



#SOCIALWEEK

October 8-10, 2019







AGENDA

Tuesday, October 8th: HOW TO CREATE A WINNING PAID SOCIAL STRATEGY

Wednesday, October 9th: UNLOCK SMARTER PAID SOCIAL WITH SMARTLY.IO AND SMARTFLUENCE

Thursday, October 10th: INSPIRED HOLIDAY SHOPPING ON PINTEREST



















3
GLOBAL OFFICES









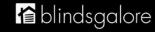


FEATURED PARTNERSHIPS



































WE HELP ECOMMERCE BRANDS FIND & ACQUIRE NEW CUSTOMERS ONLINE

NetElixir

OUR SOLUTIONS

PAID SEARCH

ORGANIC SEARCH

PAID SOCIAL

WEB ANALYTICS **CONSULTING & CRO**

AMAZON ADS

ECOMMERCE TECH DEVELOPMENT SERVICES



Our integrated digital marketing approach helps brands own the search bar



OWN THE SEARCH BAR, EVERYWHERE

















Inspired holiday shopping on Pinterest

and the growth it fuels for your business









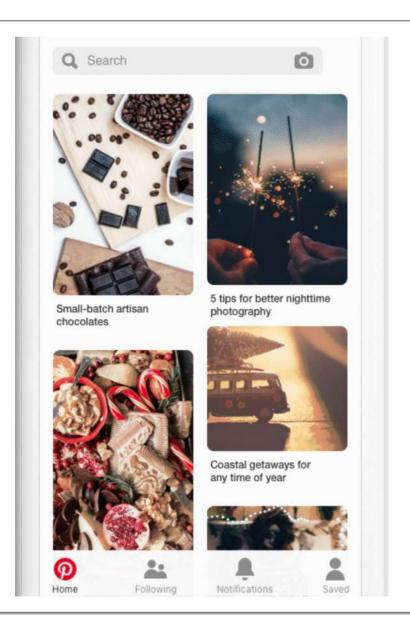


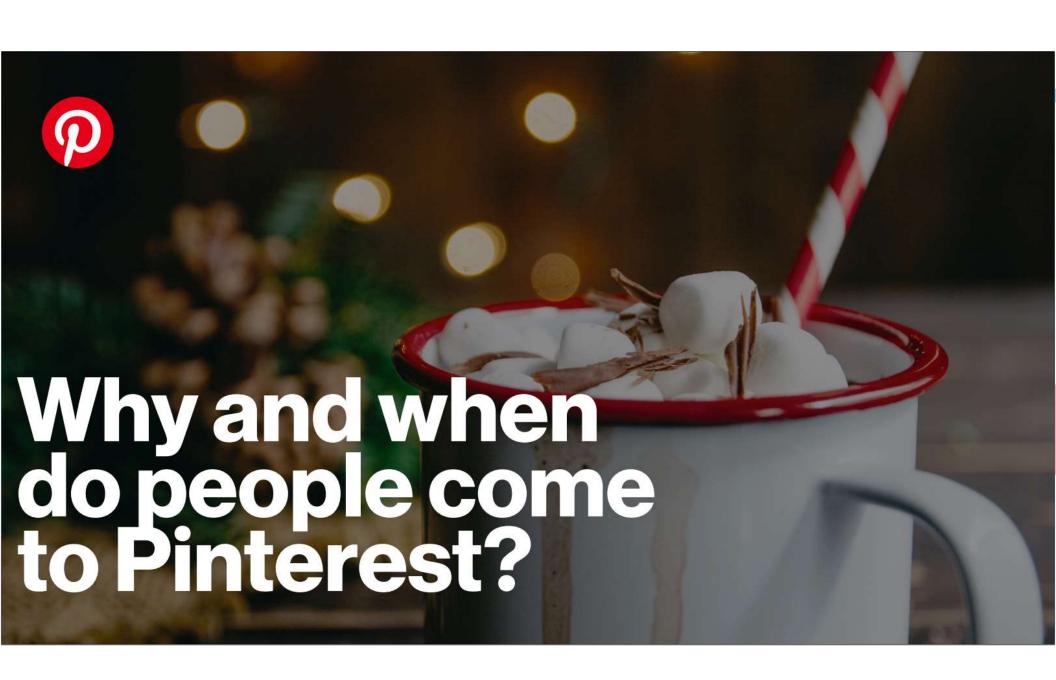
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- 4. "Best of" holiday 2018

Today's agenda



How does Pinterest work, during the holidays?





Granung

Meal planning

Holiday outfits

Hair style

Interior design

Barbecue tips

Home remodel



Nursery lueas

Gift ideas

Wine tasting

Mens watches

Funny quotes

Barbecue tips

Retro games

Holiday cocktails

Felt animals

Gaming



Vintage art

Christmas tree ideas

Indian recipes

Engagement ring

Crochet ideas

Holiday party food

STEM projects

Calligraphy





They come to Pinterest to get inspired

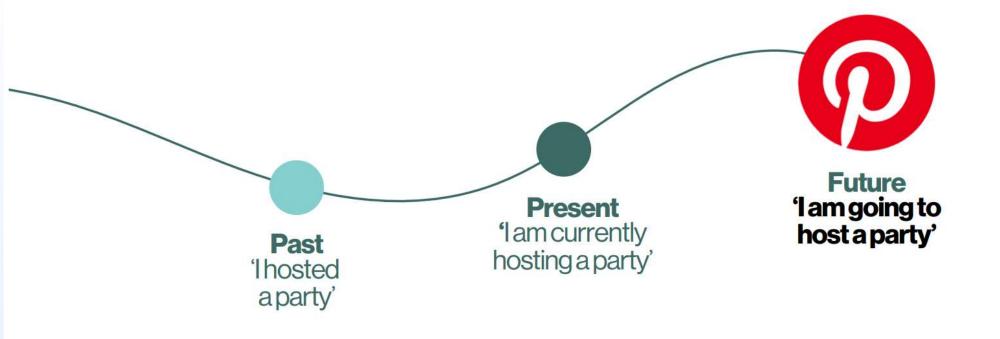


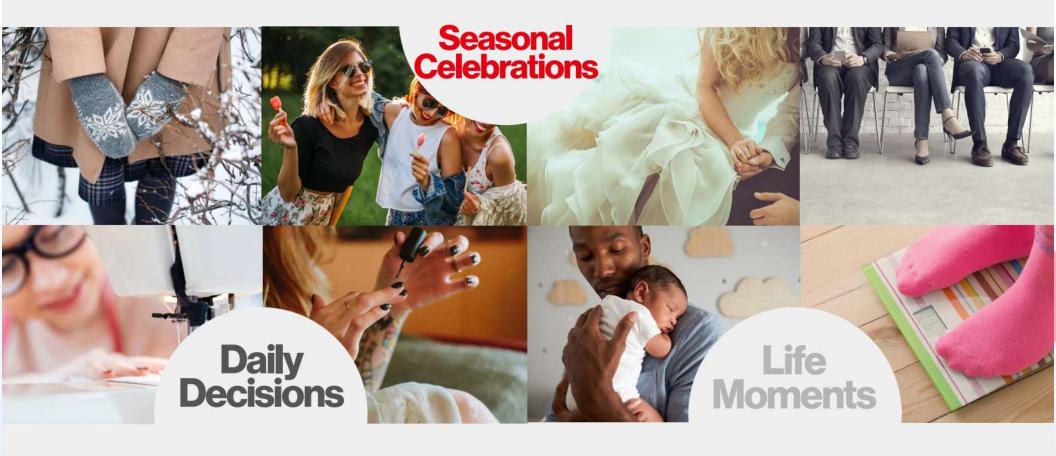






Pinners come to Pinterest to plan







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Today's agenda

A season of...



Holidays on Pinterest

Holiday is the largest and most festive moment of the year on Pinterest as Pinners look for inspiration for Thanksgiving, Christmas and Hanukkah.









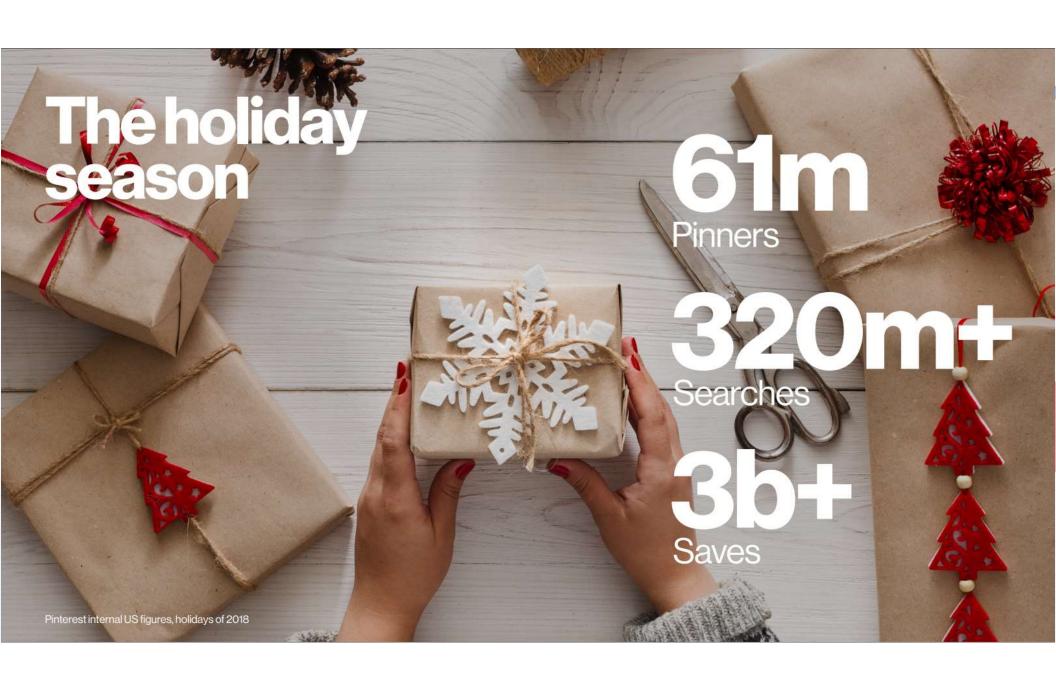












Questions we had

- How do Pinners find inspiration for the November & December holidays?
- Where do the sparks come from?
- How do Pinners decide what ideas they commit to?





4 key themes

- Pinners are planners
- Mobile matters
- Visual is critical
- Trends inspire



People don't drop everything to plan for the holidays

How do people approach holiday planning?







