

Pinterest Benchmarks & Insights Report

From the MikMak Shopping Index

MikMak



Pinterest drives eCommerce brand discovery in new and different ways

Pinterest's audience size grew 7.5 percent year-over-year.

Source: [Statista](#)

Walmart is the preferred retailer for Pinterest users.

Beauty is the top-performing category among Pinterest shoppers.

Category Benchmark:

4.8% Purchase Intent Rate

Pinterest presents untapped eCommerce opportunities

Despite taking a back seat to social platforms like Facebook and Instagram, Pinterest usage has grown in recent years, and the platform is jumping ahead of some of its competitors. A [2023 Statista report](#) found that as of January, Pinterest's audience size grew 7.5 percent year-over-year. That makes it the third-fastest growing social media platform worldwide, outpacing the likes of Facebook, YouTube, and Instagram.

And the platform is set up to expand even more in the near future. Pinterest is poised to add [2.2 million eCommerce buyers](#) between 2022-2025, according to eMarketer. These shoppers are joining a highly visual platform that pulls in [445 million active monthly users](#). This guide highlights Pinterest shopping insights that eCommerce marketers can use to tap into this growing group of motivated buyers.



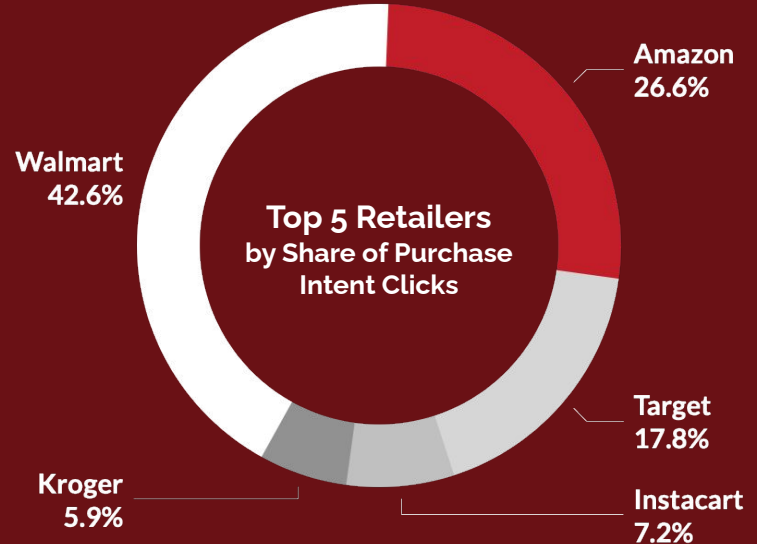
Walmart dominates Pinterest retail traffic

Far and away, Pinterest users choose to checkout through Walmart more often than through any other retailer. Among major retailers, Walmart pulls in a 42 percent share of Purchase Intent Clicks* (PI Clicks), hovering a full 16 percentage points higher than the next-most trafficked retailer, Amazon. PI Clicks describe the number of users who continue to a retailer from shoppable media.

Amazon is the next-best performing retailer, carving out 26 percent of PI Clicks. Target sits in third place with 17 percent of PI Clicks. Walmart, Amazon, and Target combine to make up 87 percent of PI Clicks share. Instacart and Kroger squeeze out 7 percent and just under 6 percent, respectively.

***Purchase Intent Clicks:**

The number of times a shopper has clicked through to at least one retailer during a single session.



Beauty scores the highest Purchase Intent Rates on Pinterest

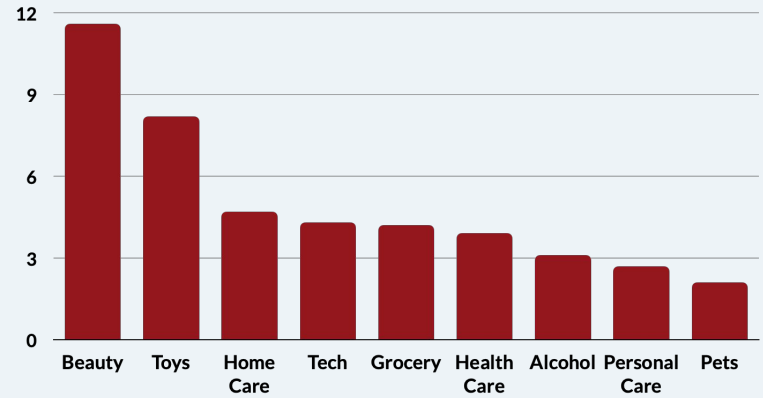
Pinterest is a highly visual platform, and category data suggests retailers that showcase visually alluring products on Pinterest are cashing in. Beauty is the top category for Pinterest shoppers, grabbing more than 11 percent Purchase Intent Rate (PIR).

