

# The CMO's guide to Conversion Optimisation

Optimising the customer journey, from click to conversion.

Sponsored by





# A New Era

The age of performance is here



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**Pinterest's mission**

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

# Pinterest takes users from discovery to decision to purchase



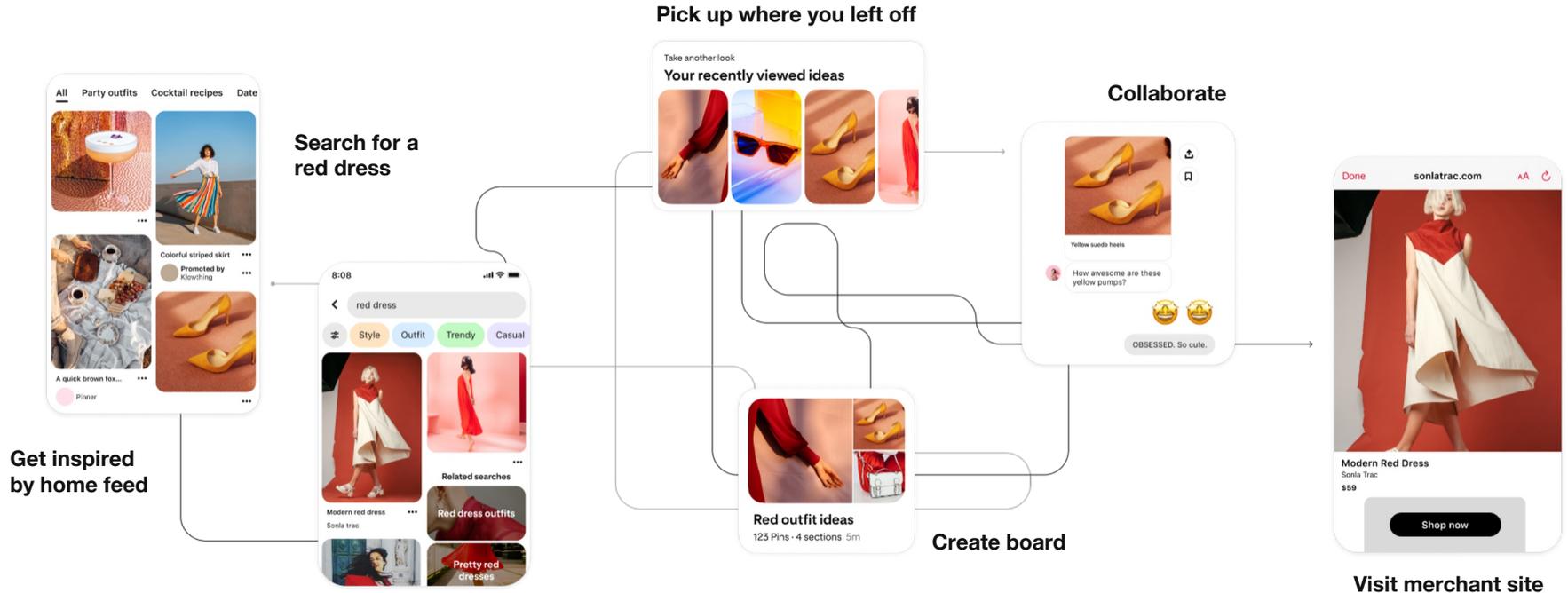
Discover on Pinterest →



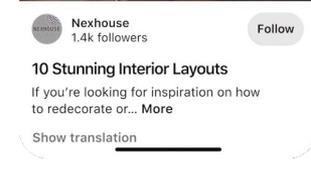
Decide on Pinterest →



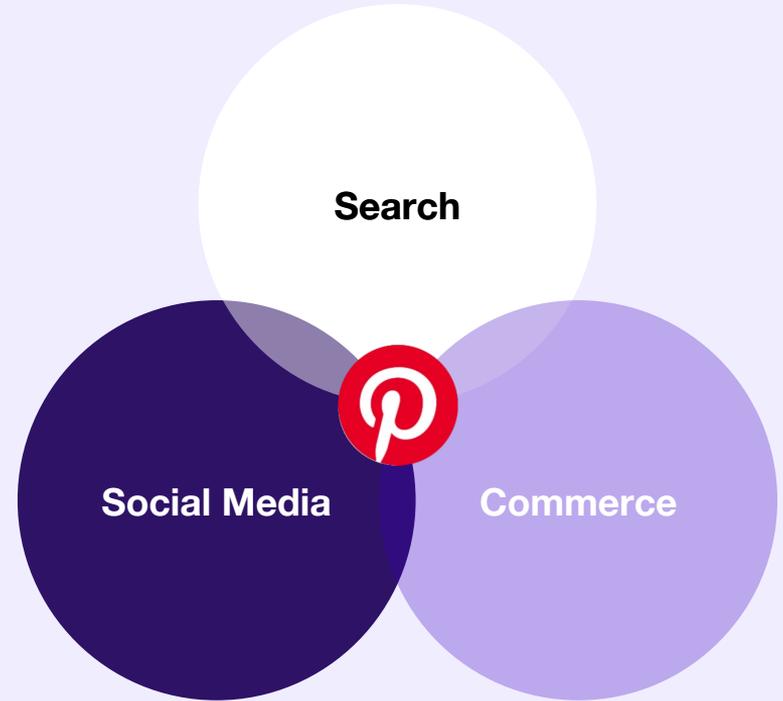
Do on Pinterest ✓



# A personalised platform where your ads are content



**Pinterest is a  
visual discovery  
platform at the  
intersection of  
search, social  
and commerce**



# Pinners have a fundamentally different mindset

Tomorrow vs Today



## Future

“I am planning the best festival experience”