Top of mind during the holidays



Meal planning

Allow Pinners to discover your brand and products



Decorating

Align to everyday and seasonal buying moments

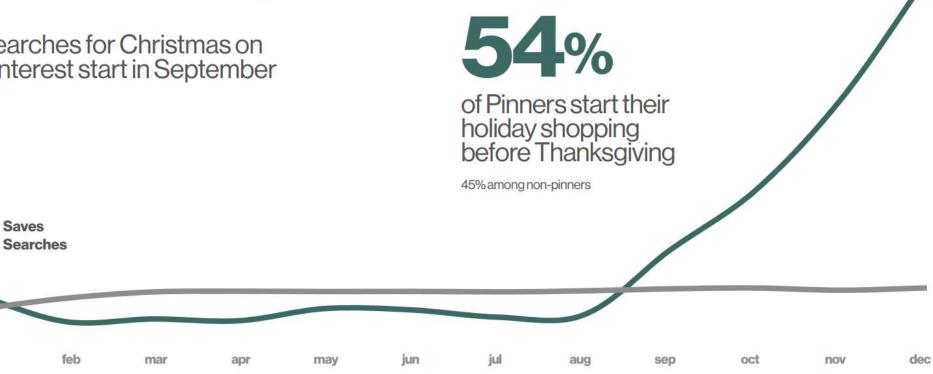


Gifting

Own your category through Pinterest Search

Planning starts early

Searches for Christmas on Pinterest start in September



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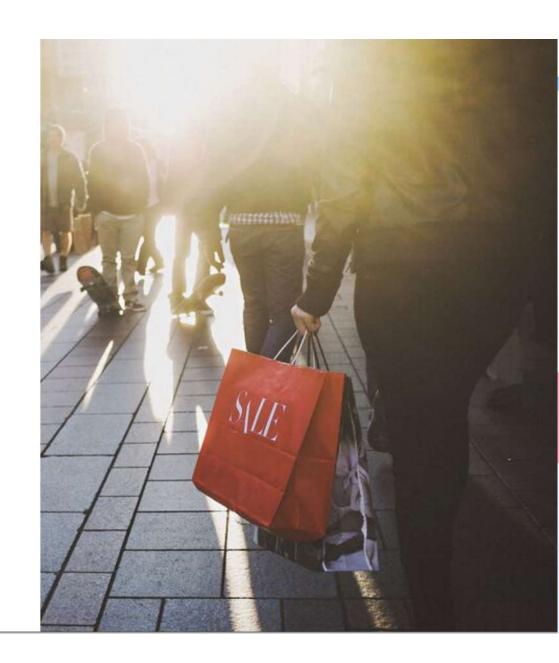
Pinterest & Critical Mix | Insights Solutions | US May 2019

neustar

Pinterest influences purchasing decisions much earlier in the shopping process

Measuring ALL marketing touch points is critical

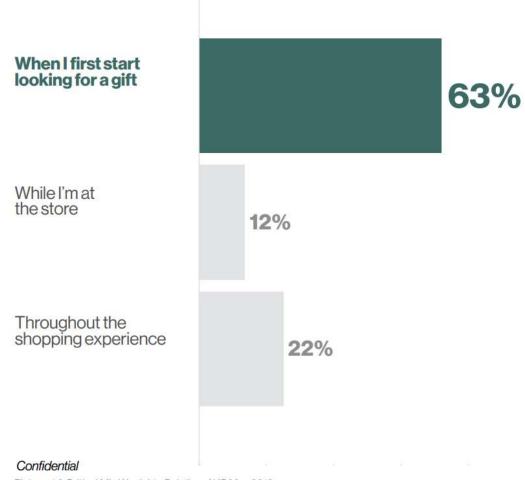
Brands can see 2x higher returns on Pinterest than other digital channels



Source: 2019 Neustar retail meta-analysis results

Mobile matters





Pinterest & Critical Mix I | Insights Solutions | US May 2019 Q15-3. At what point in the gift shopping process do you typically use a mobile app or an online site?

Mobile matters, in-store



65%

of people who used Pinterest for holiday planning also purchased holiday items in-store



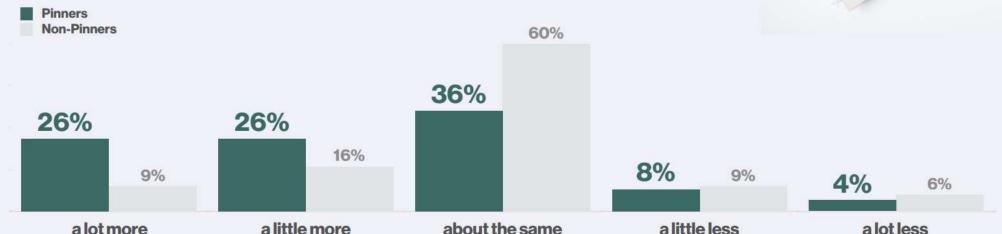


Pinterest & Critical Mix I | Insights Solutions | US May 2019 Q11. Where did you purchase or order the following holiday items in the past 3 months (in a store, via mobile phone/device, a laptop/desktop, or other)? (for each row, select all that apply)



Pinners spent more on gifts last holiday season





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Pinterest & Critical Mix I | Insights Solutions | US May 2019 Q15-2. Did you spend more or less on gifts this holiday season compared to last year's holiday season?











































