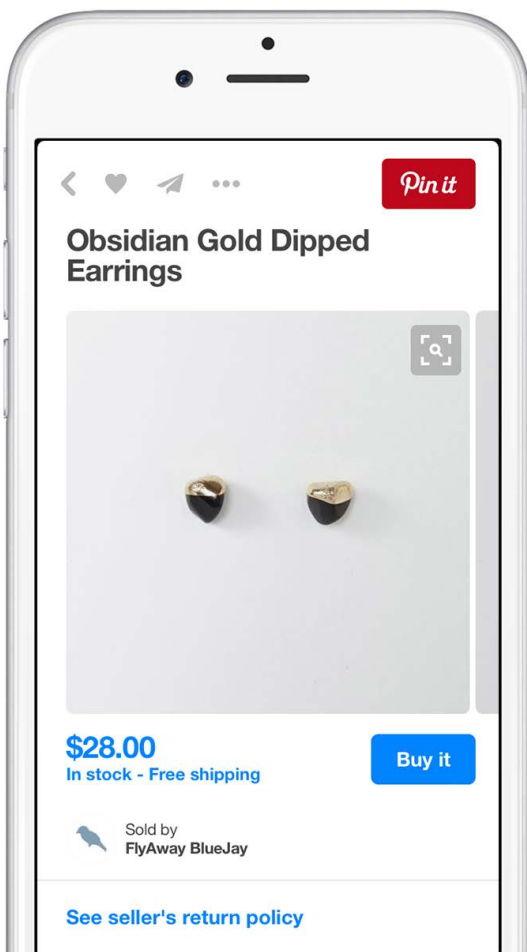


# FlyAway BlueJay

## Acquiring new customers with Buyable Pins

**FlyAway BlueJay** uses Pinterest to encourage Pinners to find the perfect new trinket for themselves or a loved one. With Pinterest’s mobile-first Buyable Pins, FlyAway BlueJay was able to reach potential customers that were already shopping for gifts on Pinterest, but were unfamiliar with their brand.

“We were pleasantly surprised with the new customer leads generated through mobile commerce Buyable Pins,” said Holly Feld, FlyAway BlueJay’s owner and founder. “It outperformed our expectations and made Pinterest our largest social source for both traffic and sales.”



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

Personal beauty products and jewelry are typically FlyAway BlueJay’s biggest sellers, but Buyable Pins helped expand sales into almost every other product category they offer. Plus, sales for their traditionally strong sellers increased steadily as well.

“Pinterest has been the perfect platform for directing mobile traffic to our brand,” Feld said. Buyable Pins helped FlyAway BlueJay expand sales to new audience:

- **100%** of Buyable Pins sales came from new customers
- Buyable Pins drove **20%** of their overall sales and **28%** of overall website traffic during the holidays
- Received more orders through Buyable Pins than any other single social traffic source

“For a small business like us, using a large platform like Pinterest to reach new customers is critical,” Feld said. “Buyable Pins make Pinterest more user friendly for both Pinners shopping for the perfect gift and for businesses trying to reach new clients.”