

MARKETING

Pinterest hopes to advance its influencer marketing offers

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Pinterest's has also recently shared new features are focused on making the app more diverse and inclusive. Image credit: Pinterest

By BRIELLE JAEKEL

Social media platform Pinterest is looking to gain share in the influencer game with a new API solution that could allow luxury marketers to better target influential users.

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Instagram has been one of the most significant platforms when it comes to influencer marketing, whereas Pinterest has been low on the influencer scale, likely due to the lack of visibility for users. Pinterest is looking to change this with a new solution that opens its API to third parties to view information such as monthly views, followers, impressions, click-throughs and saves.

"Seventy percent of pinners visit Pinterest at least once a week to discover new products and to be inspired by the creators they love and the content that those creators create," said Liz Gottbrecht, vice president of marketing for **Mavrck**, a marketing platform partner for Pinterest. "Pinterest has long been a part of luxury marketers' playbooks, but faced with the proliferation of content, it's become even more difficult to engage affluent consumers at scale.

"Influence isn't one size fits all' every network and every creator is different," she said. "Pinterest's new API and expanded partnership with Mavrck allows our customers...to have full transparency and understanding of pinners' behaviors and performance, as well as creators' abilities to drive consumer behaviors for brands, all of which is essential to successful collaborations at scale."

Driving influencer growth

Pinterest has a unique opportunity out of all of the social media platforms to allow businesses to convert views into sales. The user experience on the social channel fosters an interest in product discovery.



Pinterest makes it easier to collaborate on influencer campaign. Image credit: Pinterest

While in the past, the platform has allowed for businesses to target and advertise to users and many influencer campaigns have been conducted, brands will now know how to better adjust their strategies.

The new solution helps connect brands with users who are actively looking for partnerships, while also uncovering those who best align with their products. They will be able to track what content and users resonate with their brand the most.

Pinterest expects that opening up its API will exponentially help improve marketers' results.

Marketing firms AspireIQ, HYPR, Influence.co, IZEA, Klear, Mavrck, Obvious.ly and Open Influence are partners with Pinterest on the launch, integrating their own APIs into the system.

Within its announcement, Pinterest has reported that 92 percent of its marketers find partnering with influencers effective and pins can drive engagement for 120 days.

[View this post on Instagram](#)

Meet Jacob, a commercial director, and photographer who found a stylish new jacket on Pinterest. Jacob was in the market for a new jacket when he noticed that a particular brand was especially popular in his city. He decided to find one from the same brand but knew he didn't want the exact same style that everyone already had. He turned to Pinterest and found exactly what he was looking for. As soon as it went on sale, he scooped it right up. What's the last thing you #FoundOnPinterest? Share your finds with us by using both @Pinterest and #MyPinterest in the caption of your posts.

A post shared by Pinterest (@pinterest) on Sep 14, 2018 at 8:16am PDT

Instagram post from Pinterest

Another important finding is that 78 percent of users believe that branded content within their feeds on Pinterest is helpful and useful, showing its effectiveness in product discovery.

Pinterest and business

Pinterest has been making strides in hopes to gain share of the marketing dollars spent on social media, as brands strive to reach consumers where they spend the most time.

In addition to the API, the platform has also shared a number of other measures to help businesses reach users on its channel.

Pinterest expanded its recently launched Shopping Ads, looking to help more brands sell their products through its platform this past March.

The new ad unit allows 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 ([see story](#)).

In May, Pinterest introduced other new features focused on making its search and discovery features more diverse and inclusive.

Users can now search for cosmetic and beauty products by skin tone, ensuring that "white" is not always the default assumed skin color of Pinterest's users, something that consumers of color have noted was prominent in the past. Pinterest's overall efforts are working towards making the platform a more welcoming place for users and creating a positive image for the brands that Pinterest works with ([see story](#)).

"This is the first time that Pinterest has expanded API access to third-party influencer marketing platforms," Mavrck's Ms. Gottbrecht said. "It's important for a social network of this scale to prioritize and support creators in this way because they are the ones creating authentic connections between brands and consumers today.

"By making it easier for brands to partner with creators effectively and add more value to their experiences, both brands and consumers benefit as a result," she said.