Present use of search tools

Text

93%

Voice

28%

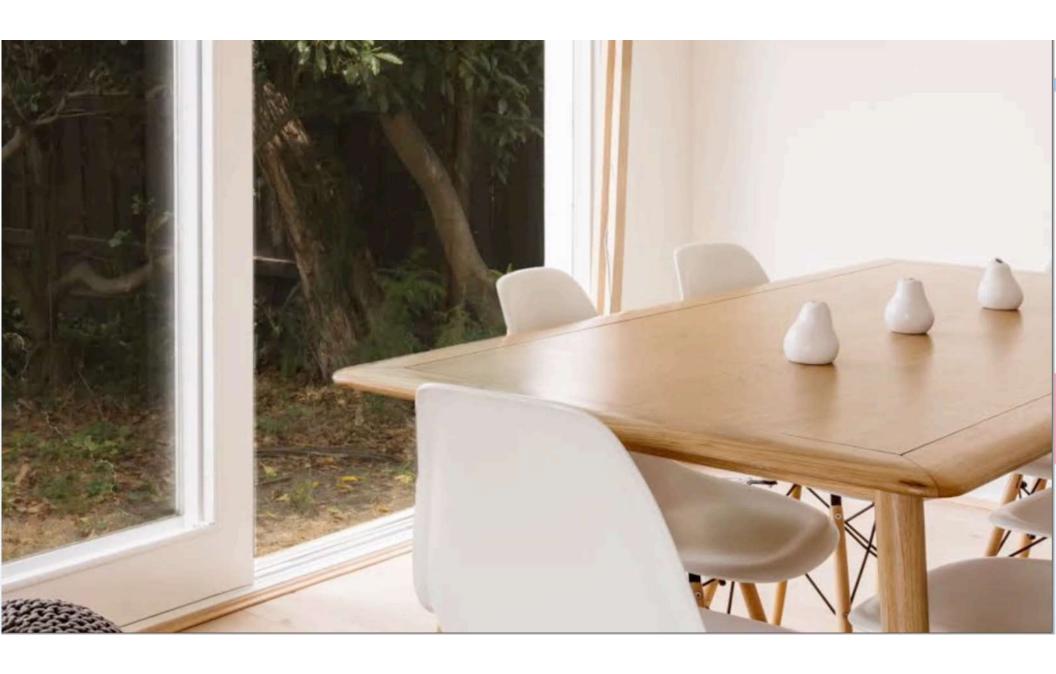
Visual

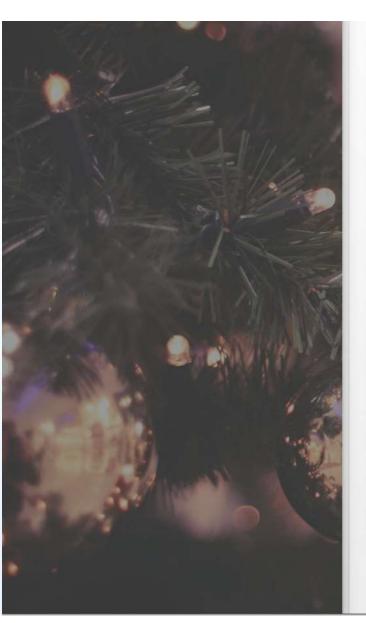
51%

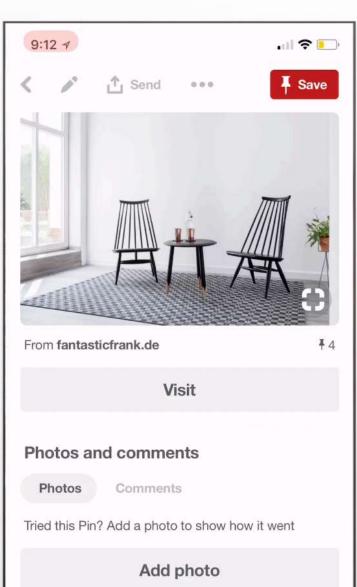
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Source: US, CSpace Visual Search quantitative survey March 2019.

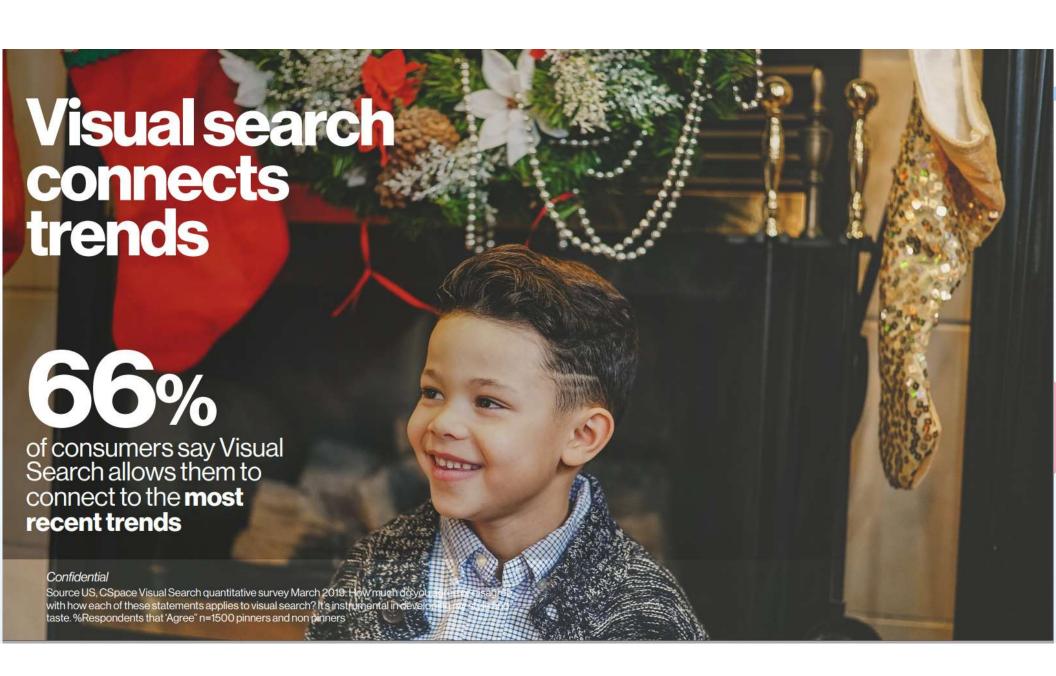
Q3: Which of the following things have you done in the past 6 months? Please select all that apply.













Pinners are looking for holiday ideas with **5x increase** in daily search volume sustained for the final four weeks leading up to the holiday

Bitesize is better:

Small plates is all the rage with searches for 'bite size appetizer' **+473% YoY**; 'Christmas dips for parties' **+116% YoY** and 'Finger food christmas party' **+83% YoY**

Sweets and sugar plums:

Holiday meals are not complete without desserts: 'Grinch pancakes' +4898% YoY, 'Grinch fudge recipe' +1622% YoY, 'gingerbread house icing recipe' +229% YoY'

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Festive fashion:

Help Pinners find the perfect Holiday Party Outfits, knowing it is one of the top apparel searches in the months leading into the holidays

Baby, it's cold outside:

Throughout the holiday, Winter Outfits consistently remains in the weekly top 5 searches

Picture perfect:

Christmas Family Picture Outfits has seen strong growth this year, growing more than **3,000**% over last year

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Everyday reindeer rewards:

Remind Pinners your credit cards earn them valuable membership rewards all season (and all year!) long for the things they shop for including holiday outfits, festive home decor, movie tickets and food & drinks for parties—all are top searches throughout the holidays on Pinterest.

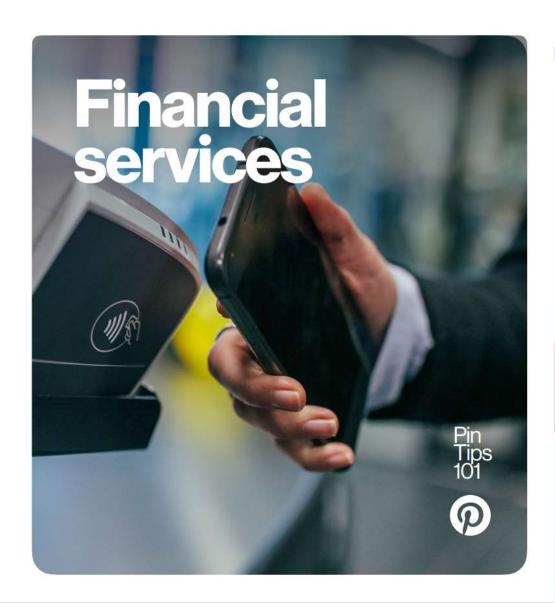
Good travel and tidings:

Pinners are traveling for the holidays and planning for their next big vacation trip, make sure they are aware of your card's travel benefits. Searches for Adventure Travel (+1239% YoY), Cruise Vacations (+1591% YoY) and Tropical Beaches (+451% YoY) are all trending up YoY.

