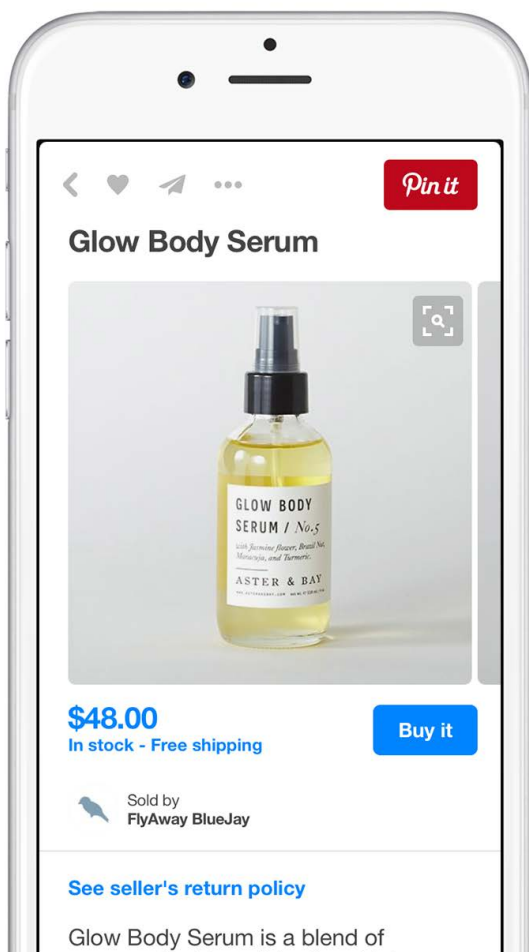


Buyable Pins

How Buyable Pins help businesses achieve their mobile commerce goals

“For small businesses like us, using a large platform like Pinterest to reach new customers is critical.”



Buyable Pins let people buy products right from the Pinterest app. Buyable Pins make it easy for people to take action right while they're browsing Pinterest to discover new inspiration.

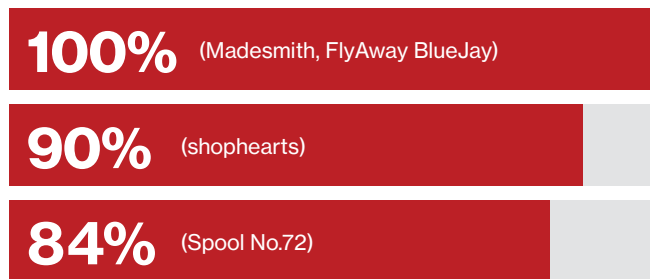
In just a few months, we've learned Buyable Pins are helping thousands of stores reach shoppers on mobile, bringing them new customers, more mobile sales and a greater understanding of their audience.

Buyable Pins bring new customers to your business

We surveyed hundreds of sellers after the holidays and they told us that **between 84-100%** of their sales from Buyable Pins came from customers new to their business.

New customer acquisition specific results

% of new customers from Buyable Pins



■ “For small businesses like us, using a large platform like Pinterest to reach new customers is critical,” said Holly Feld, owner of FlyAway BlueJay.

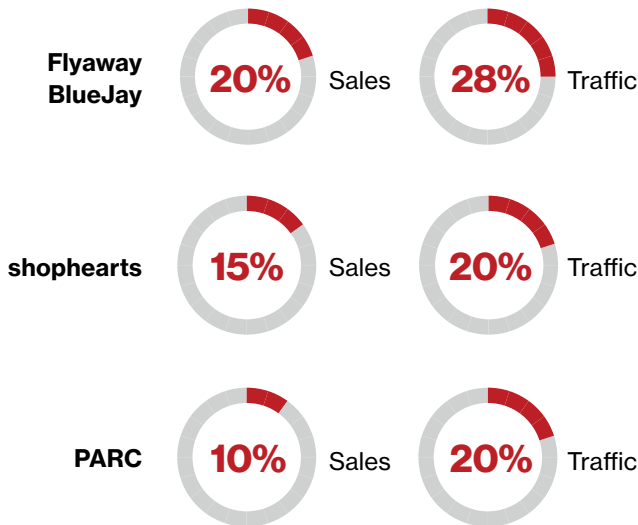
“Pinterest enables us to learn about our customers’ interests as well as share our own worldview.”

Buyable pins boost mobile sales and traffic

Buyable Pins are the bridge between shoppers discovering an item they want and connecting right to the business that’s providing it. And of course, that’s led to more sales and traffic for shops.

Sales and Traffic

% of sales and site traffic from Buyable Pins



Note: These numbers cover the period from Oct to Dec 2015



“Buyable Pins made it easier for us to gain more exposure without all the traditional legwork. A Pinner can search for an item, like a jacket, and our parka jacket would show up as buyable. This increased the chances of a purchase,” said Tanya Nguyenbui, owner of shophearts.



Modern Citizen

Learning what your customer wants

Buyable Pins also help retailers get a better understanding of their customer’s tastes and wants.

“As an e-commerce retailer, we’re constantly thinking about our customer’s life from all angles – not only what she’s wearing, but where she’s going, what she’s interested in, and what she’s doing,” said Nichole Powell, marketing manager at Modern Citizen. “Pinterest enables us to learn about our customers’ interests as well as share our own worldview.”

Here are a few things businesses learned from Buyable Pins

■ **Niche categories sell:** “Personal beauty products and jewelry have always been our two biggest sellers and this only increased during the holiday season. With Buyable Pins we continued with steady sales in these categories, but we also extended our sales into almost every other category available on our website (scarves, sunglasses, notebooks, etc.) We saw our sales expand to new niche clientele.” - FlyAway BlueJay

■ **Pricing preferences vary:** “We expected to see small items (such as stocking stuffers under \$50) as top-sellers via Buyable Pins. To our surprise, items with mid-range pricing (\$45-170), specifically home decor items, were the most popular through the Buyable Pin sales.” - Waiting On Martha

■ **‘Unsize’d’ products may be safe bets:** “Our jewelry seems to do especially well with Buyable Pins – though whether that’s because of the holiday gifting season or because of the ease of purchasing unsize’d product is too soon to say!” - Modern Citizen