

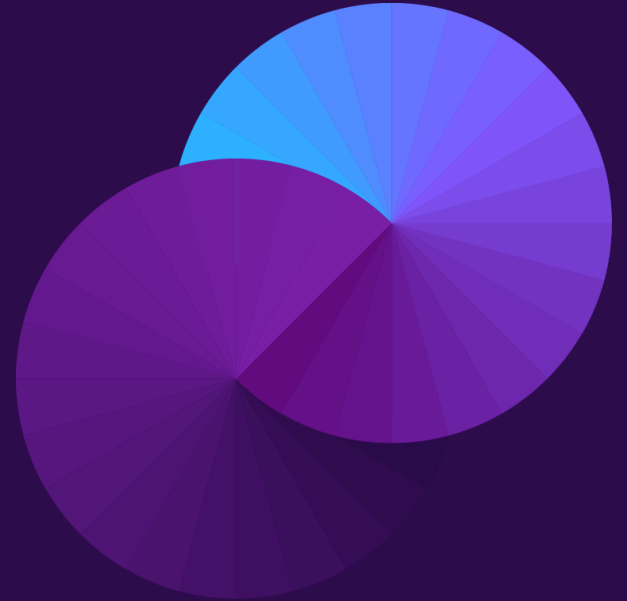
Pinterest

Interest Network



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14-Sep-12



What can you use Pinterest for?

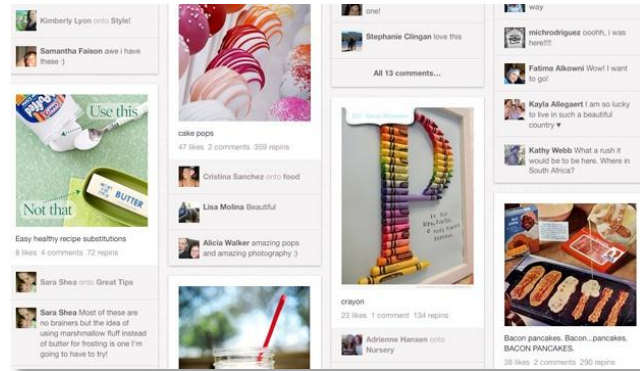
Pinterest is a social pinboard founded in 2010 and it has experienced astonishing growth in the past few months.

What exactly Pinterest is can be deciphered in the name, a digital pin board where you can create pages “boards” related to your interest categories. With early adopters flocking from interest areas such as Arts, Design, Architecture, Crafts, Food & Fashion with no limit to the topic areas you might want to pin against this is rapidly expanding to Products, Retail & Brands.

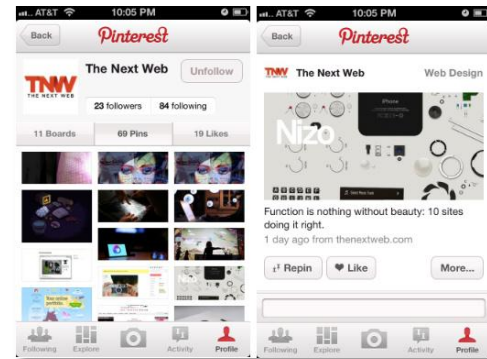
The website has just opened registration to the public after two years of requiring an invite to join. Anyone can now sign up with Twitter, Facebook, or just an email address. This may result in a further increase in sign-ups by users.

Pinterest features are:

- Bookmarklet system for adding items to pinboard
- Most boards by subject
- Free to use
- Ability to “repin” someone else’s items to your board
- Commenting and following for socializing features



Desktop Screen Capture



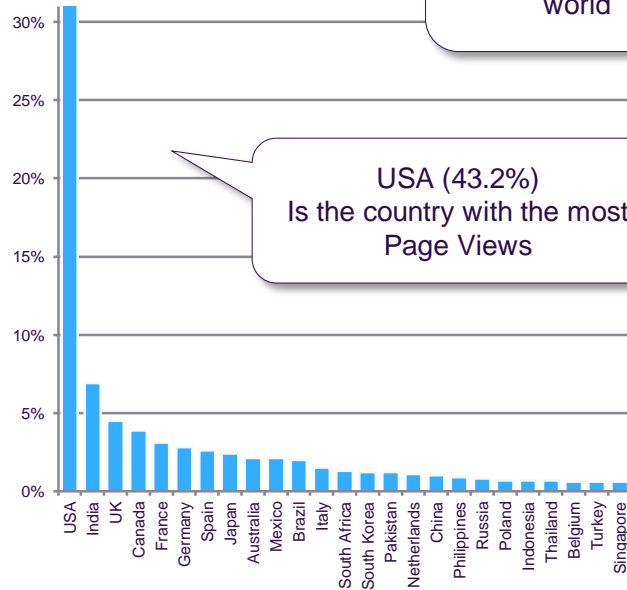
iPhone Screen Captures

Where is Pinterest Used?