Present protection:

Pinners come to Pinterest for holiday gift inspiration in technology including wearables, tablets and video games, home theaters and other home related items, and fashion and jewelry. Let Pinners know their purchases are protected for these valuable investments.

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Today's agenda

Seed the purchase

Pinterest's holiday sales strategy



Secure holiday sales by being a part of the early planning process



across the entire purchase journey, fueling with associated trends & new ideas

Spark



while they're active and passive, especially on mobile devices

Visually meet



Optimize & retarget connecting discovery with eventual purchase

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Pinterest Catalogs + Shopping Ads activation

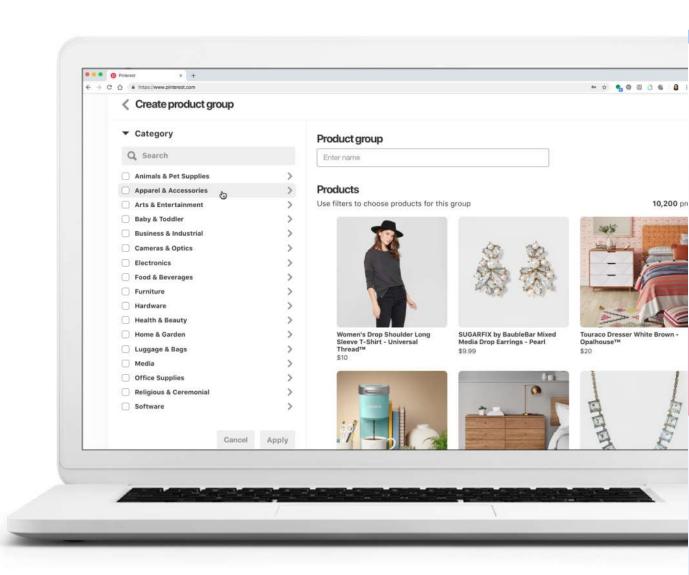
Upload your entire product catalog:

People use Pinterest for shopping inspiration. Catalogs let you easily upload and organize your products, and allow Pinners to visually discover and shop your content.

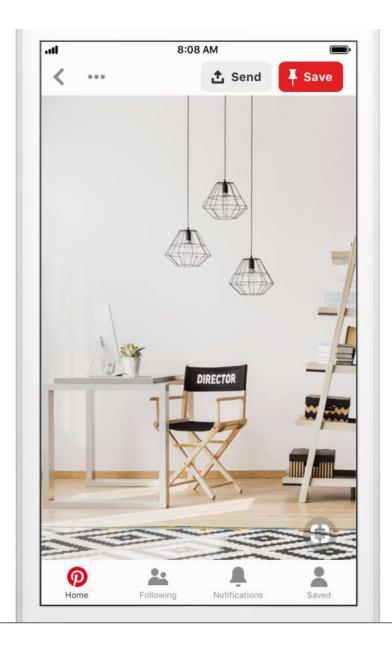
- Upload your product catalog to mass generate Pins for Pinterest
- Organize your Pins into products for ease of management
- Promote your product groups through Shopping Ads for increased distribution

You will need a data source that meets our specifications. For details on how to activate, visit catalogs pinterest.com

