

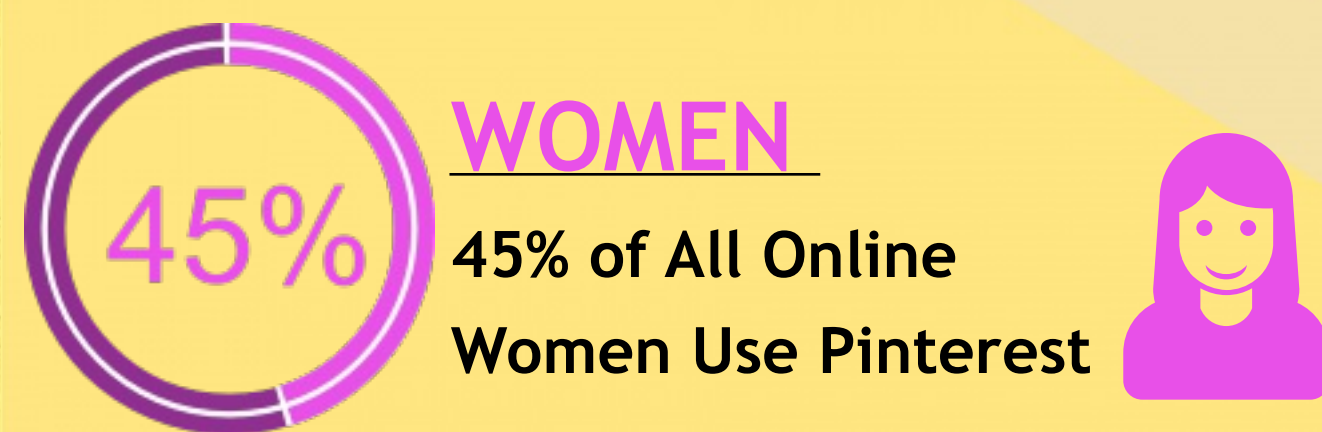
Pinterest STATISTICS

2017

Users who interact with a Promoted Pin spend **7x more** than others

Pins with prices get **36%** more likes than those without

Pinterest Has 100 Million Active Users



66% of content that users pin comes from brand websites

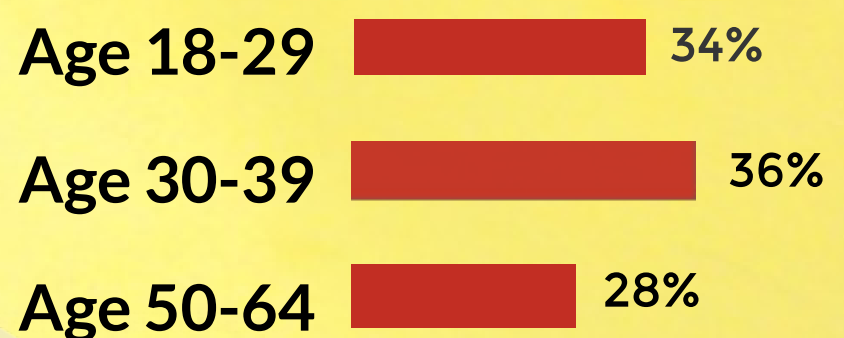


The average user spends **98 minutes** a month on Pinterest

31% OF ALL ONLINE ADULTS USE PINTEREST

93% of Pinterest users have used Pinterest to plan a purchase

Percentage of Online Adults Who Use Pinterest



73% of Pinterest users have bought something they discovered on Pinterest.

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