



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. All 5 stores that brought traffic used Pinterest
- 2. Reported referral traffic was 100% from Pinterest (Jan 2013)



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



- 1. Pinterest is up to 10% of total sales



- 1. Spending 10% more from these sites will generate 10% more sales and 10% more likely to buy



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

LOOKING AT SHOPIFY STORES SPECIFICALLY...



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