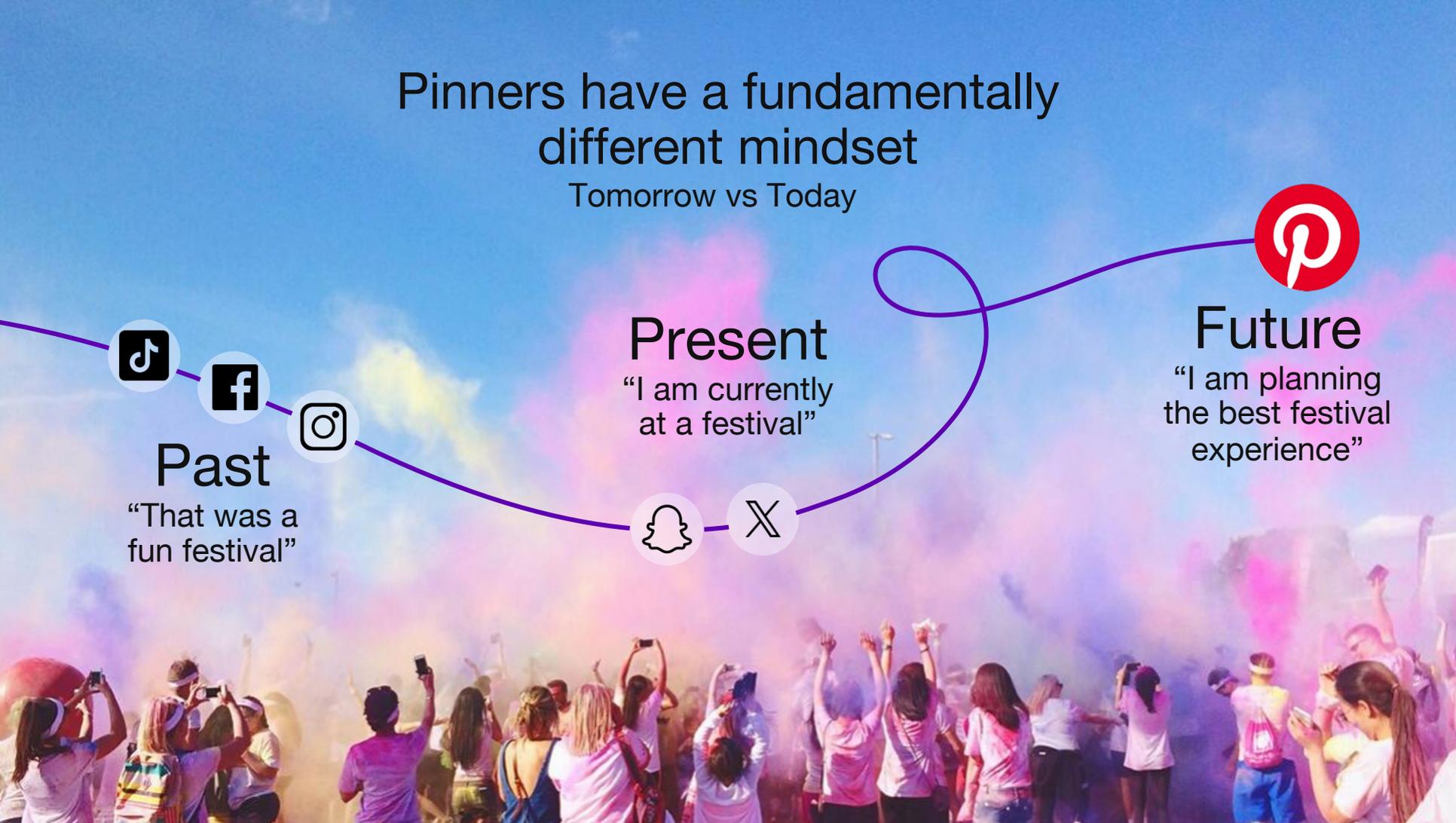
## Present

“I am currently at a festival”



## Past

“That was a fun festival”



# Our audience is bigger and more primed to act than ever before

**498M**

Global monthly active users  
+11% YoY.<sup>1</sup>  
17M UK MAUs



**+20%**

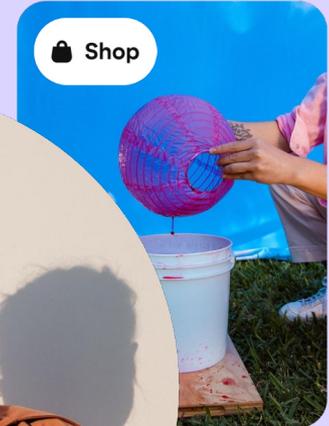
Growth of the Gen Z audience. They're also the most engaged, saving nearly 2.5 times more<sup>2</sup>



# Inspiring content on Pinterest helps protect mental health

University of California: **10 minutes** of active engagement with Pinterest a day buffers against:

- *Rising burnout*
- *Stress*
- *Social disconnect*

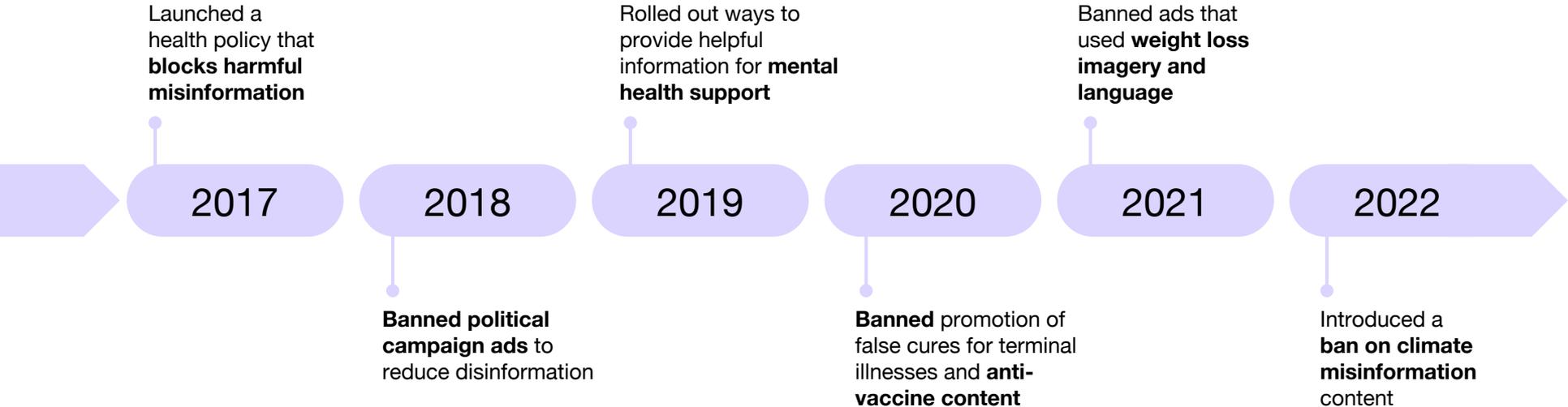




# Inspiring content on Pinterest helps protect mental health

Megan Thee Stallion said it best

# Pinterest is committed to a more positive internet by design



📍 More positive place online

# It pays to be positive

Showing up in a more positive environment drives impact in every stage of the purchase funnel.

## #1

most trusted digital platform<sup>1</sup>

## 99%

of ad impressions on Pinterest measured as brand safe and brand suitable<sup>2</sup>

<sup>1</sup> Source: Insider Intelligence, "US Digital Trust Benchmark" Sep 2022, Source: Morning Consult US Pays to Be Positive Refresh Study commissioned by Pinterest Global, US, December 2021

<sup>2</sup> IAS study across the US, UK, DE, CA, FR, July 2023 | Measured against floor and high risk content with scoring aligned to the GARM framework in a small scale study, n=10,000 pins



