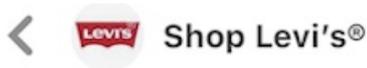


RETAIL

Pinterest aims for retail dominance with new business features

March 6, 2019



Pinterest allows users to browse all of a brand's offerings. Image credit: Pinterest

By BRIELLE JAEKEL

As retail becomes more interactive and social platforms become multipurpose, Pinterest is continuing to make itself useful to luxury marketers and retailers with more commerce offerings.

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The social platform has long been trying to harness its unique opportunity to sell products to consumers who come to Pinterest for inspiration. New features such as full catalogs, personalized shopping recommendations and shopping search aim to bring Pinterest closer to becoming an interactive retail platform.

Pinning down sales

Pinterest will now allow users to shop from a brand's entire selection by selecting a "more from [brand]" button underneath the Product Pin.

Alongside Pinterest boards within style, home, beauty and DIY categories, the platform will aggregate similar product pins to what the user has been looking at and saving themselves. Through this, brands will have a way to be more visible to relevant users.



8:08 AM



Casual Outfits

Go window shopping



Rothy's
Steel Grey Sneakers



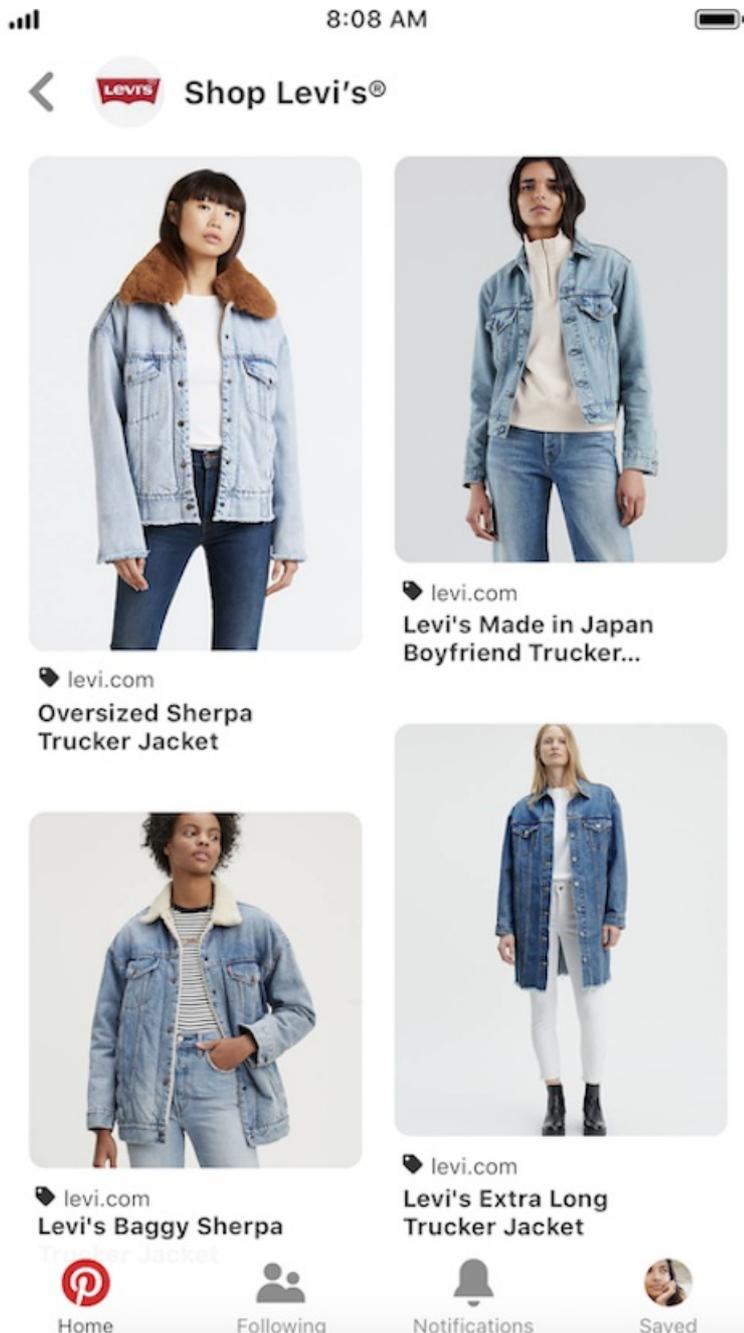
style watch
Rose gold



Pinterest's new shoppable recommendations. Image credit: Pinterest

With Pinterest's Catalog feature, businesses can upload more products, allowing for the creation of more dynamic Product Pins. Catalog enables brands to upload entire catalogs into Pinterest instead of single products one at a time.

A self-serve tool will allow businesses to convert existing products on Pinterest into Shopping Ads.



Users will be able to browse brands' full offerings on Pinterest. Image credit: Pinterest

Users will be able to search these products, simply by typing in their search terms in the bar. They can then click to see more for shopping options at the top of their screens.

Social and retail

Pinterest's move towards retail is important as consumer behavior from China starts to make its way West. The U.S.-based social platform may be trying to recreate the pervasiveness of China's WeChat.

The majority of consumers in China are using mobile messaging application WeChat as their sole source for interaction with brands, daily tasks and communication with others, and marketers are learning how to leverage this to their advantage and recreate this tactic overseas.

WeChat is now seeing double adoption rates within two years, according to a report from L2, which also shows that now all beauty brands, 96 percent of personal care brands and 90 percent of watch and jewelry manufacturers interact with consumers. Brands in China are serving consumers' needs through the mobile messaging platform, a strategy that can be and should be recreated in the United States ([see story](#)).

Pinterest also recently looked to gain share in the influencer game with an additional API solution that could allow luxury marketers to better target influential users.

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 solution that opens its API to third parties to view information such as monthly views, followers, impressions, click-throughs and saves ([see story](#)).

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