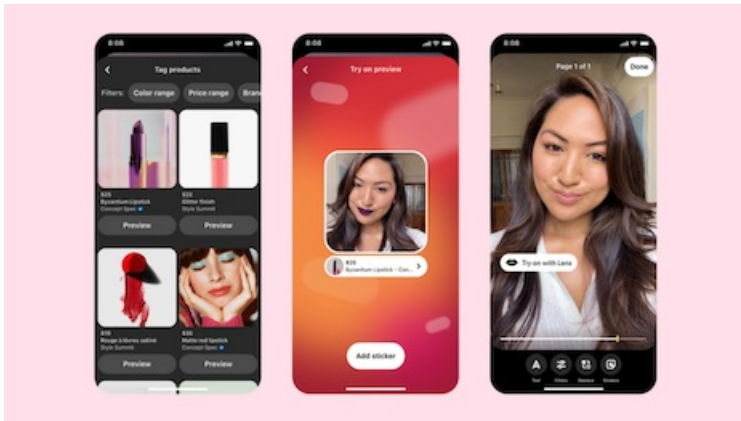


MARKETING

Pinterest encourages creativity, discovery with new shoppable integration

October 21, 2021



Pinterest users now have new ways of shopping content. Image credit: Pinterest

By NORA HOWE

Digital platform Pinterest has introduced a new suite of features for users to watch, make and shop creator content, enhancing its reputation as a hub for product discovery and content creation.

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With the launch of "Takes," Pinterest hopes to improve shoppable content features and offer news monetization opportunities, ultimately driving community engagement. The collection of new products and experiences was unveiled during Pinterest's second annual **Creators Festival** on Oct. 20 featuring musical artist Megan Thee Stallion and actress and activist Storm Reid.

"Pinterest is a visual discovery engine where people come for inspiration through search and recommendations based on their interests," said Colleen Stauffer, global head of creator marketing at **Pinterest**, San Francisco. "It's not social media.

"Pinterest is about you, not your friends," she said. "Social is what has happened in the past, and Pinterest is where you plan your future a dish to make, a room to style, a product to buy, a vacation to take."

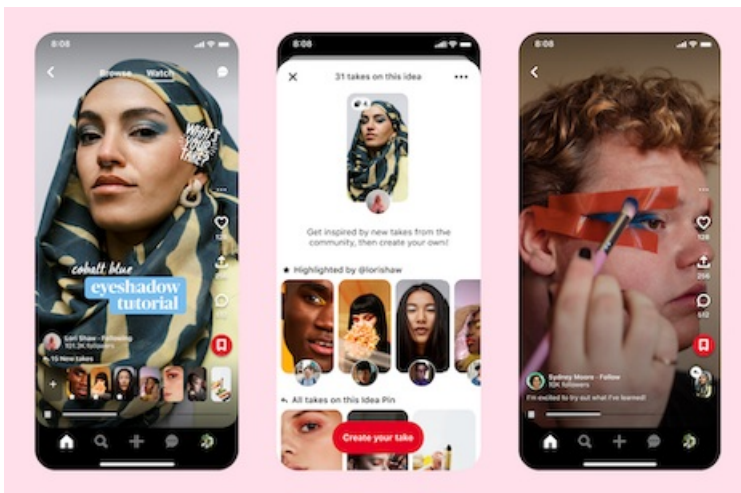
Growing capabilities

As part of the "Takes" rollout, Pinterest has redesigned its home feed to offer users the option to "browse" or "watch," designated by two distinct tabs.

The "watch" tab is a fullscreen feed of Idea Pins, a video content feature that was introduced in May 2021, where users can scroll through and engage with content made by creators. This tab shows pins most relevant to a user's tastes and preferences.

Prior to launching Idea Pins, Pinterest began investing in updated video features in early 2019 to help brands and advertisers serve actionable inspirational content to consumers ([see story](#)).

The "browse" tab is a reimagining of Pinterest's traditional inspiration feed.



The home page is now split between two main tabs: watch and browse. Image credit: Pinterest

Although Pinterest already has a highly engaged audience, "Takes" offers a new way for users to respond and interact with a creator's idea with their own Idea Pin. Pinterest designed it this way to inspire users to try new things and empower creators to build communities around shared interests.

Responses will link to the creator's original Idea Pin, and creators have the ability to highlight top takes or ideas.

With this, Pinterest is also offering users a range of publishing tools for their Idea Pins to allow for more interactive content. Such tools include interactive stickers, music tracks, video editing capabilities and more.

