

# Pinterest State of Search



Pinterest is the home of inspiration. But inspiration is not just a feeling, it's the urge to act. In fact, when it comes to taking action, nine out of 10 people use Pinterest to get inspired about things to buy—eight of whom end up doing so.<sup>1</sup>

The diverse 400+ million audience on Pinterest arrives on the platform leaned in as they look to the future and plan ahead to create a life they love. And those things range from everyday interests like meal prep or handling picky eaters, to seasonal moments like Father's Day and back-to-school, to major life milestones like a wedding or the arrival of a new baby.

For advertisers, Pinterest helps inspire and accelerate decisions. Brands don't just get an audience looking for things to buy, or the opportunity to show up early in and meaningfully at the decision-making stage, but they also get to appear in a positive and trusted environment that drives people through the purchase funnel. Today, it's even more vital for a brand's success to not show up at the final moment, but at the *right* moment. And on Pinterest, they can.

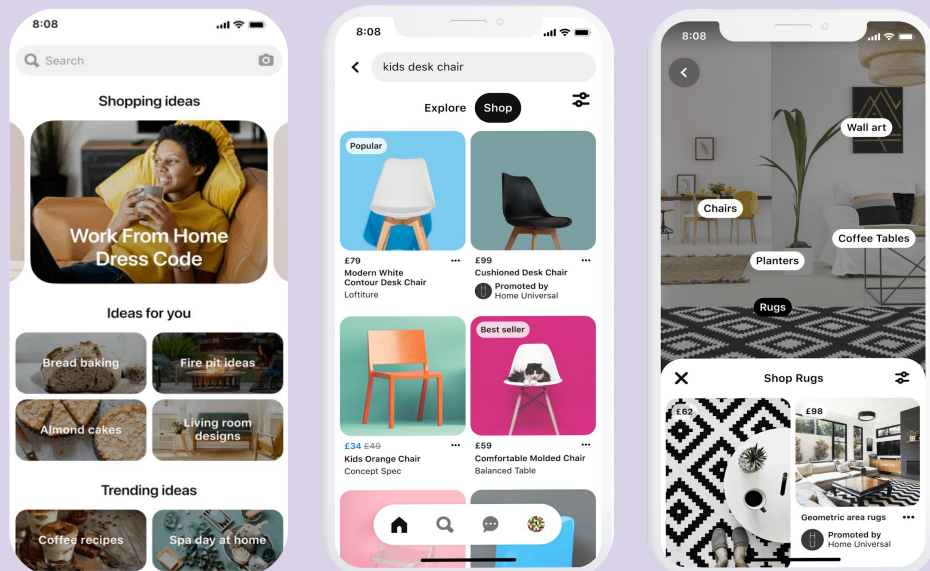
That's because there's a natural alignment between what consumers are there to do (get ideas and inspiration) and what advertisers are there to do (enable them to act on that inspiration). So naturally, ads (branded content) are additive to the audience's experience.

Brands stand out because they fit in. And brands that connect with people on Pinterest are offering them the right solution, at the right time. That's why it takes half as many impressions to convert someone on Pinterest as on other platforms.<sup>2</sup>

As a full-funnel solution, advertisers have the opportunity to share relevant content with Pinners at every stage of their journey—when they're exploring possibilities, when they're comparing a handful of options and when they're ready to make a purchase. People on Pinterest are ready to take action. Let's explore how Pinterest search helps to drive decision-making.

# Search on Pinterest

Brands can find an audience with intent on Pinterest. To reach that audience, advertisers can target Pinners using a suite of targeting solutions. A high proportion of Pinners find inspiration by searching for terms related to their interest and advertisers can use keyword targeting to show their relevant products and services to Pinners as they search.



Keyword targeting on Pinterest works like search targeting on traditional search engines; Pinners can be targeted with different match types based on how targeted the advertiser wants to be.

