

AUTOMOTIVE

## Pinterest helps automakers reach buyers with purchase intent

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*Pinterest is enhancing its video suite for brands and businesses. Image credit: Pinterest*

By SARAH JONES

According to data, social network Pinterest holds an audience of early adopter automotive buyers, making it a strong fit for new model debuts.

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Pinterest users are more apt than non-users to buy a car within the first 90 days of its release, and they show significant follow-through on purchases. The platform's position as a source of inspiration for those looking to buy has turned into a prime opportunity for automotive marketers.

"Because many people are actively using Pinterest to discover and learn more about their car shopping options, this gives auto brands the chance to reach people early with messages about newly released cars and model updates," said John Gray, vertical strategy lead at [Pinterest](#). "Leveraging these insights, along with features like Promoted Pins, auto brands have a unique opportunity to reach high-intent consumers as they're making decisions and on their path to purchase.

"When you put together how we fit into people's lives and where we sit among other digital platforms, people uniquely come to Pinterest open, undecided, and with the intention to take action - a valuable mindset for any brand," he said.

### Auto opportunity

Research from Oracle Data Cloud matched new vehicle registrations with Polk Audience Measurement Solutions from IHS Markit.

The study found that Pinnerers are 28 percent more likely to buy a new car within 90 days of the model's release than non-Pinnerers.

These users are also 31 percent more apt than non-users to purchase a sport utility vehicle soon after it becomes available.

Seven million Pinterest users engage with automotive content, and the platform reaches half of all adults who are planning to buy a car in the next seven months, based on ComScore data.

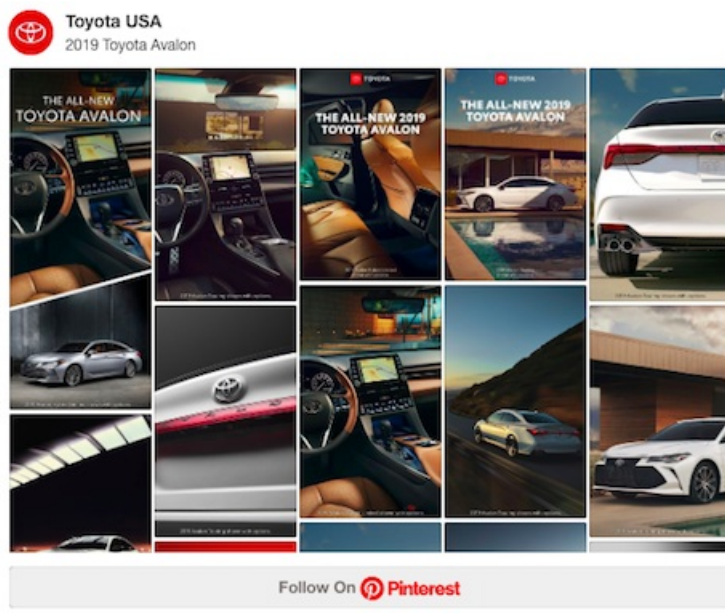
Fifty-seven percent of Pinners who engage with automotive content on Pinterest weekly also say that they are seeking out the cars and auto products they want to buy, and 62 percent have made a purchase after seeing auto pins. Mass automakers have seen success at driving purchases through Pinterest.

For instance, in 2017 Honda worked with Pinterest to market its newly redesigned 2018 Odyssey minivan to parents. The automaker targeted users who had pinned about topics such as parenting and cars with promoted pins and videos.

The result was a 10 percent boost in purchase consideration and a 15 percent bump in brand favorability.

While Honda used Pinterest to reach parents, Toyota turned to the platform to reach younger car buyers.

In an effort to portray an upscale image for its premium Avalon model, Toyota pushed promoted videos to Pinners, which pointed to features such as the car's sport setting and its Apple Watch connectivity. The videos that featured both exterior and interior shots performed best.



*Toyota used Pinterest to tout its Avalon. Image credit: Pinterest*

Toyota received millions of views, with a 53 percent view-through rate.

After seeing the promoted pins, consumers also created hundreds of organic saves of the content to their boards.

#### Inspiration meets intent

Pinterest is the latest social media platform to invest in updated video features, as it looks to help brands and advertisers serve up actionable inspirational content to consumers.

Brands and creators who have business accounts on Pinterest will now have access to an improved video uploader, analytics and other video-centric features. Pinterest has been focusing more on business capabilities and ecommerce since before its initial public offering this spring ([see story](#)).

Pinterest is also emphasizing personalization in its latest effort to make the social platform more shoppable.

Retailers can now use new features, including personalized shopping hubs, to reach consumers as they browse Pinterest. Unlike other platforms such as Instagram, Pinterest positions itself as a discovery tool through which consumers are more willing to engage and transact with brands ([see story](#)).

"More than 300 million people turn to Pinterest every month for inspiration from what to eat for dinner, what products to buy, how to decorate their homes and increasingly, where they'll travel and the next car to buy," Mr. Gray said.

"People use Pinterest to plan life events that are closely related to car purchasing, from growing their family, buying a new home or things like graduation and retirement," he said. "Many luxury car brands have turned to Pinterest to reach these customers and show them how their vehicles could fit into their lives.

"So whether it's showing a vehicle feature like third row seating or the latest in safety technology, the majority of

Pinner 58 percent have told us they want to learn more about the features they and their family use most.

"That said, we still think there is significant upside potential as brands look to connect with customers in more authentic ways. Brands are an integral part of the Pinterest experience, so it's natural that auto brands would start to follow the success of others in retail, home, beauty, etc."

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