



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 175% over their competitors
- 2. Pinterest is better than FB & Twitter at the same price in advertising



- 1. Add a new ad that targets Facebook and Twitter combined
- 2. Spend almost twice as much on Facebook (100%)



- 1. Pinterest Marketing is 1.5 times more effective than FB ads



- 1. Pinterest ads will reach more than 100M users



- 1. Spending 10% more from these ads will generate 10% more sales and 10% more profit



- 1. For example, both Facebook and Twitter's audience already have more influence on Pinterest by choice

LOOKING AT SHOPIFY STORES SPECIFICALLY...



Da un articolo scritto da Paolo Franzese il 19 Luglio 2012