterest and other social media, brands have more influence on the market by Twitter

## LOOKING AT SHOPIFY STORES SPECIFICALLY...



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