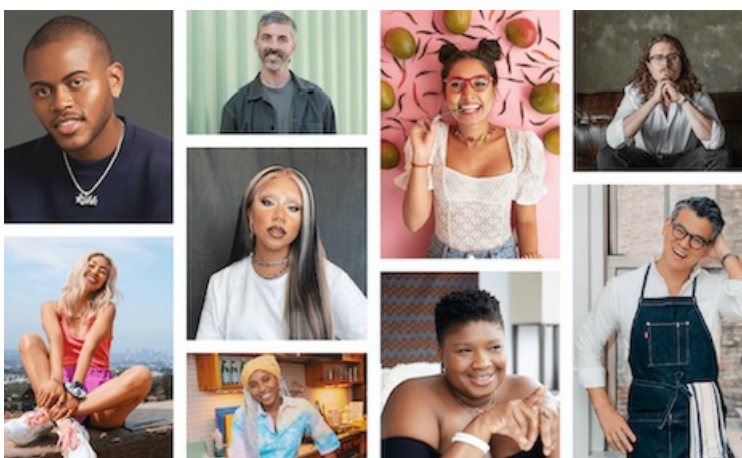
To maintain a positive and uplifting space for community members, Pinterest has also included a comment code that appears when users choose to interact with creators, reinforcing positivity.

"A lot of other platforms have surface-level engagement, such as likes, shares and comments, which are often snarky and don't add more to the content or idea," Ms. Stauffer said. "On Pinterest, we have Takes, which is specifically built for users to share their twist on it, an engagement feature based on you building on a creator's ideas.

"The comments people leave on Pinterest are more helpful and actionable, which is why we're investing in more ways for creators to have deeper engagement with their audiences to enable more idea-based engagement."

Furthering its commitment to providing tools and resources for its creators, Pinterest is investing \$20 million in its "Creators Rewards" monetization program, the platform's latest initiative to pay creators for their original work.

Pinterest will issue a series of engagement-based goals inspired by trending topics or new Idea Pin features, and creators can earn financial compensation for meeting those goals.



Creator Originals aims to showcase popular content creators in a positive light, while encouraging users to interact and engage with them. Image credit: Pinterest

With a focus on the popular emerging creators, Pinterest has launched Creator Originals, a content series featuring over 100 creators across 10 countries.

Until January 2022, each creator will release a series of original Idea Pins on a specific theme meant to educate, teach and inspire users, who may discover the original programming in the Daily Inspiration section on the search

tab.

Shares in Pinterest rose 13 percent on Wednesday after reports surfaced speculating PayPal's plans to purchase the digital platform in a deal valuing Pinterest at \$45 billion, according to *The New York Times*

Shoppable content

With the new "Takes" suite, Pinterest aims to make its platform more shoppable by integrating these tools into existing features.

The platform introduced "Try On" in early 2020, which uses augmented reality to "apply" lipstick to a consumer's face, allowing them to see what a specific shade looks ([see story](#)).

Now, creators may tag their Idea Pins with a "Try On" sticker to add lip products.

Pinterest is doubling down on shopping features

Creators may also enable shopping recommendations on their Idea Pins, making their pins automatically shoppable. A new "shop similar" feature uses Pinterest's visual search technology to recommend Product Pins that are visually similar to the content within the Pin.

The platform has also invested in features, such as the product tagging tool, that can help brands bring products to Pinterest and engage with their audiences along the shopping journey.

Through its newly launched Amazon Associates Program, Pinterest creators in the United States can add Amazon links to products and earn commission on qualifying purchases.

The platform's emphasis on social commerce has attracted the attention of fintech company PayPal, which is reportedly interested in an acquisition.

PayPal is reportedly offering about \$70 a share for Pinterest, with sales price estimates ranging from \$39 billion to \$45 billion. Shares of Pinterest, which went public in 2019, closed at \$62.68 on Oct. 20, up 12.75 percent from the previous day's close ([see story](#)).

"Pinterest has always been a place to shop and we have been investing continuously in our shopping product for users, partners and creators and will continue to do so," Ms. Stauffer said. "Today, more than 400 million people come to Pinterest to discover ideas and shop and fall in love with products and brands they didn't even know existed.

"Users love to shop on Pinterest because they discover products they love, leading to bigger basket sizes," she said. "Our vision for shopping is to make it possible to buy anything you see on Pinterest or get personalized recommendations for something just like it."