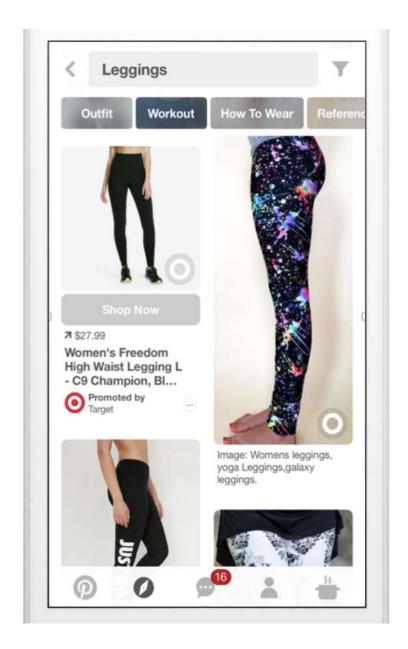
Catalogs



Product Pins are distributed across Pinterest

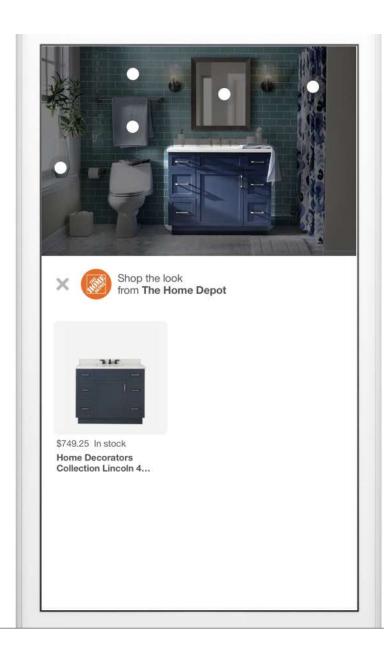


Shopping Ads



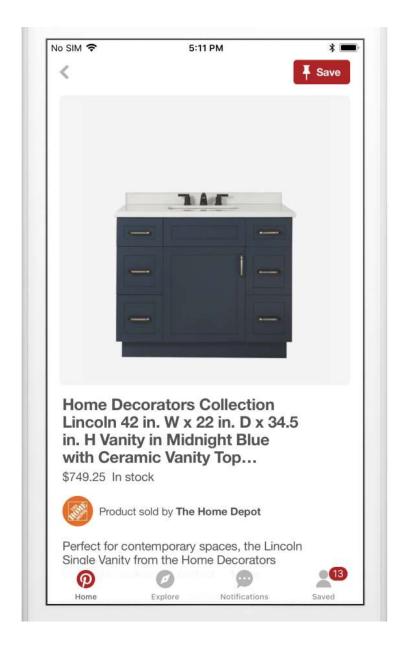
Shopping Ads

Shop the look



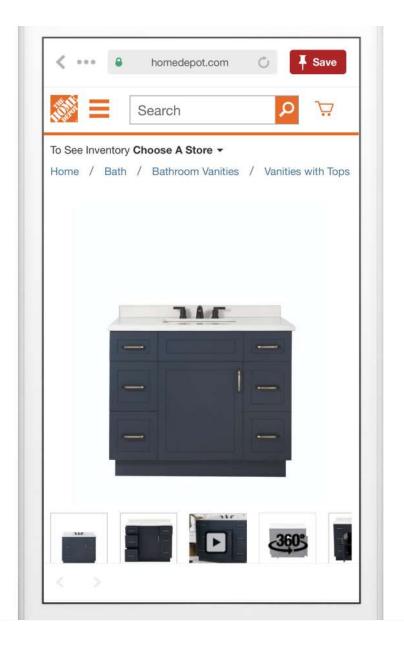
Shopping

Shop the look



Shopping

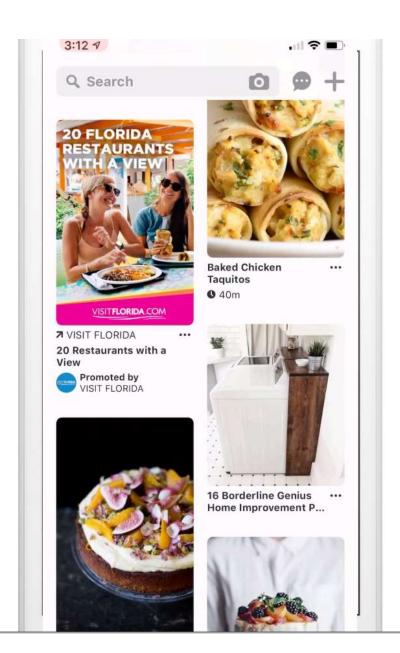
Shop the look



Shopping Ads

Shop the look

One-tap

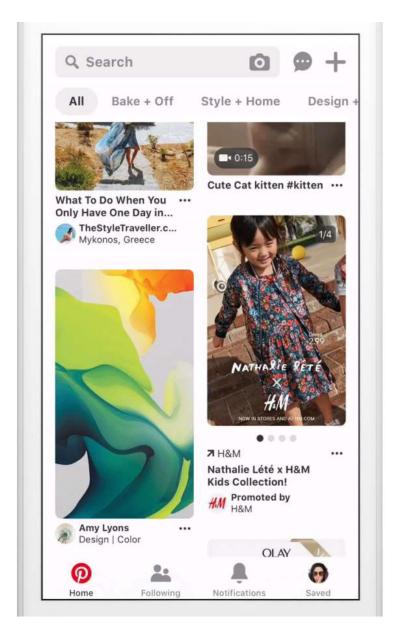


Shopping Ads

Shop the look

One-tap

Carousel



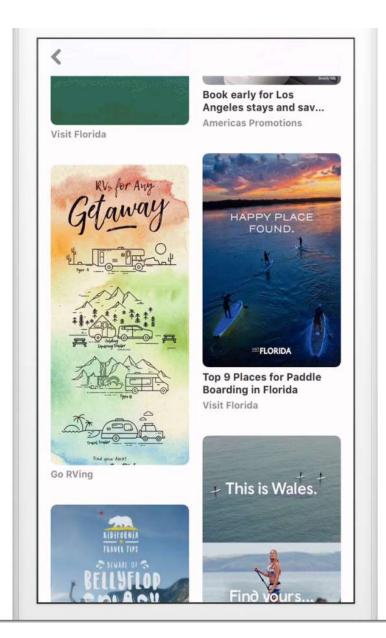
Shopping Ads

Shop the look

One-tap

Carousel

Autoplay Video



Shopping Ads

Shop the look

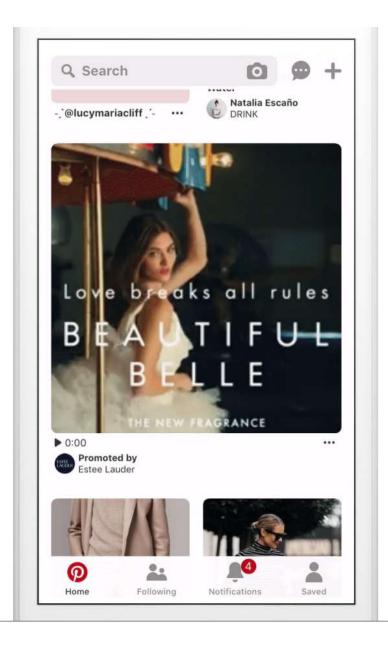
One-tap

Carousel

Autoplay Video

Max-Width video

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We have robust ad solutions to drive growth

ı	Audience							Surface			Bid Type				Format							
Kovnorde	veywords	Interests	Demographics	Audience lists	Location	Planning moments	Dynamic retargeting	Homefeed	Related	Search	CPM	СРС	CPA	oCPM	Promoted pin	Carousel pin	Awareness video	Shopping pin	App install pin	Performance video	Catalogues	Promoted Shop the Look

Consideration Sales

Awareness

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Marketers need to think differently about their holiday strategy. Here are five things to keep top of mind now.





Re-evaluate your marketing mix to reflect the latest consumer consumption patterns, increasing your presence on visual digital platforms like Pinterest, Instagram and Google.

Reminder: 519

51% of people conducted visual searches in last 6

months

CTA:

Reach out to your Pinterest team to ask for audience insights to inform your plans

Marketers need to think differently about their holiday strategy. Here are five things to keep top of mind now.





Prepare for the holidays by using BTS/BTC season to understand what works best.

CTA:

Ingest your product catalog feed, participate in Shopping Ads, use the Pinterest Tag, develop a measurement plan

Marketers need to think differently about their holiday strategy. Here are five things to keep top of mind now.





Start your holiday campaigns one month earlier on Pinterest, securing a spot on the consideration set of inmarket consumers before AND until they decided what or who to buy from.

CTA:

Target your media and creative to reach consumers across each phase of their purchase journey, inspiring throughout

CONSIGERATIONS Measure Pinterest holistically

CTA:

Marketers need to think differently about their holiday strategy. Here are five things to keep top of mind now.