## Our best selves

22 Pins • 2 sections

# We're innovating at each stage of the consumer journey

Consumer experience

 See it

 Save it

 Shop it  
Try it

Build  
Awareness

Drive  
Consideration

Get  
Conversions

Advertiser benefit

Discover 

Decide 

Do 



More positive place online

# 2024 consumer innovation focus areas

**Re-investing in  
personalization**



See it



**Doubling down  
on saving and  
curation**



Save it



**Increasing  
shoppability**



Shop it



# 2024 ads innovation focus areas

**Increase  
relevance &  
personalization**

 Discover →

**Advanced  
automation &  
creative tools**

**Supercharge  
performance  
and shopping**

**Unlock  
international  
growth**

 Decide &  Do



**More positive place online**



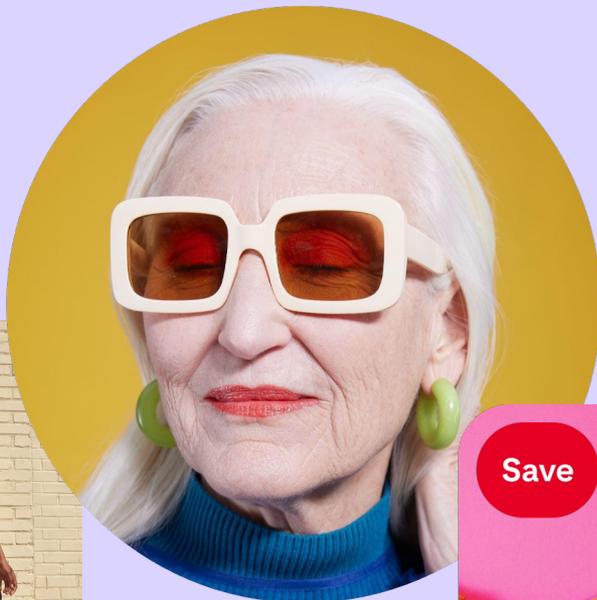
# Discover



Follow



Dresses



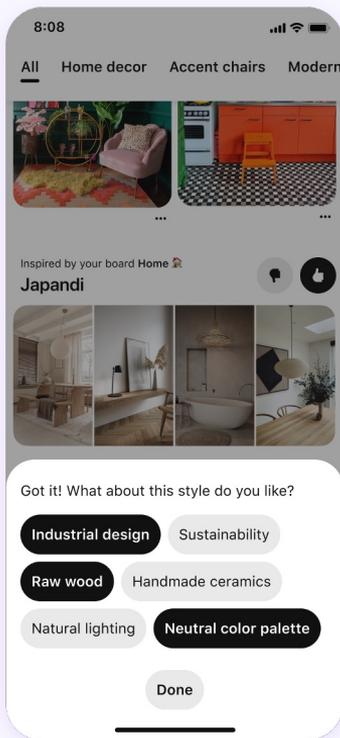
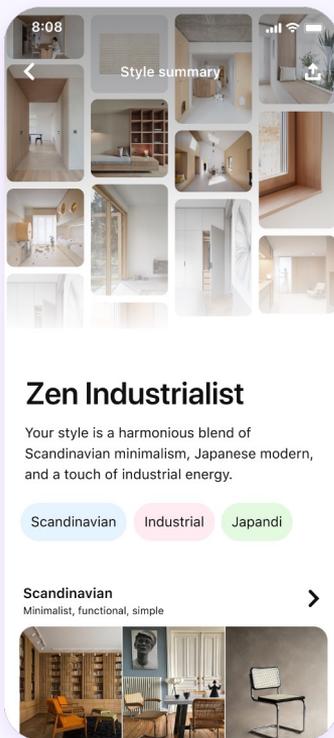
Save

Date night aesthetic

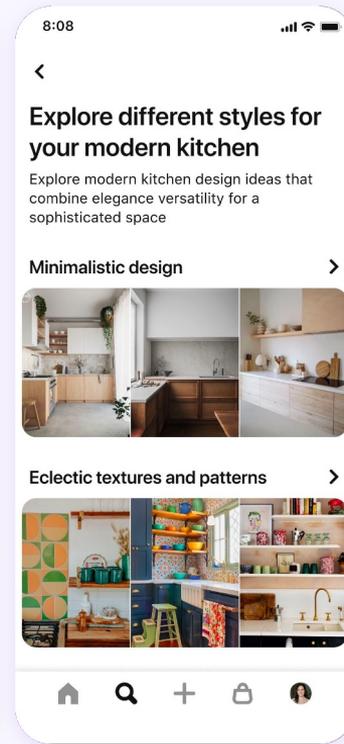
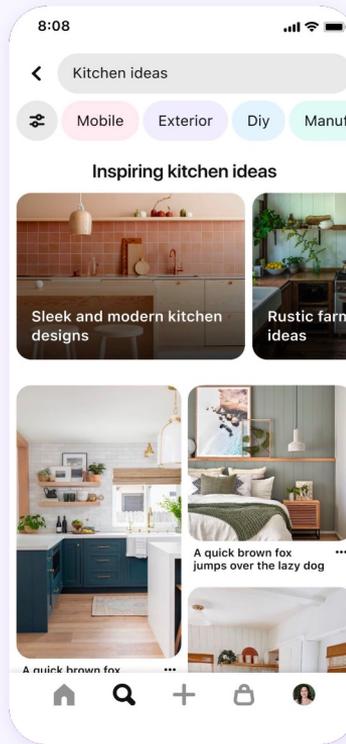


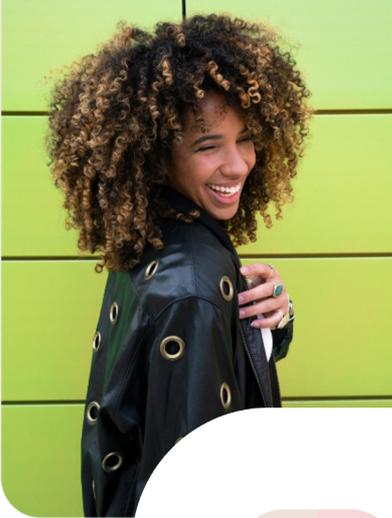
# Re-investing in personalization

## Explore your Style



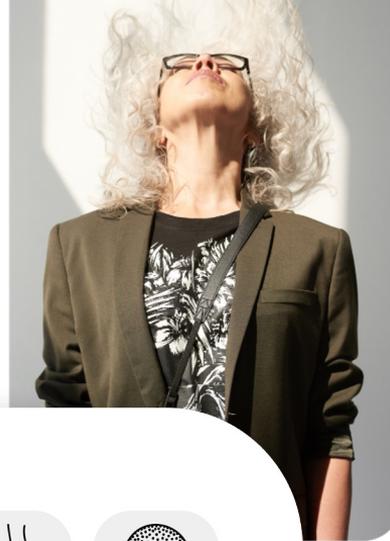
## Guided search





Pick a skin tone range

A white rounded rectangle containing the text "Pick a skin tone range" and four color swatches. Each swatch is a rounded rectangle divided into four quadrants, showing a gradient of skin tones. The first swatch ranges from light beige to light pink. The second ranges from light tan to medium tan. The third ranges from medium brown to dark brown. The fourth ranges from dark brown to black.



### Search by hair pattern



Protective



Coily



Curly



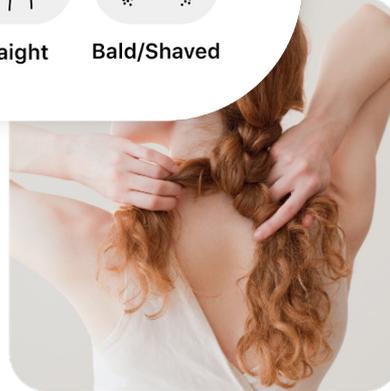
Wavy



Straight



Bald/Shaved



# Body type ranges

## Overview

People want to see themselves represented in ideas they are looking to try or buy. Building with inclusion in mind drives deeper engagement.<sup>1</sup>

Users searching for fashion or wedding-related ideas can refine their results by different body type ranges.

