

KEY TAKEAWAYS

Paid impressions are **30% more effective** at driving sales than display ads

Converters who engaged with Pinterest before purchase have a **40% larger shopping cart** than those who did not

Pinterest paid activity has an average **time to convert 40% shorter** than the average channel

Clicks within Pinterest drive over **5x the sales per event** than impressions, close-ups or re-pins

Last-touch attribution **under-credits Pinterest paid activity by almost 30%** compared to true incremental attribution

ROAS: **28:1**



Using Pinterest to Drive Results

What benefits do retailers see when advertising on Pinterest, while using a more advanced attribution solution to measure KPIs?

The Challenge

Many retailers have discovered the power of Pinterest as one of their advertising vehicles. Pinterest is a platform used by 175M people around the world to design their lives. Certain types of retailers know that capturing the attention of Pinterest users is a key part to any modern omnichannel marketing strategy. The problem for retailers has been getting accurate visibility into how those Pinterest ads are doing relative to key performance indicators (KPIs), like how much their marketing activity is contributing to sales. For retailers using last-touch attribution or less sophisticated multi-touch attribution models, getting a precise gauge on the return on advertising spend (ROAS), as well as the impact clicks and impression are having on the purchase funnel, is key for proper allocation of their marketing investment.

BENEFITS

- **Optimize media investment** and allocation by platform
- Identify and **activate top-performing audiences**
- Define opportunities for **new customer growth potential**
- **Accurately attribute contribution** from all applicable marketing channels
- Discover **true incremental impact** on sales from marketing campaigns

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PHONE

France: 0800-909-776

Germany: 0800-182-8063

UAE: 800-0357-03762

UK: +44-(0)-1784-448-444

US: +1-855-898-0036

Australia: +61-3-9866-3710

EMAIL

salesinquiries@team.neustar

The Neustar Solution

As a [certified measurement Pinterest partner](#) within the company's [Marketing Partners program](#), Neustar MarketShare provides brands the attribution insights needed to prove the value of advertising on Pinterest. Advertisers are able to better understand the effectiveness of Pinterest-specific levers (e.g. Pins and re-pins) and how Pinterest influences conversions downstream. Our [multi-touch attribution](#) solution shows the true incremental impact of marketing by including a broader collection of channels that influence audiences to purchase. Through our partnership with Pinterest, retailers get a more granular view of the impact their advertising played on KPIs, such as contribution to sales, time to conversion, effectiveness of driving sales, and effects on the sales funnel.

The Outcome

By analyzing data from three luxury retailers, Neustar was able to determine that Pinterest is a highly effective marketing tool that heavily influences shoppers. Buyers engaged with Pinterest had a shopping cart 40% larger, and paid impressions on Pinterest were 30% more effective than online display ads at driving sales. We also discovered that other types of attribution models under-credited the contribution of Pinterest paid activity by nearly 30%. Pinterest ads delivered millions of dollars in incremental sales for the three retailers, delivering a remarkable 28:1 ROAS.

Unlike many other upper-funnel channels, Pinterest activity resulted in a shorter time to convert – 40% in the case of paid activity. And within the Pinterest platform itself, clicks were the biggest indicators for conversion, showing 5x the sales lift over other activities including close-ups, re-pins and impressions.

About Neustar

Every day, the world generates roughly 2.5 quadrillion bits of data. Neustar (NYSE: NSR) isolates certain elements and analyzes, simplifies and edits them to make precise and valuable decisions that drive results. As one of the few companies capable of knowing with certainty who is on the other end of every interaction, we're trusted by the world's great brands to make critical decisions some 20 billion times a day. We help marketers send timely and relevant messages to the right people. Because we can authoritatively tell a client exactly who is calling or connecting with them, we make critical real-time responses possible. And the same comprehensive information that enables our clients to direct and manage orders also stops attackers. We know when someone isn't who they claim to be, which helps stop fraud and denial of service before they're a problem. Because we're also an experienced manager of some of the world's most complex databases, we help clients control their online identity, registering and protecting their domain name, and routing traffic to the correct network address. By linking the most essential information with the people who depend on it, we provide more than 11,000 clients worldwide with decisions—not just data.

More information is available at

www.home.neustar