Develop a measurement plan that counts all marketing touchpoints and looks at incrementally

Marketers need to think differently about their holiday strategy. Here are five things to keep top of mind now.





Leverage Pinterest resources to help you make the most of holidays on Pinterest

CTA:





- Watch the upcoming holiday webinar (Aug 6th)
- Review the best of Pinterest holiday boards (Pincode to left)
- Redeem gift card by saving something from our Pinterest holiday board



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Case Study: Gravity Blankets

2x

Increased sales volume and lowered CPA costs by 58%



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Source: Gravity Blankets data, 2018

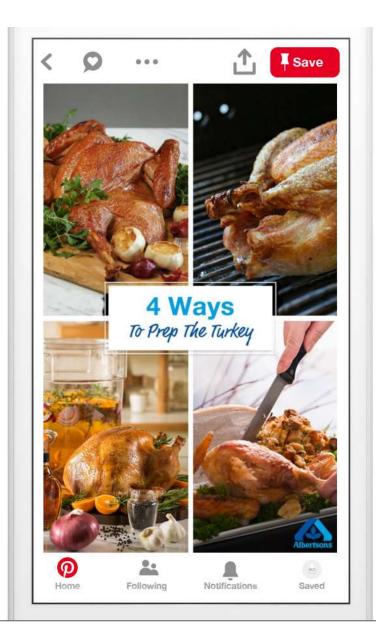
Case Study: Albertsons

14x

Return on ad spend from holiday campaign on Pinterest using Promoted Pins

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Source: Aggregated, de-identified spend data provided by Visa Ad Measurement and integrated with Oracle Data Cloud. Topline results are calibrated to account for Visa credit transaction coverage among Visa cardholders and non-cardholders.



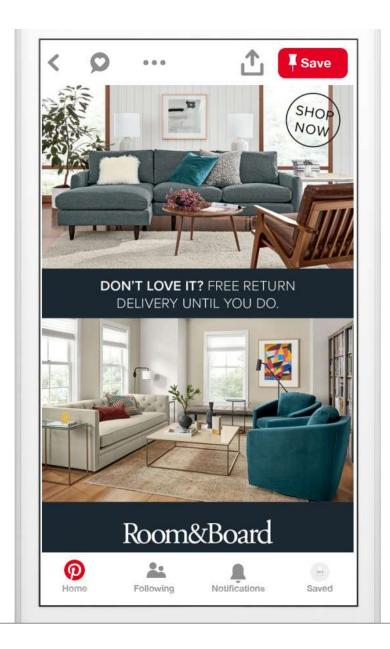
Case Study: Room & Board

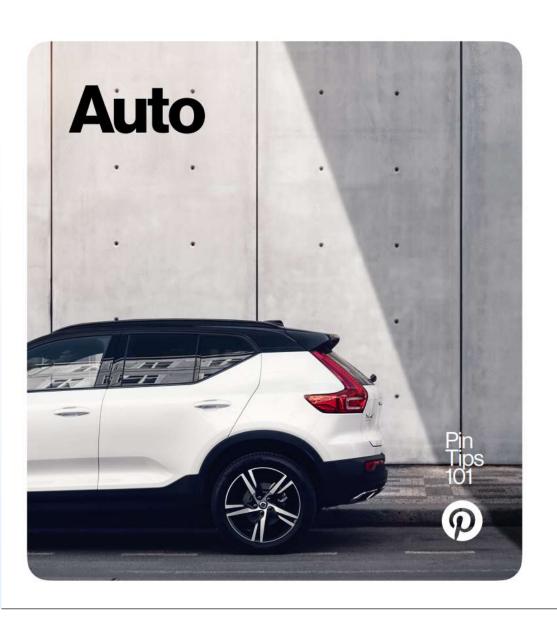
33X

Return on ad spend for Shopping Ads

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Source: Room & Board data, 2018





Gearing up for gifting:

"Gifts for car guys," "gifts for truck drivers" and "gifts for car lovers" are the top auto related gifting searches during the holiday season

Ready for the road:

"Winter car kit" is a top 20 auto related search term as Pinners make sure they are prepared for the Winter driving season

Decked out for driving:

"Christmas jeep," "jeep Christmas lights" and "jeep ornament" are among the top auto related searches by volume as Pinners look to add some holiday cheer to their rides

Pinners are looking for holiday ideas with **5x increase** in daily search volume sustained for the final four weeks leading up to the holiday

Bitesize is better:

Small plates is all the rage with searches for 'bite size appetizer' **+473% YoY**; 'Christmas dips for parties' **+116% YoY** and 'Finger food christmas party' **+83% YoY**

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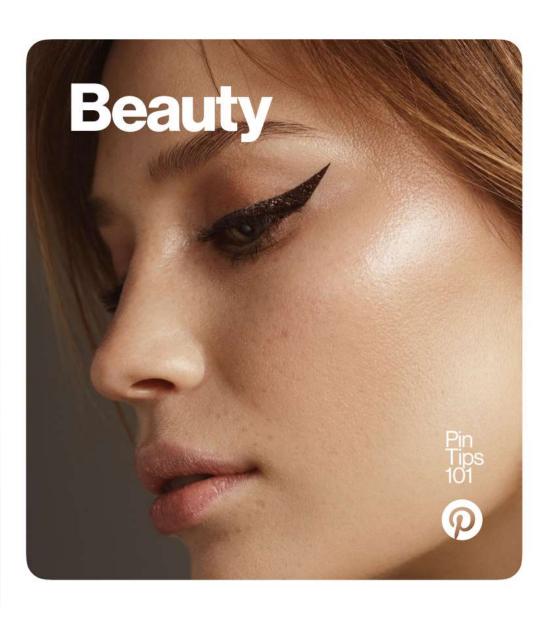
Gather round the table:

Help Pinners make their holiday clean-up quick and easy by relevant brand content; searches for 'dinner party ideas winter' +107% YoY; 'christmas grazing table' +371% YoY

Take it outside:

Holiday decor is not just for inside the house. Remind Pinners they need the best hooks, hangs and strips to express their holiday spirit outdoors. 'Christmas front porch' +477% YoY; 'Backyard christmas decor' +374% YoY