Match type	Summary	Example keyword	Eligible search	Ineligible search
Broad match (default)	Pins show for your own keyword as well as for misspellings, synonyms, and other related search terms. Word order does not matter.	Kitchen design	Kitchen decor ideas, wall paper designs	T-shirt ideas
Phrase match	Pins show on search terms that include the entire phrase contained in the specified keyword as well as misspellings and close variations of that phrase. The search term phrase must use the same word order as the keyword.	"Kitchen design"	Kitchen design ideas, Kitchen designs	Kitchen decor idea, Design kitchen
Exact match	Pins show on your exact keyword or on a close variation of that keyword. Word order matters.	[Kitchen design]	Kitchen design, Kitchen designs	Kitchen design idea, Design kitchen, Kitchen decor
Negative phrase match	Pins will not show on any search that contains the entire keyword phrase within the search term. Word order matters.	-"Bedroom decor"	Kitchen decor	Bedroom decor tips
Negative exact match	Pins will not show on a search that matches your keyword exactly. Order matters.	-[Bedroom decor]	Modern bedroom decor, Kitchen decor	Bedroom decor

To save time and increase the chance of reaching Pinners on the search surface, brands can also use Dynamic Targeting to automatically extend their interest targeting to match to relevant search queries.

Keyword targeting can be used for all campaign objectives, from awareness to conversion. The primary difference between search on Pinterest and traditional search engines is the mindset of the Pinner. On Pinterest, 97% top search queries are unbranded, reflecting the early stage of the customer journey at which Pinners come to the platform. Your keyword targeting should reflect this behaviour; think about the non-brand generic keywords from traditional search engines as a starting point. If you want to find out how different interests and keywords are trending over time, you can use Pinterest Trends. Just visit [trends.pinterest.com](https://trends.pinterest.com) to see when categories and interests peak over time to better inform your campaign planning.

Advertisers should also consider using keywords that target adjacent interests. For example, if you're selling coffee, think about targeting keywords relating to 'morning routine', or 'morning yoga routine'. For a company selling outdoor furniture, targeting keywords relating to 'garden design' or 'patio ideas' could prove effective at reaching a relevant audience and sparking inspiration.

## Inclusive Search

Millions of people around the world use Pinterest for beauty inspiration each month, each month, making the beauty category one of the largest on the platform. As Pinterest becomes more shoppable with a growing set of diverse content, we show search results relevant to a range of skin tones and partnered with brands to let Pinners virtually shop and try on lipsticks. These updates increase the discoverability of beauty products and tutorials personalised to individual skin tone, style, and preference.

Skin tone ranges (our inclusive beauty results search feature) is now available around the world and the design has been refreshed to surface options right from search results. The quality of the technology has also improved, and the number of beauty and fashion Pins where a skin tone can be identified has quadrupled. Our skin tone signal is now 3x<sup>3</sup> as likely to detect multiple skin tone ranges in top search results.

As of today, the virtual lipstick [Try On](#) experience is live with more than 10,000 shoppable, in-stock shades discoverable across 48 million beauty Pins, with products from brands including newly added NARS, Cle de Peau, and Thrive Causemetics. The easier it is to try on, the more people are likely to buy, as Pinnerers come to Pinterest early in their shopping journey. Since augmented reality technology launched in January 2020, Pinnerers try on an average of six lipstick shades and are 5x more likely to show purchase intent on Try On-enabled Pins than standard Pins. Try On will roll out globally over the coming months.

## Visual Search

Visual search on Pinterest doesn't just identify what something is, it shows you how it can fit into your life—from ways to style an outfit to how to decorate your first apartment. Many times you don't know what you want until you see it.

With our visual search products, you can pinpoint specific objects in the real world, and within Pins to get recommendations. Whether it's using the camera on your phone, diving into a specific product in a Pin, or going down a rabbit hole of Related Pins that match your interests perfectly, image is a powerful input for search when you don't have the words to describe what you're looking for.

Be inspired to act and download our handy [Media Toolkit for Agencies](#), learn more on Pinterest Business to get started <https://business.pinterest.com/en-gb/>.

