



 Pinterest
It's Possible.™



Hi,

I'm Jamie McHale

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Partnerships

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Mission

*To bring everyone
the inspiration
to create a life they
love*



+460 million people
across the world¹

17M

monthly unique visitors in the UK²



Incremental audiences

Reach

32%

of the online population in the UK uses Pinterest

Gen Z

44%

of people between 18-24 years use Pinterest

Male

30%

of UK Pinterest users are male





They come to
discover the
world's best ideas

Explore



*Pinterest is home to
billions of ideas, saved by
hundreds of millions of people.*

and the creators
that **bring them
to life.**

9.8b

Global boards created

Source: Pinterest internal data; Global ; September 2022

44m

Daily board saves

Source: Pinterest internal data; Global ; Q3 2022

People come to
Pinterest to pay
attention and
actively search, not
just passively scroll.

Scroll speeds are

3x

slower on Pinterest

Source: Pinterest Lumen Pinpointing Attention
Study, EMEA, Jan 2023

Art is the #1 reason people come to Pinterest



209M+

come for Art



201M+

come for Fashion
& Accessories



194M+

come for Home/
Homewares



194M+

come for Food &
Beverage



193M+

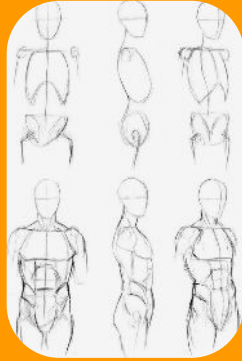
come for Beauty

Art sub categories are diverse and represent a key source of inspiration for our users



80M+

Photography



71M+

Drawing



59M+

Illustration



26M+

Painting



12M+

Contemporary Art

Other key sub categories:

Ceramic Art

Classic Art

Fashion Design

Fonts & Calligraphy

Glass art

Street Art

Metal art

Sculpture

Mosaic



**Pinterest is a visual discovery engine.
It connects people to content they'll love,
and creates a personalized experience.**



*Pinterest:
The Power of Positivity*

Positive
platforms are
not a choice...
They are a necessity.





48%

agree social media
empowers the worst
parts of human nature,
like trolling and toxicity

60%

Agree **some parts of**
the internet feel dark
and scary these days

Only
3 in 10

Say they feel safe on our
competitor platforms.





People feel *positive* on Pinterest

8 in 10 users say they feel safe & positive on our platform

9 in 10 users say that Pinterest is an online oasis.

“There’s no confrontation, news or drama. Pinterest is about ideas - not opinions.”

Pinner

Custom Return on Inspiration survey conducted in the US, Canada, Brazil, UK, France, Germany, Australia between June and August 2021 among Adults 18+ who have used at least one media platform in the past month.

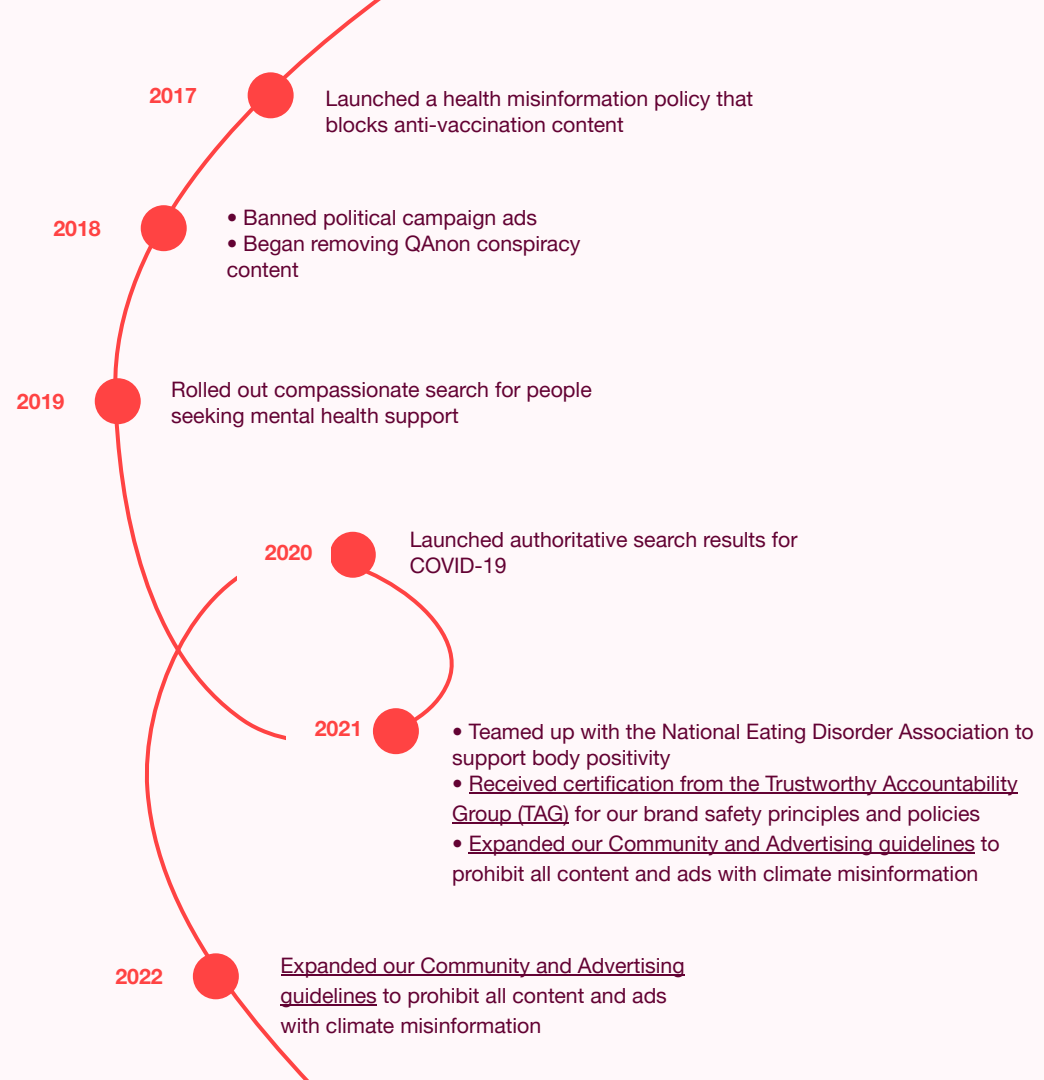


A more positive and
inspiring internet doesn't
happen by accident.

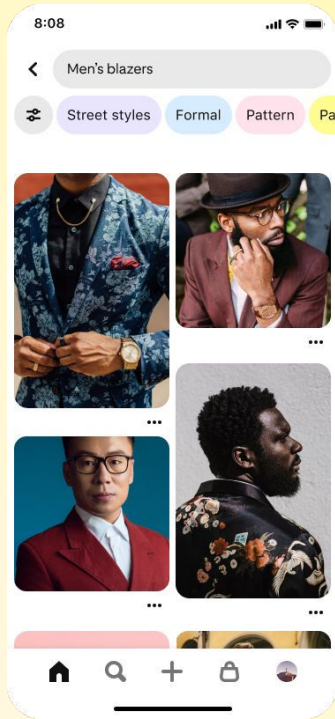
We are intentionally building more positive place.
Were people and brands do not only
feel safe but inspired.



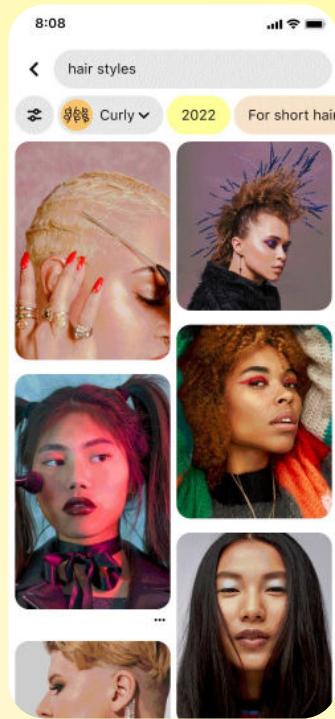
A more transparent internet is a more **positive** internet