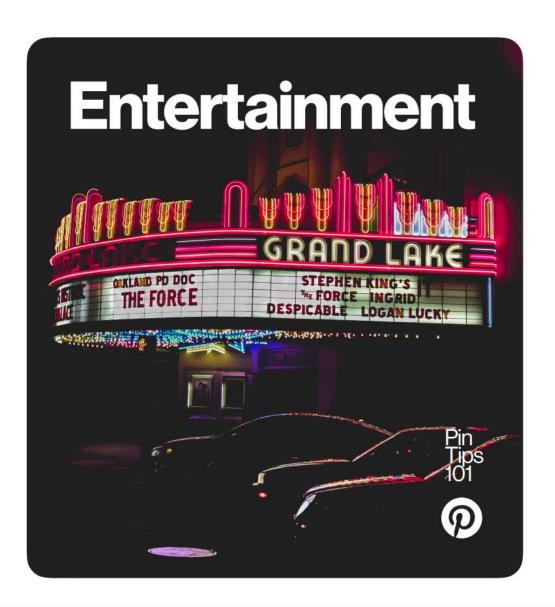
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Yuletide eye:

'Christmas eye look' **+322% YoY**; 'Christmas lashes' **+170%**; 'December makeup looks' **+107% YoY**

It's all in the hair:

'Girls christmas hairstyle' **+1200% YoY**; 'Christmas hair kids' **+76% YoY**; 'Christmas hair' **+30% YoY**



Pinners are looking for holiday ideas with **5x increase** in daily search volume sustained for the final four weeks leading up to the holiday

Silver screen and silver bells:

Pinterest reaches half of theater attending moviegoers and they are turning to Pinterest for inspiration for what to see. Top trending movie searches during the holidays are for new release family films

Do you hear what I hear:

Pinners are searching for festive entertainment ideas including new holiday specials airing on TV and streaming platforms, as well as holiday music to get them in the mood



Festive fashion:

Help Pinners find the perfect Holiday Party Outfits, knowing it is one of the top apparel searches in the months leading into the holidays

Baby, it's cold outside:

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Everyday reindeer rewards:

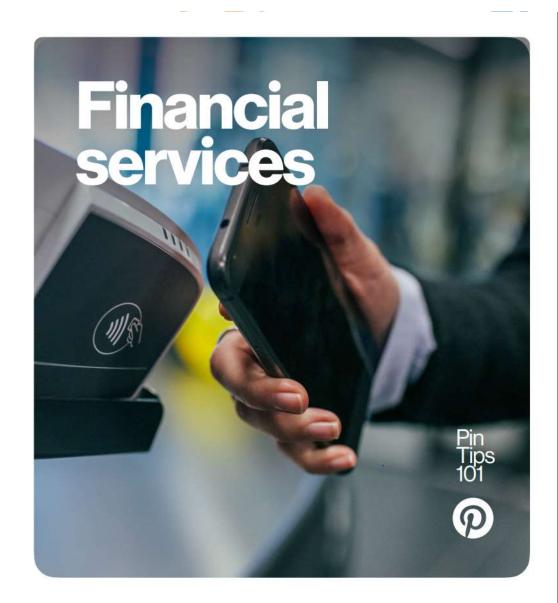
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Express your elf:

'Elf on the shelf ideas' is a top search term during this timeframe

Deck the halls:

Don't forget the outside of your house, with 'Outdoor Christmas lights' and "Christmas door decorations" as top searches, growing **125%+ YoY** over last year

Ho ho home:

Home related 'gift ideas' is a popular search throughout the holidays on Pinterest



Don we now our tech apparel:

Wearables and their band accessories are the number one search in tech on Pinterest. Help Pinners stay connected on-the-go.

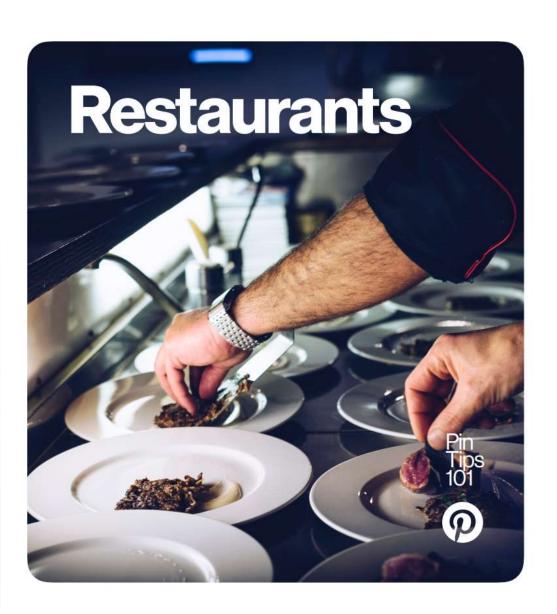
Reindeer games:

Gaming is truly for everyone during the holidays, both for gifting to others and yourself. Searches for Video Games **+216% YoY** and Gaming Setup **+64% YoY**.

Draw to the world:

New trends for tablets with drawing capabilities are emerging. Drawing art and taking notes on your new tablet is the way to go.





'Tis the season:

Christmas is the #1 food planning holiday for QSR customers on Pinterest, with more than half (54%) looking for restaurant catering options

Yuletide yum:

Searches for holiday inspiration, including food and beverage ideas, see a **5x increase** in daily search volume sustained over the 4-5 weeks leading up to the holiday

Grinch in a cinch:

Pinners who are QSR customers search for "easy" (48% YoY) and "inexpensive" (27% YoY) holiday meal and party menu ideas for Christmas, Hanukkah and New Year's Eve festivities



O come, all ye travel:

Millennials approach travel in an exploratory and adventure-seeking mindset while also trying to balance new life stages. Searches for Adventure Travel +1239% YoY

Sandy claus:

People are researching the most beautiful beaches around the globe for their next vacation such as the Caribbean, Hawaii, Bora Bora and Tahiti

The most wanderlust time of the year:

There is a bifurcation of travelers who are just beginning their travel research and others who know just where they want to go. Connect to them year round to capture all their travel plans

