

Modern Citizen

Learning more about customers with Buyable Pins

Modern Citizen is a destination for the modern woman, with thoughtfully designed and curated fashion and home goods. With Buyable Pins, the ecommerce retailer gained key consumer insights during the holidays and reached new mobile customers across different demographics, increasing sales from Pinterest by **73%**.

Gaining customer insights

As a relatively new brand, Modern Citizen is constantly trying to understand the life of its target customer from all angles – not only what she likes to wear but where she likes to go and what she likes to do with her time. The retailer relies on Pinterest to learn about its audience's varied interests while sharing their own viewpoint across fashion, beauty and home decor.

"With Pinterest, we're able to explain our brand and what we stand for in a more nuanced way. Pinterest is a richer acquisition channel as a result," says Nichole Powell, Marketing Manager.



“We’ve found that if a particular style does well on Pinterest, that’s likely an indicator that our audience is looking for more of that style.”

Optimizing for mobile shoppers

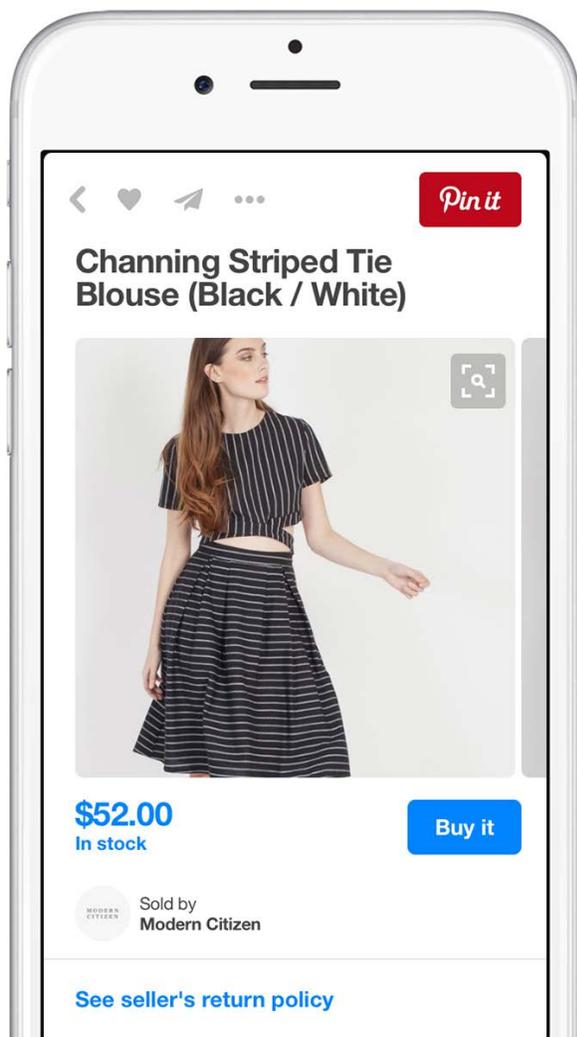
Connecting with on-the-go shoppers is crucial for Modern Citizen. The online retailer ensures that its site is as responsive and mobile-friendly as possible to enable an effortless buying experience for the modern and mobile woman. Modern Citizen also aims to be wherever its target customer is already spending her time online. That way the retailer can deliver the instant gratification she expects at the precise moment buying inspiration strikes.

"We're always looking for new ways to connect with our customers across multiple platforms. We're always asking, 'Where does she want us to be?' We know our customer is frequently on the go, so being able to go with her on mobile—whether via our own site, Pinterest, or another e-commerce platform—is important," Powell said.

Gaining product insights and increasing holiday sales

During the holiday shopping season, Modern Citizen used Buyable Pins to gain a more comprehensive view of how customers interact with the brand on Pinterest. The retailer, which sells a range of women's apparel, accessories, jewelry and home goods, was particularly interested in what types of Pins drive the most traffic to its site.

“We’ve found that if a particular style does well on Pinterest, that’s likely an indicator that our audience is looking for more of that style. That could mean something as specific as structured tops, midi-length skirts, or a particular color. We can then use that data to shape our strategy for the following collections,” Powell said.



Pinterest’s Buyable Pins mobile commerce solution successfully drove increased sales for Modern Citizen. Unsized or easily “giftable” items tend to do well during the holiday season for most online retailers, and Modern Citizen was no exception. Jewelry sales from Buyable Pins were particularly strong. Another valuable holiday insight that made the brand take notice: Many Pinterest orders are placed from areas across the US and outside its usual urban demographic.

“We have a primarily urban customer, so it’s been surprising to see how Pinterest enables us to reach new customers in unexpected locations. As a newer company, Pinterest is a key acquisition channel for us, and we loved seeing new customers come in from Pinterest who had never purchased with us before. Since implementing Rich Pins and Buyable Pins across our entire product inventory, we’ve seen our number of orders from Pinterest go up by **73%**,” Powell said.