

# Quale social network fa vendere di più? Pinterest!

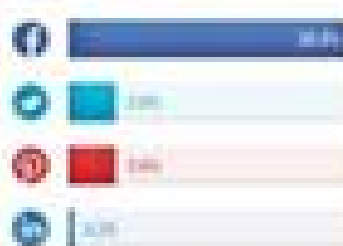
*di Paolo Franzese*

# 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.

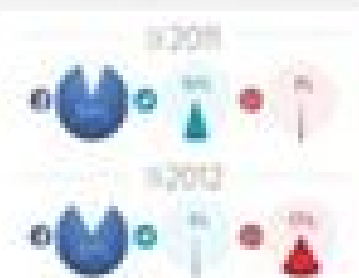
1. Pinterest stores are up to 145% more than other platforms.

2. It is more than Google, Facebook and LinkedIn combined.

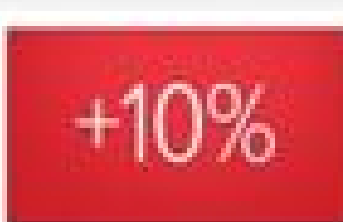
3. Pinterest is better than all of Twitter and LinkedIn combined in terms of referral traffic.

4. Pinterest referral traffic now 10% more than all other social media.

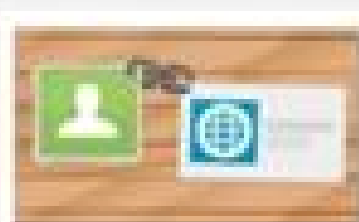
5. Pinterest referral traffic is 1.4% more than all other social media.



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



Recently tagged human-referred from Pinterest are 10% more likely to buy.



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

6. People are more likely to buy from stores that have a Pinterest account.

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

8. 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