

RETAIL

Pinterest's shoppable ads aim to link discovery and ecommerce

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Shoppable Pinterest ads are the platform's latest effort to lure in more brands. Image credit: Pinterest

By DANNY PARISI

Pinterest is expanding its recently launched Shopping Ads, looking to help more brands sell their products through its platform.

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The new ad unit will allow brands to systematically create inventories of their buyable products for customers to browse in an automated and scalable way. While Instagram may be the preferred social media platform for luxury, Pinterest is still a valuable tool for fashion, home decor and other aspirational sectors.

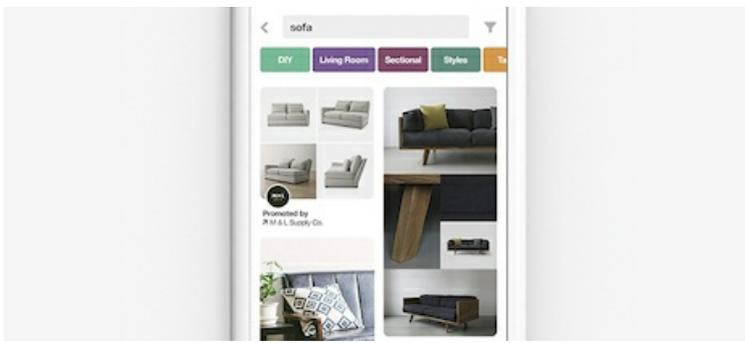
"It's no secret that people love to shop on Pinterest," said Shounak Simlai, product marketing lead at [Pinterest](#), San Francisco. "In a recent study, 90 percent of Pinners told us they make purchase decisions on the platform, and 70 percent said they use it to find new products."

Shoppable ads

Pinterest is looking to make its feed even more shoppable for users as well as more appealing to brands thanks to Shopping Ads. Originally piloted with a few dozen retailers, the platform is now making the feature available to all brands.

With Shopping Ads, customers will be able to view extensive inventories of brands from an ad on Pinterest, rather than just buying individual products from a branded post as was the norm before.

Pinterest is making sure these ads are even more conducive to quick purchases than before, with multiple angles and more production information. Another feature Pinterest is testing would place images of a product alongside related lifestyle posts so customers can see what it would look like in context.



Pinterest Shoppable Ads. Image credit: Pinterest

Additionally, Pinterest is also expanding its fashion feature called Shop the Look into four new countries: France, Germany, Japan and the U.K.

With this feature's extended reach, customers in those countries can shop pieces of clothing from an entire look, either as individual pieces or as a complete outfit, directly from a post.

Initial tests from Pinterest partners such as Ulta Beauty have been positive, helping to solidify the connection between brand and user.

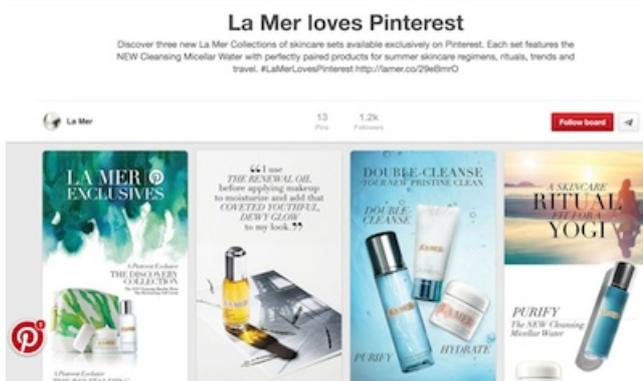
Courting luxury

Luxury campaigns perform much better than mass brands' efforts on Instagram and Pinterest with a 30 percent higher performance rate, according to a report from HelloSociety.

HelloSociety's report looks at the difference in performance from luxury brands on Instagram and Pinterest. The data found that luxury brands can particularly benefit from influencer marketing campaigns on the two platforms due to their aspirational nature.

On Pinterest, luxury campaigns generate 17 percent more engagements per pin, 32 percent more repins per pin and 59 percent more likes per pin than those from mass brands.

Luxury's dominance on Pinterest also extended to the wedding sector, where luxury-branded wedding posts received 46 percent more engagements per pin than non-luxury-branded wedding posts ([see story](#)).



The La Mer loves Pinterest board. Image credit: La Mer

Some of the most successful luxury brands on Pinterest have been from the beauty sector.

For instance, La Mer launched its first co-branded campaign with Pinterest in late 2016. La Mer had been active on Pinterest, where it had shared its skincare knowledge and curated content specific to its brand and product lines, since 2015.

La Mer saw its partnership with Pinterest as a natural next step to continue to inspire its audience of discerning consumers.

The skincare brand's "Made for Pinterest" effort was exclusive to the platform and gave consumers access to three curated sets unavailable elsewhere. Each of the sets highlights skincare trends, with one concentrating on summer skin, a second on the double cleansing method and lastly on a travel beauty routine ([see story](#)).

With Shoppable Ads, Pinterest is becoming an even more appealing destination for luxury brands looking to engage with aspirational shoppers who know exactly what they want.

"Pinterest has proven to be a great match for Ulta Beauty, offering a platform for guest education, exploration and fun that is very similar to the experiential nature of our stores," said Prama Bhatt, senior vice president of digital and ecommerce at Ulta Beauty.

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