## Availability

Women's fashion and wedding Q4 2023, US; Q1 2024, CA, CA, AU  
Men's fashion H2 2024



<sup>1</sup> [Pinterest internal data, US, Q2 2023, comparing pre-launch to post launch

**Building with  
inclusion in mind  
drives deeper  
engagement**

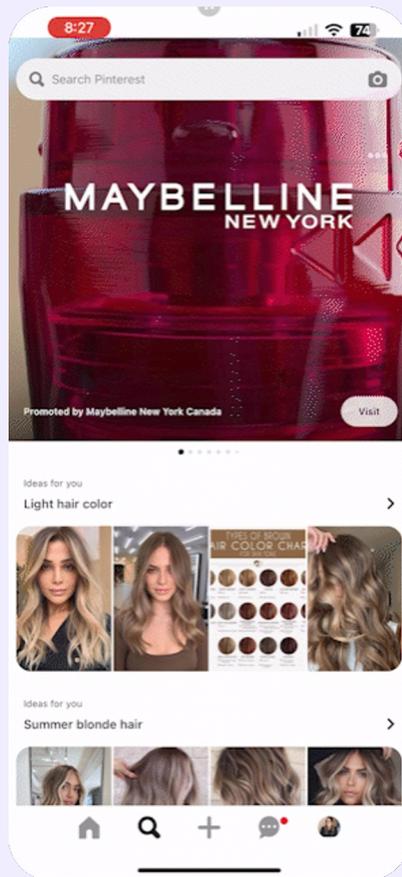
# Premiere Spotlight

Maximize reach and awareness across Pinterest for an entire day across all devices with a high-impact video ad placement.

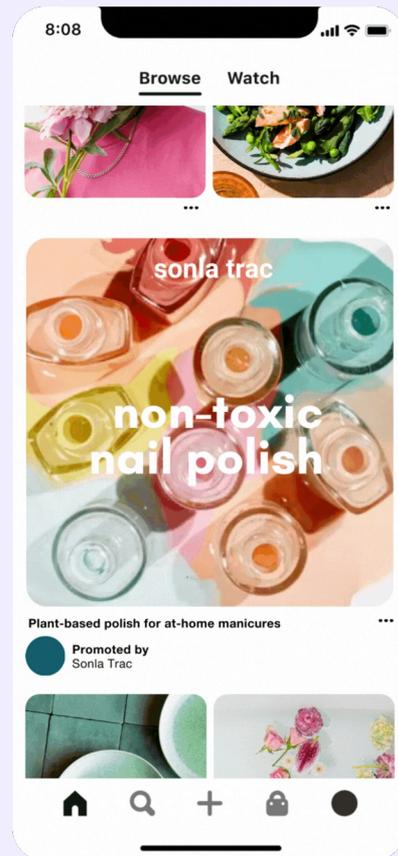
New: Increase the relevance of campaigns with interest targeting options.

## Availability

Generally available in US, UK, DE, FR, IT, ES, NL, CA, AU, JP, BR, MX  
Targeting Alpha/beta testing in the first half of 2024, US Only



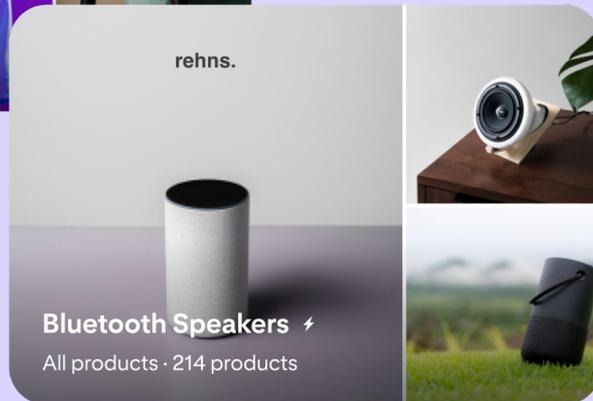
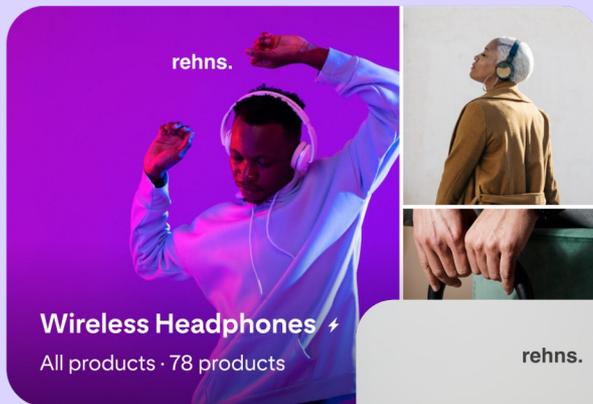
**Now:** Takeover Pinterest and reach all qualified pinners for an entire day with Premiere Spotlight.



**New:** Increase the relevance of your Premiere Spotlight campaign with select interest targeting options.



# Decide

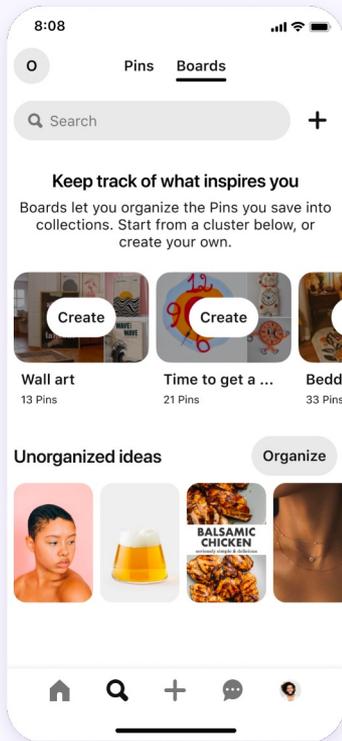


# Doubling down on saving and curation

Easy to find what is saved



'Auto-magical' organization tools



Board video sharing



Collages



<sup>1</sup> Easy to find what is saved – Q1 2024, Global, Mobile. <sup>2</sup> 'Auto-magical' organizational tools\* - Q1 2024, Global, Mobile. <sup>3</sup> Board video sharing\* - Beta Q1 2024, Global, iOS + Android (TBC) <sup>4</sup> Collages - Available now, Global, iOS. H1 2024, Global, Android device. **\*Not a final external name**

