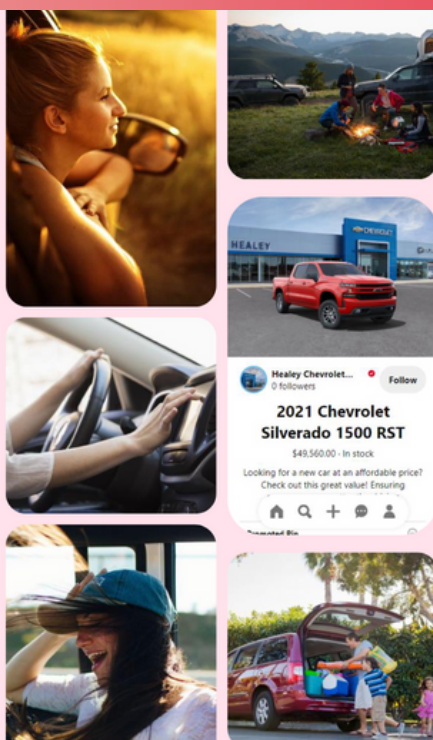
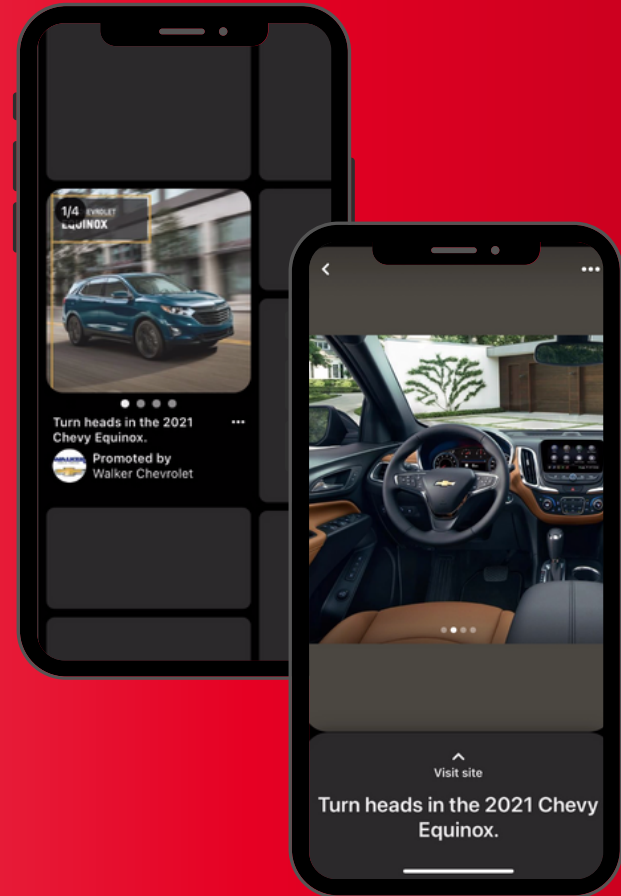




# INSPIRE SHOPPERS TO BUY FROM YOU.

**Pinterest ads reach a highly engaged in-market audience.**

- ✓ Drive 2.3x more efficient cost per conversion than ads on other social platforms to maximize your ROI
- ✓ Reach 52% of US adult internet users with a HH income of \$100k+ and 84% of Moms with a HH income of \$100k+
- ✓ 47% of active users on Pinterest are 18+ and are in-market to purchase within the next 6 months
- ✓ 87% of weekly Pinner users use Pinterest when actively considering products and services to purchase
- ✓ Users are 3x more likely to click through to your website on Pinterest than any other social media platform



## FEATURES YOU'LL LOVE



### SHOPPING ENABLED PROFILES

Create boards to share listings from your inventory catalog that link directly to VDPs on your website for lead generation.



### QUANTIFY AD EXPOSURE

Gain visibility into conversions and offline events by uploading sales data with monthly matchback reports.



### CUSTOM TARGETING

Create custom audiences from pixel data, first party CRM data, and third party Oracle data for precision targeting, retargeting and lookalike audiences.