Global Traffic Statistics for Pinterest.com

	Worldwide
Unique visitors (estimated cookies)	110M
Unique visitors (users)	34M
Reach	1.8%
Page views	1.9B
Total visits	220M
Avg visits per cookie	2.1
Avg time on site	14:20

Page Views by Country



The use of this start-up is evenly spread around the world

USA (43.2%)
Is the country with the most Page Views

Popularity

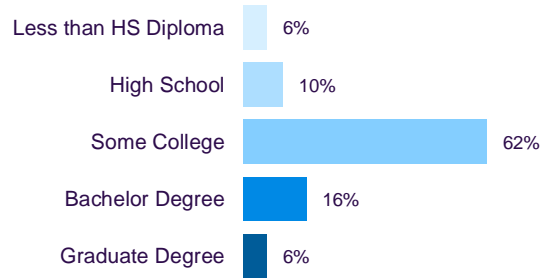
Country	Alexa Ranking*
US	16
South Africa	17
Philippines	19
Canada	20
Australia	26
Singapore	27
Mexico	29
UK	30
Spain	31
Pakistan	33
India	39
Belgium	39
Netherlands	43
France	47
Germany	59
Thailand	63
South Korea	68
Brazil	69
Italy	77
Indonesia	99
Poland	124
Japan	125
Turkey	144
Russia	306
China	652

*Popularity of Website: The Lower the ranking is the better the position is

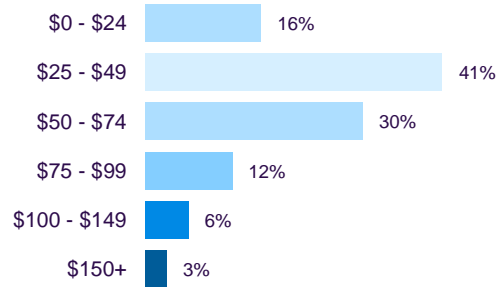
Who Uses Pinterest?

Demographics

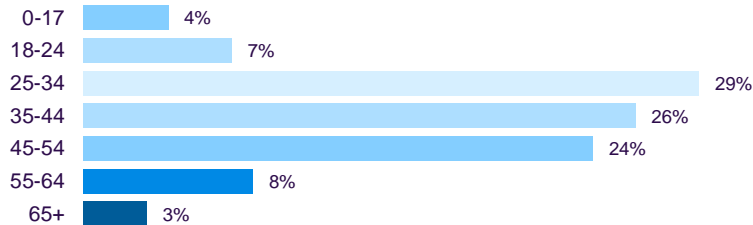
Education Level



Income



Age



Gender



Similar Websites



Fancy

Fancy (www.thefancy.com) is for curators of style. It's part store, part blog, part magazine and part bookmarking tool. It's a place to share and discover great stuff, to curate a collection of things that define your style, to create a museum of Me.



Zootool

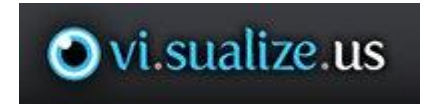
Zootool is a visual bookmarking tool that makes it easy to collect, organize and share images, videos, documents, and links from all over the web.

It features Twitter, Delicious and Friendfeed integration, supports more than 30 video platforms, Slideshare and Scribd Documents, has a special reader for Wikipedia-articles and RSS-Feeds and a mobile version for the iPhone.



Dribbble

Dribbble.com is an invitation-only website, billed as a "show and tell for designers, developers and other creatives," that allows users to post screenshots of their current projects, in search of feedback or just to fuel collective creativity.



VisualizeUs

Visualizeus is a web service that helps you to remember your favorite pictures found around the net. You can share them with your friends, and browse other people fav pics to discover new lovely pictures.

Pinterest and Brands

Brands have an opportunity to act immediately and start building out content segments for areas they want to own and have sufficient collateral or partnerships for. Early adopters will have long term gains by becoming subject matter experts on topics in and around their brand's associated interests.

Brands also need to consider how consumers are representing them on the platform.

Pinterest is now being used by a large number of companies for different purposes: use of collaborative boards as ways of bringing people together internally or for client projects; adding products (with their prices) to drive awareness through search and social.

Pinterest has the potential to redefine the way people may view the web. Following this trend, brands should

- Invest in high-quality images;
- Create content to showcase the essence of a brand's personality in fun and interesting ways;
- Include the audience in social contests will engage them as well as make them become stronger brand advocates.



Wrap-up form



Launch

March 2010

Users

11.7M

Last Valued

\$7.7 Billion
(Forbes)

6 words

Sharable, categorical scrapbook on the web

Fact

Pinterest buyers spend more, buy more items, and conduct more transactions than other social media buyers

Thank you

Useful website that contains all kind of infographics on Pinterest:

<http://big.onvab.com/2012/02/pinterest-users-usage-trends-statistics.html>