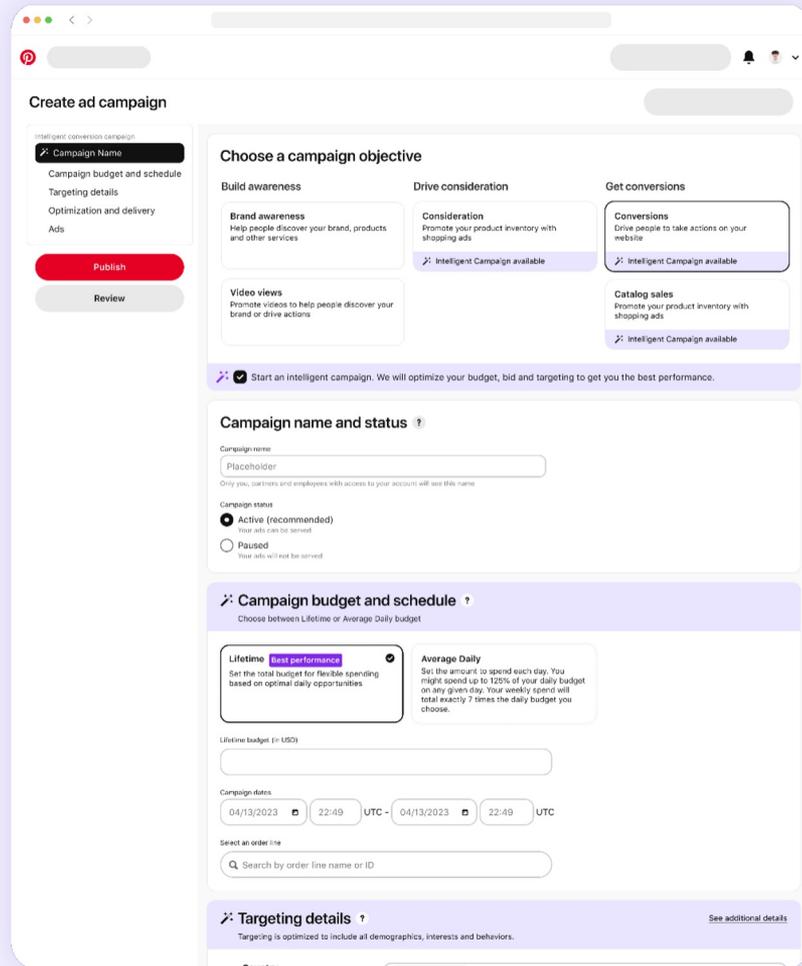
# Intelligent Campaigns

New campaign type that drives incremental performance lift using AI and automation, while also decreasing the effort required to create campaigns.

## Availability

Alpha/beta testing in the first half of 2024, Global\*

\*Global is defined as markets where there are Pinterest ads



Graphics are for illustrative purposes only. Results may vary.,

# High intent shopping modules\*

Seamless blend of ads alongside organic Product Pins to help people move from discover to do

Driven by high relevance—matching a user's intent and search with the right branded content

## Availability

Testing starting now; expanding in 1H 2024

### Format

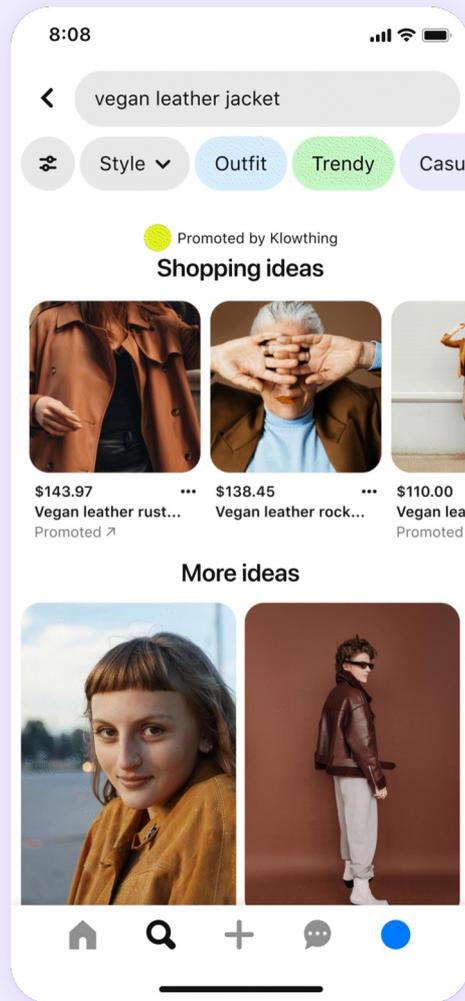
Shopping Ads, Global

Shopping Ads with Direct Links or Mobile Deep Links, Global

**Surfaces:** iOS and Android Mobile

**Placement:** Search

\*Product name subject to change



\*Name TBD

# People and auctions reward relevance

**+244%**

increase in ROAS performance when you  
meet your customer with relevant creative  
messages.<sup>1</sup>

**How can you help  
your customers make  
the right decision?**

A high-angle photograph of a man with curly hair lying on his back on a blue tennis court. He is wearing a white short-sleeved shirt, dark shorts, white socks with red and blue stripes, and white sneakers. His right leg is bent at the knee, and his left arm is extended to the side. The text "Be in the moment" is overlaid in a large, white, sans-serif font across the center of the image. The background is a blue tennis court with white lines, and shadows are cast across the surface.

Be *in* the moment

# Calendar Moments

Happen throughout the year, and can reflect national, cultural or religious interests.

## National Holidays

Such as New Year's Day and Father's Day



## Seasonal

Such as Pride and Back to School



## Religious Observances

Such as Easter and Ramadan

## Cultural/ Historical

Such as Lunar New Year or St. Patrick's Day



Please note that Pinterest's [Advertising Guidelines](#) prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

# Life Moments

These happen as impactful moments in our lives, whether it's planning for life or loss, a beginning or an ending.



## Identity

Signifies a moment that recognizes your identity like National Coming Out Day



## Milestones

Signifies a moment that marks a new chapter of life like Graduation

# *Everyday Moments*

Happen any day of the year like date night, or during a certain season like snow trips.



## **For yourself**

Can range from  
'self-care tips' to  
'style refresh'



## **With others**

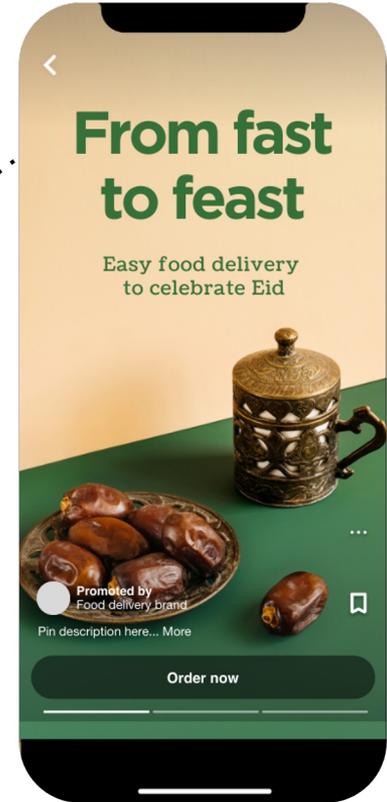
Can range from  
'couples getaway' to  
'family dinners'

Pinners are in the moment.  
And brands should be, too.

*Ramadan fasting ends*

*Searches for Eid celebration*

*Moments inspire action.*



Please note that Pinterest's [Advertising Guidelines](#) prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.



