Stats You Need to Know

Pinterest

- Pinterest generates 4x more revenue (per click) than Twitter and 27% more per click than Facebook.
- Pin is said to drive 2 site visits and 6 page views, on average, while generating more than 10 repins.
- 47% of U.S. online consumers have made a purchase based on recommendations from Pinterest.
- Over 80% of pins are repined.
- Call-to-action pin description sees an 80% increase in engagement.
- Pinterest accounts for 25% of retail referral traffic.
- Conversion rates for Pinterest traffic are 50% higher than conversion rates from other traffic.
- Pinterest referrals spend 70% more than visitors referred from non-social channels, including search.

Created by Customer Insight Group, Inc.
www.customerinsightgroup.com • 303.422.9754

Connect With Us: