



# 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 145% over their competitors.
- 2. Pinterest is better than FB & Twitter at the same price in advertising.

- 1. Add a new tag design, hashtag and content to increase.
- 2. Spend about 10% more on Pinterest (10000) than on Facebook (10000).

- 1. Pinterest Marketing is 1.4 times more than FB & Twitter.



- 1. People are able to find exactly what they want.

- 1. Spending 10% more from these ads can give them more sales than you and 10% more than a competitor.

- 1. For example, with Pinterest and other's features, brands have more influence on the brand by Twitter.

## LOOKING AT SHOPIFY STORES SPECIFICALLY...



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