



Quale social network fa vendere di più? Pinterest!

di Paolo Franzese

How *Pinterest* Drives Online Sales

PINTEREST IS NOW THE THIRD MOST POPULAR SOCIAL NETWORK IN THE WORLD.



- 1. Pinterest users are up 145% over their competitors.
- 2. Pinterest is better than FB & Twitter at the same point in time.

- 1. Add a new tag to Google, Facebook and Twitter.
- 2. Spread referral traffic over all boards. (100%)

- 1. Pinterest Pinning is 1.1 times more than FB & Twitter.



- 1. People are able to find exactly what they want.

- 1. Spending 10% more from those who come from other social sites and 10% more likely to purchase.

- 1. For example, both Pinterest and Amazon's customers already have more influence on the brand by Twitter.

LOOKING AT SHOPIFY STORES SPECIFICALLY...



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