Toys is the second most popular category with 8.2 percent PIR. These two categories tower over the rest of the field, jointly snagging a higher percentage of PIR than the next four best performing categories combined.

Home Care slips into the third place category with 4.7 percent, but it ticks less than a percentage point higher than the next three categories: Technology (4.3 percent), Grocery (4.2 percent), and Health Care (3.9 percent).

Given Pet and Personal Care's close relationship with Beauty and Groceries, these trends may reveal an opportunity for Pet or Personal Care products. By investing in these two underperforming categories a bit more, brands may be able to improve their performance at a rapid rate.

Top Categories for Pinterest Shoppers
by Purchase Intent Rate



Top products drawing in Pinterest shoppers

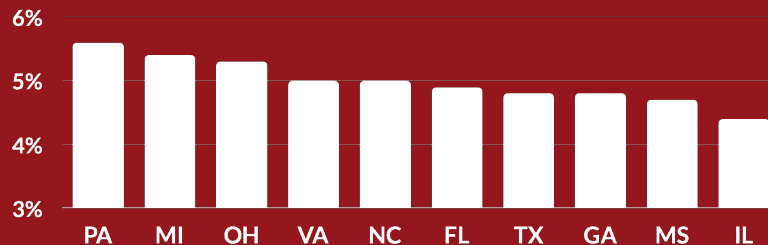
MikMak basket-level data highlights Beauty's dominance among Pinterest shoppers even more. Two of the top three performing products fall into the Beauty category: liquid foundation and liquid concealer. Vodka, another hot product, is sandwiched in the number two spot. Shredded cheese and toy blocks round out the top five.

Top Products on Pinterest

1. Liquid Foundation
2. Vodka
3. Liquid Concealer
4. Shredded Cheese
5. Toy Blocks



Top 10 States by Purchase Intent Rate



Where are Pinterest shoppers coming from?

MikMak geographical data shows Pinterest shoppers are scattered across the United States, with the highest PIR rates coming from the Rust Belt region. The top three states for Pinterest shopping by PIR are Pennsylvania (5.6 percent), Michigan (5.4 percent), and Ohio (5.3 percent). Virginia and North Carolina complete the top five, with 5 percent each.

The bottom half of the top 10 is dominated by users from Sun Belt states. Florida, Texas, Georgia, and Missouri are all in the top 10 for Pinterest PIR, with each area hovering just below the 5 percent rate. Illinois closes out the top 10 with 4.4 percent PIR.

How brands draw in Pinterest shoppers

Not all eCommerce brands are pulling in Pinterest shoppers at the same rate.

Top-performing brands are building creative ads that lean into Pinterests' biggest strength: inspiring purchases and building shopping lists. To connect with shoppers on Pinterest, leading brands craft creative ads that are visually gripping and instructive. Some of the most popular Pinterest content showcases recipes, lays out DIY directions, or suggests party planning ideas.

1. Use eye-catching and bold images.

Pinterest is all about building boards that stand out and grab the visitor's attention. Kraft Mac & Cheese's "Help Yourself" ad masters this technique by hitting shoppers with quick cuts of bright product images.



2. Showcase your product's value.

Pinterest users are looking for quick-hitting visual content. The faster you display your product's value, the better the results will be. As an example, Grey Goose uses display images to showcase alluring recipes for different events, holidays, and seasons.



3. Inspire action.

Include a clear call to action (CTA) and make it easy for Pinterest users to buy. Sargento stands out as a shining example, featuring the words "SHOP NOW" in its creative, and working in clear, flexible checkout options into its shoppable media.



All Data and Insights from Social Channel Benchmark Reports Are Sourced from the MikMak Shopping Index

The MikMak Shopping Index was developed to provide a standardized set of metrics, methodology, and benchmarks to drive brands' business results and strategy.

It is a collection of eCommerce key performance indicators (KPIs) collected across hundreds of brands and over 250 channels and over 2,000 retailer integrations to understand consumer online shopping behavior. The Index also includes data from MikMak Shopper Intelligence, which ties first-party eCommerce data to over 1,000 demographic and psychographic data points, and can be segmented by product, retailer, and more. Shopper Intelligence is available through an industry-exclusive partnership with LiveRamp.

Data in this report is from 3/15/2022-3/15/2023.

Let's chat!

Want to get even more insights?
Looking for a different social channel?

Contact marketing@mikmak.com!