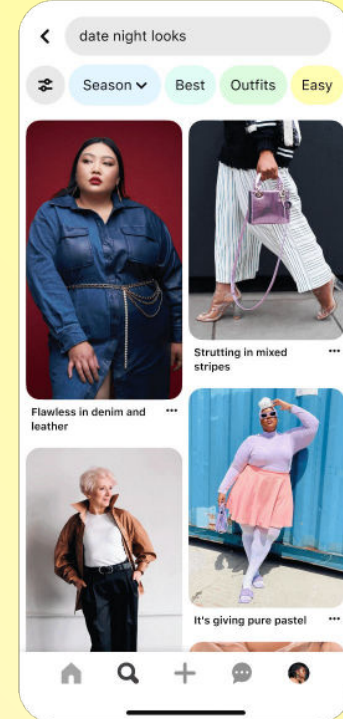
Further investments in 2023



See *yourself*
on Pinterest.



Make Pinterest
more *you*.



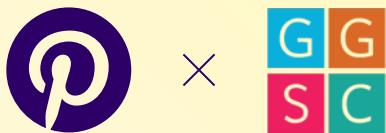
Leading AI Technology

Social media can be *more* than brand safe.

Your content can actually *benefit*
your audience – and the world at
large.



Grounded in science



Tested impact of daily
dose of Pinterest

- ✓ Pinterest partnered with UC Berkeley's Greater Good Science Center, led by Dacher Keltner
- ✓ Participants were **randomly sorted** - widely accepted as the best scientific method to determine causality or effectiveness
- ✓ Participants were **primarily Gen Z** (average participant age = 21)

Just 10 minutes of Pinterest per day:

- *Combats burnout*
- *Improves sleep*
- *Buffers against feelings of social disconnection*



Pinterest ranks
#1 in inspiration

Amongst all our
peer platforms.





Partnership Examples

Editorial Content Commission



DAZED

x Pinterest collaboration for
World Earth Day

In honour of World Earth Day, we set some expert thrifters the challenge to recreate some of Dazed's most iconic archive Pins using sustainable/re-sourced materials under the title - **Put a Pin in it.**



Seasonal Content Commission



x Pinterest Christmas content

Partnered with Paddington Bear Company to create a series of Christmas themed crafts.



Creator Partnerships



Africa Fashion exhibition tour



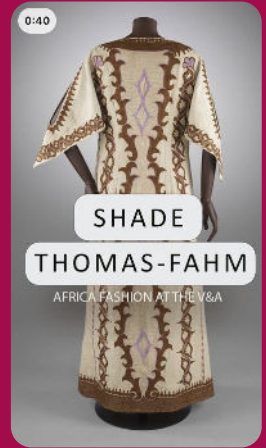
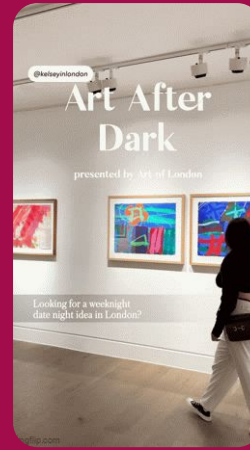
Art After Dark previews



Series pitch, development & commission



Movie-themed nails



A look at the Louvre



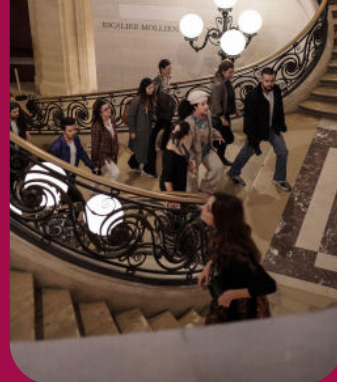
x Pinterest exclusive tour

This collaboration offers Pinnerers another perspective of the iconic museum, with off the beaten path tours to discover the collections, courtyards and other unexpected corners of the museum.

A series of ten original videos (watch [here](#)).

Hosted on the Louvre's official Pinterest account.

Available in French, English and also highlighted on [Pinterest's Daily Inspiration page](#) in France, Italy, Spain, the United Kingdom, Japan, and the United States.



Thank you