

Evaluating Pinterest Advertising

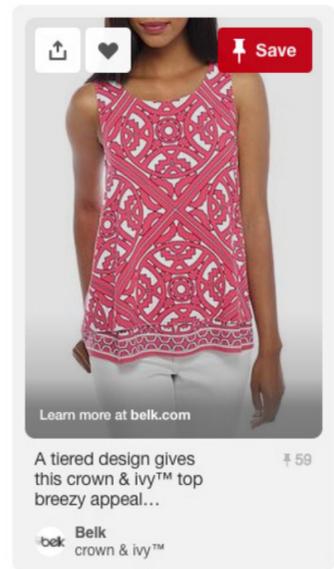


Does Pinterest Drive Incremental Sales?

Belk, a leading retailer and sophisticated digital marketer, recognized that Pinterest could be a valuable way to reach and engage with consumers.

Would Pinterest Promoted Pins drive incremental sales for their business? Could there be a positive performance impact on their social and search channels as well?

They partnered with Kenshoo and iCrossing to find out.



Four Key Learnings:

1

Converters were 2X more likely to have seen a Pinterest ad. Pinterest converters were measured using a Pinterest tag and compared to all Pinterest users across the test DMAs.

2

Downstream search was made more efficient. Increases in clicks and online revenue between test and control were observed in search metrics indicating that Promoted Pins influenced downstream search.

3

Pinterest advertising drove incremental online and in-store purchases. There was an observed lift in revenue between test and control during the campaign indicating that Promoted Pins positively influenced revenue.

4

Lift continued 30+ days after campaign. The lift in revenue and downstream search continued at a slightly lower percentage 30 days post campaign demonstrating an earned media effect.

2.9x
ONLINE ROAS

31.4x
IN STORE ROAS

Belk has now made Pinterest a part of their marketing mix and is continuing to test how new opportunities for visual product advertising can effectively inform and influence their core audience.

“We are always looking for ways to reach our consumers across their buying journey. These results showed us the benefit of engaging consumers earlier, when they were just starting to consider and discover new products. We’re very excited about this unique value that Pinterest provides in our cross-publisher advertising strategy.”

-Kathleen Smith, Media Manager at iCrossing

The Incremental Study

\$200K
\$200K spend over 8 weeks



Data was segmented by metro area (Nielsen DMA) to create test and control groups

2

Two-week dark periods pre and post campaign



The test group was exposed to Promoted Pins; the control was not exposed

[Contact Us](#) to learn more.