# 2024 Calendar Moments

Discover the best time to start activating on your key moments

<i>Moment</i>	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Halloween												
Christmas												
Summer												
Back to school												
Prom												
Easter												
Valentines Day												
Ramadan												
Festivals												
Mothers Day												
New Years												
Fathers Day												
Pride												
Diwali												
Lunar New Year												
St Patrick's Day												
Bank Holidays												
Hanukkah												

 Pinterest

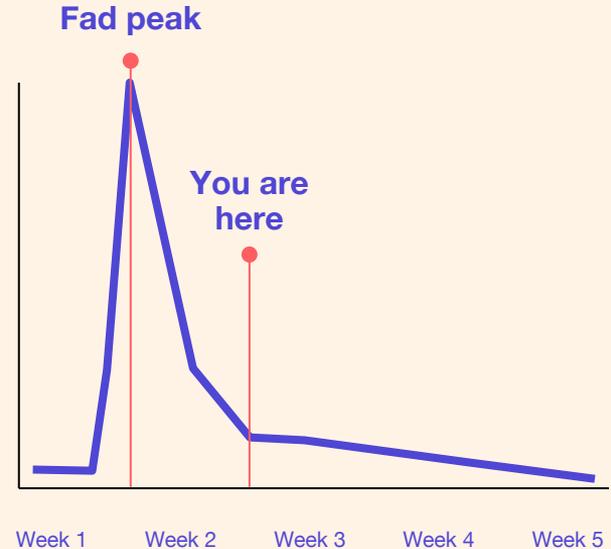


A window into the future—from the platform where people go to plan it.

**As a marketer,  
you want to  
know what's** next

# Fast fads aren't going to get you there:

- ❌ Unpredictable
- ❌ Short lifespan
- ❌ Minimal impact





## A trend on Pinterest is:

- A thematic evolution in consumer behavior
- A change in the cultural zeitgeist
- A shift from the norm to new

**It's not guesswork:**

**80%**

**of the trends we called came true,  
for the last 4 years in a row.**

A glass terrarium containing a miniature ecosystem. Inside, there is a large, gnarled tree trunk with green foliage. A turtle is swimming near the surface. Several colorful fish (yellow, orange, pink, and blue) are swimming in the water. The base of the terrarium is covered in green moss and small plants. The background is a dark green, textured wall.

# Meet the Trends

## Q Explore trends by vertical

### Food and drink

- [Tropic Like It's Hot](#)
- [Melly Mashups](#)

### Home

- [Kitschens](#)
- [Western Gothic](#)
- [Cafécore](#)
- [Hot Metals](#)

### Fashion

- [Eclectic Grandpa](#)
- [Bow Stacking](#)

### Beauty

- [Head to Glow](#)
- [Make It Big](#)
- [Blue Beauty](#)

### Celebrations

- [Groovy Nuptials](#)

### Travel

- [Rest Stops](#)
- [Dirt Flirts](#)

### Well-being

- [Big Talk](#)

### Parenting

- [Inchstones](#)

### Financial services

- [Cute Coins](#)

### Hobbies and interests

- [Making a Racket](#)
- [Be Jelly](#)
- [Give a Scrap](#)
- [Knockout Workouts](#)
- [Aquatecture](#)

### Entertainment

- [Jazz Revival](#)



Tropic  
like it's hot



### Trending search terms YoY

pineapple mocktails +70%

crushed pineapple upside-down cake +50%

coconut aesthetic +35%

Hawaiian traybake chicken +35%

tropical chic décor +110%

### Audiences driving this trend:

Boomers, Gen Z

Source: Pinterest, English language search data, global, analysis period September 2021 to August 2023. Please note that [Pinterest's Advertising Guidelines](#) prohibit targeting of any audience based on race, ethnicity, religious beliefs or sexual orientation, among other things.





### Trending search terms YoY

**pizza pie +55%**

**gummy kebabs +170%**

**carbonara ramen +165%**

**cheeseburger tacos +255%**

**burger quesadilla +80%**

### Audiences driving this trend:

Gen X, Boomers

# Café Core





# Western Gothic



# JAZZ REVIVAL



# REST STOPS







BIG

TALK.!



## Trending search terms YoY

questions for couples to reconnect +480%

hot seat questions +825%

deep conversation starters +185%

emotional intimacy +40%

deep questions to ask friends +85%

## Audiences driving this trend:

Gen Z, Millennials

Source: Pinterest, English language search data, global, analysis period September 2021 to August 2023. Please note that [Pinterest's Advertising Guidelines](#) prohibit targeting of any audience based on race, ethnicity, religious beliefs or sexual orientation, among other things.



**Pinterest  
Predicts  
2024**

# Creating For Trends

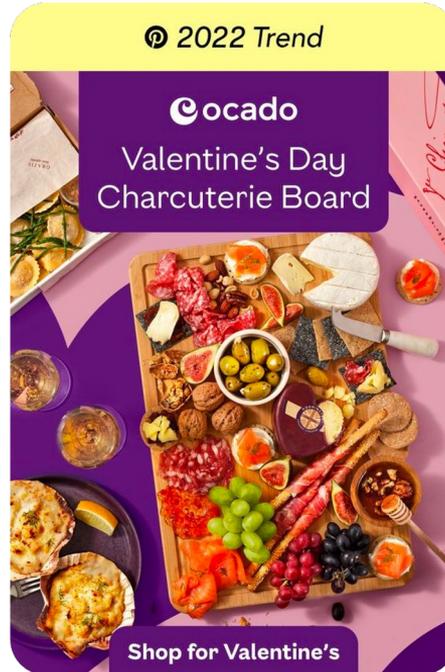


# How do brands use Pinterest trends?

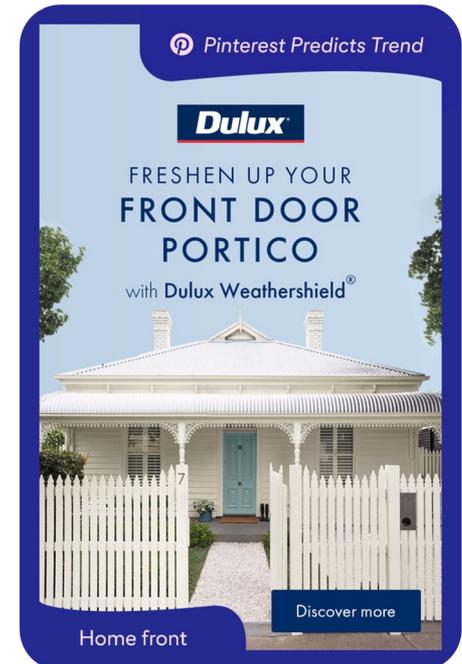
By adapting campaigns and / or copy



By organising new content shoots for all socials



By sponsoring Pinterest Predicts Trend  
(receiving creative support and a Trends badge)



front door transformation +85%

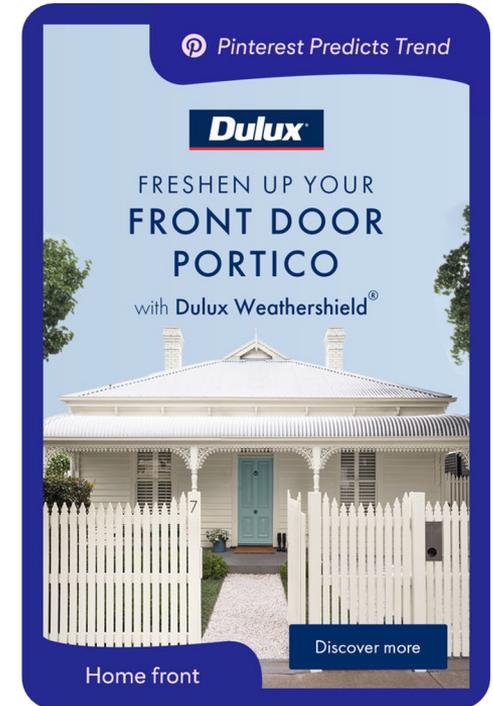
front door portico +40%

## Pinterest Predicts 2023 Trend: Home front

Success story

# Dulux owns the moment and the Pinterest Predicts Home Front trend

Ads featuring the badge experienced a notable 3.2pt boost in awareness, underscoring the badge's effectiveness in enhancing visibility and engagement.<sup>1</sup>



  
**Pinterest  
Predicts  
2024**



#### Trending search terms YoY

**end of year school party ideas +90%**

**monthly milestone ideas +90%**

**baby naming ceremony +35%**

**potty training rewards ideas +100%**

**my first tooth party +40%**

## Direct

 Pinterest Predicts Trend





(BUT ALSO STOCK UP FOR NEXT YEAR 😊)  
SCHOOL SHOP OPEN FOR UNIFORM, SHOES, ACCESSORIES, BAGS

**BACK-TO-SCHOOL SHOP**



## Adjacent

 Pinterest Predicts Trend



LIFE IS ALL ABOUT THE TEENY MILESTONES IN BETWEEN THE BIG ONES WE CALL THEM

**INCHSTONES**

LEARN HOW TO PROTECT THEM



EVERGREEN LIFE INSURANCE



## Unexpected

 Pinterest Predicts Trend



**SUPPORTING MESSY INCHSTONES**



PLANT-BASED, NON-TOXIC, BIODEGRADABLE



 Pinterest



[See full report](#)





# Do

 Add to cart



Traffic ↑

Sales ↑

Conversions ↑

\$48.99  
Product name

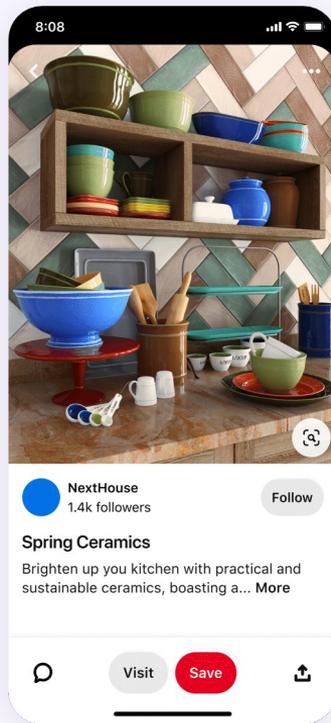
 Promoted by  
yourbrand™

# Increasing shoppability

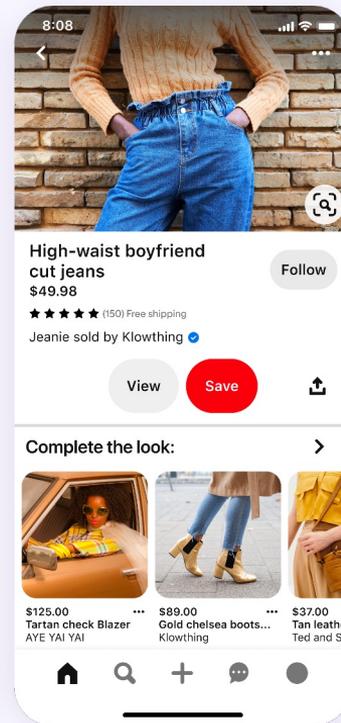
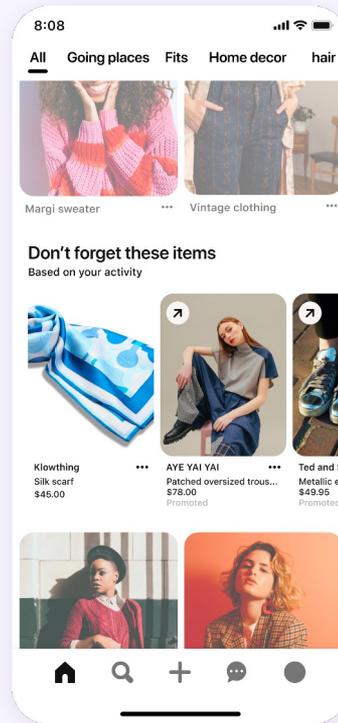
## Shop the look



## Image search



## Product recommendations





# Make ads more purchasable

## ↗ Shoppable video

Make video content more shoppable with direct shoppable links and features.

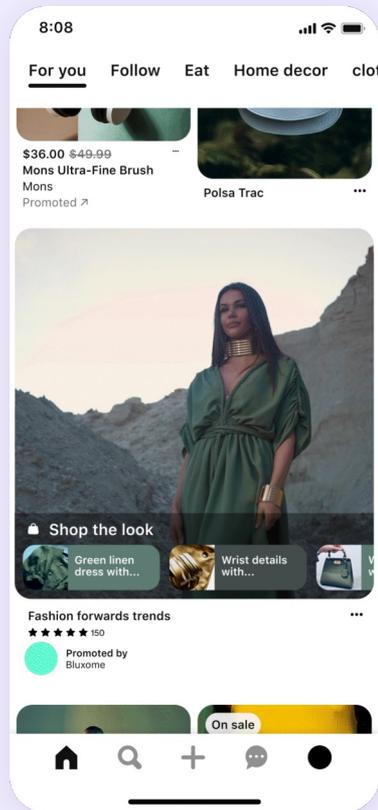
## ↗ Product tagging

New features and updates to increase the utility and performance of product tagging on Pinterest.

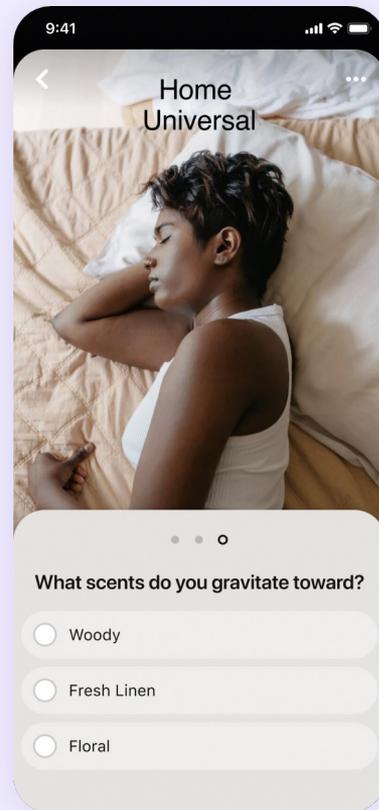
## ↗ Shoppable

### Quiz ads

Generate a personalized set of shoppable products based on what users select in your Quiz ad experience.



Shoppable Video\*



Shoppable Quiz ads\*

<sup>1</sup> Shoppable video\* – Alpha H1 2024, Global.

<sup>2</sup> Shoppable Quiz ads\* – Alpha H2 2024, Global.

<sup>3</sup> Product tagging\* – Alpha H1 2024, Global.

\*Product name and timing subject to change.

# Smarter campaigns, greater performance

## ↗ Intelligent campaigns

Simplify campaign creation, while using automation to help drive the highest performance possible for advertisers – all with less effort.

## ↳ Dynamic creative optimization

Dynamically adapt creative for each user at scale, so ads are more relevant, performant, and ultimately more purchasable.



**Dynamic Creative Optimization\***

<sup>1</sup> Intelligent Campaigns\* – Alpha H1 2024, Global.

<sup>2</sup> Dynamic creative optimization\* – Alpha H1 2024, Global

*\*Product name subject to change.*

# Better visibility, better results

## ↗ API for conversions

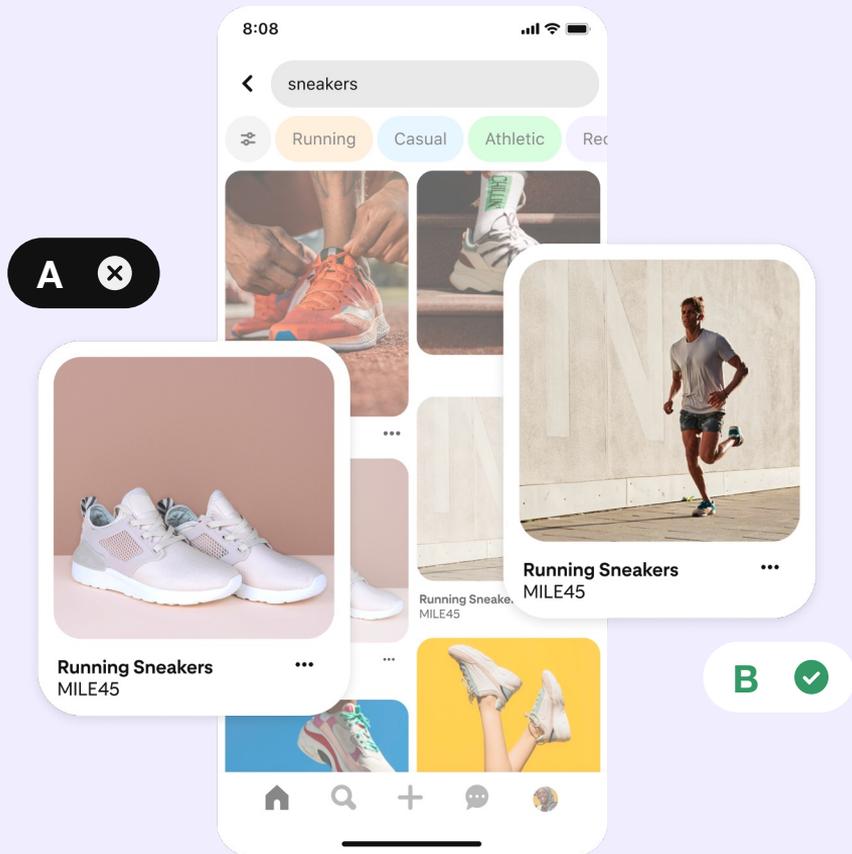
Close your performance gap while preparing for a cookie-less future. And now, implementation is even faster, with less work through new third party partner and cloud-based integrations. <sup>1</sup>

## ↗ Performance measurement

Validate creative performance with Split Testing, download MMM reports from Ads Manager, and utilize expanded third-party measurement solutions. <sup>2</sup>

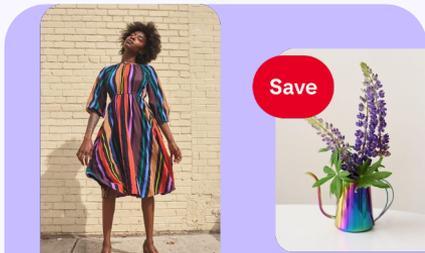
<sup>1</sup> Third Party and cloud-based API for conversions - Alpha/Beta H1 2024, Global

<sup>2</sup> Split testing - Beta H1 2024, Global. + MMM reports from Ads Manager - Beta H1, 2024, Global



Split testing

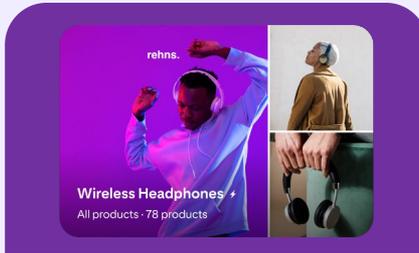
**Be ready to measure  
and optimise**



## DISCOVER

**Be discoverable**  
**Be positive**  
**Be inclusive**

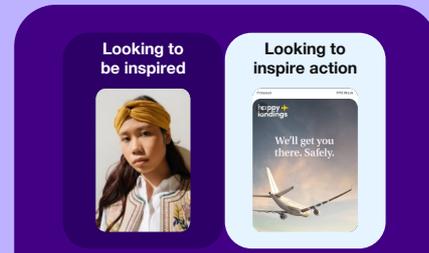
**Representation is rewarded**



## DECIDE

**Be in the moment**  
**Be relevant**

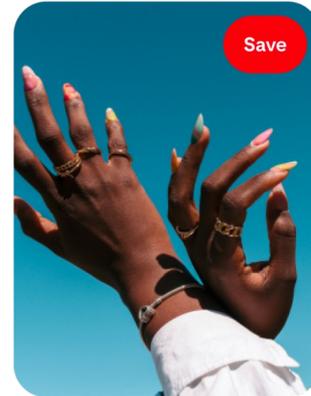
**Relevance is rewarded**



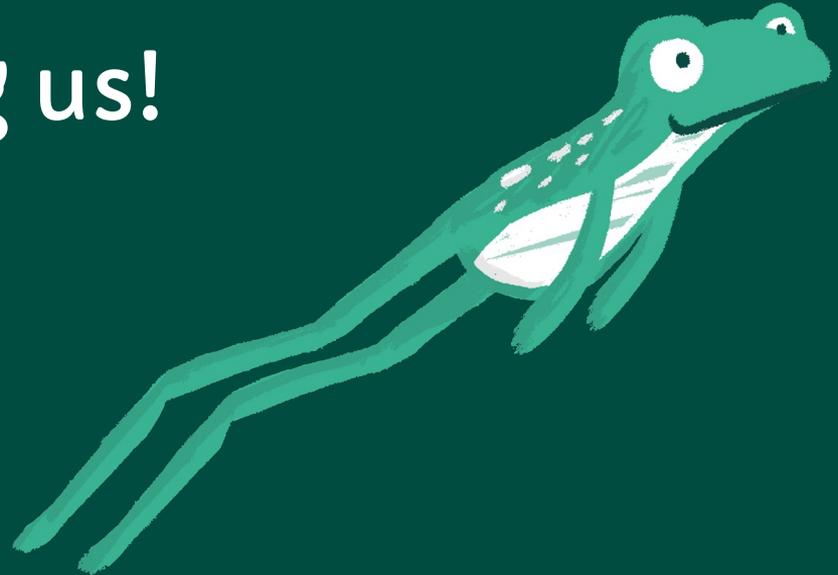
## DO

**Futureproof, test and measure the right things**

Thank you



# Thanks for joining us!



Find us on LinkedIn,  
Instagram  
& YouTube:

[@launchonlineuk](#)

[launchonline.co.uk](https://launchonline.co.uk)