

Online Consumer Pulse

For the smaller shop, Pinterest brings sales

by Hayley Silver

with Eileen Tan and Cory Mitchell

This is the second in a series of Consumer Pulses on Social Image Sharing and Online Shopping by Bizrate Insights.

In a series of surveys of online buyers, Bizrate Insights is helping the ecommerce community understand how the new group of visual shopping sites can help consumers connect with retailers and the products, lifestyles, or brands that they sell. Our first Consumer Pulse on this topic found that 1 in 4 online consumers recall having made a purchase by directly clicking on an image in a visual image sharing site, validating the promise of these sites as an avenue for retailers to drive product consideration and retail sales. This second installment focuses specifically on the visual shopping site most recognized by respondents, Pinterest, and investigates browsing versus buying behavior.

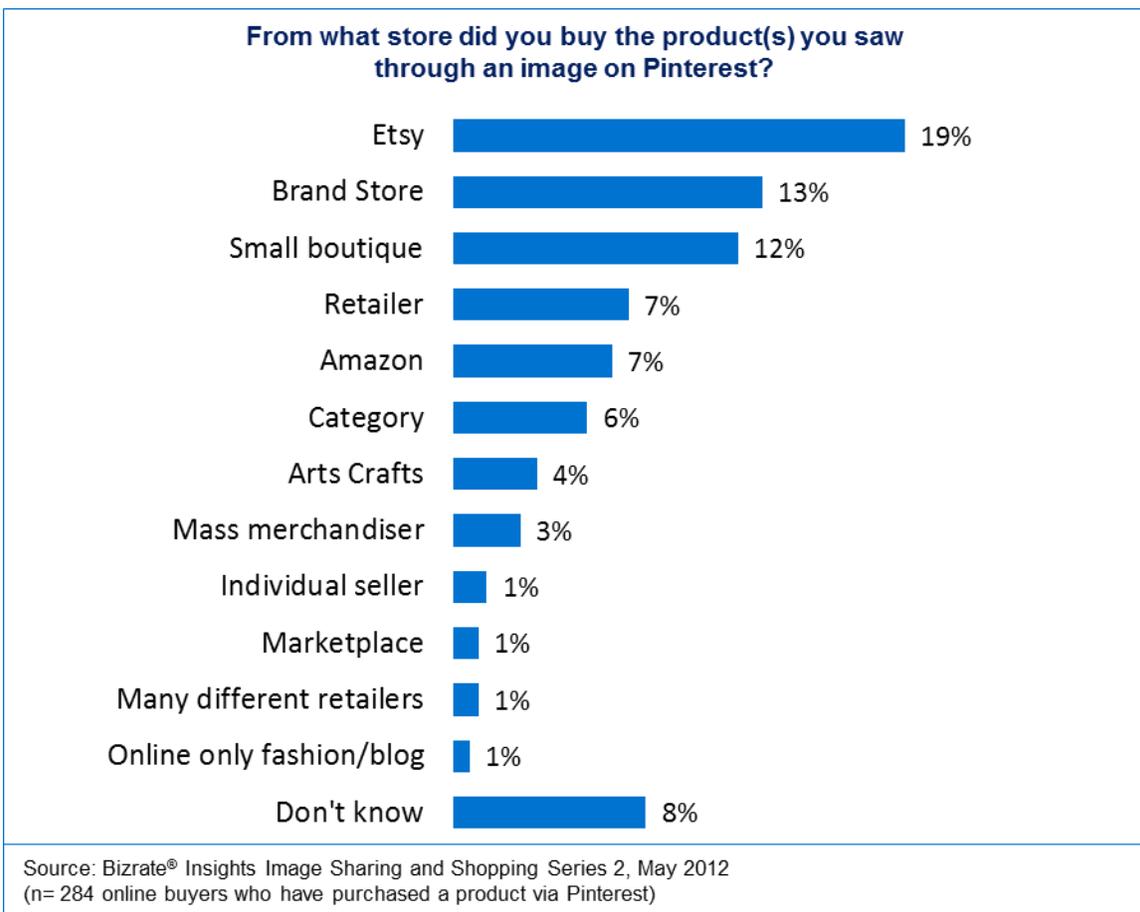
Browsers favor Home & Garden images while Apparel images drive buying

Categories browsed and categories driving purchases differ. Though the quality of images, great click-through experiences, and sizable followings will make the popularity of each category change over time, currently Clothing & Apparel retailers are leading the pack in driving purchases while Home, Garden & Pool/Spa just edges it out for grabbing the most interest for window shopping.

Top 10 Categories Browsed on Pinterest			Top 10 Categories Purchased on Pinterest		
1	Home, Garden & Pool/Spa	45%	1	Clothing & Apparel	39 %
2	Clothing & Apparel	44%	2	Jewelry, Handbags & Accessories	23 %
3	Art, Art Supplies & Hobbies	42%	3	Art, Art Supplies & Hobbies	22 %
4	Flowers, Food, Drink & Gifts	39%	4	Home, Garden & Pool/Spa	18 %
5	Health & Beauty	37%	5	Health & Beauty	14 %
6	Jewelry, Handbags & Accessories	36%	6	Footwear	11 %
7	Travel & Travel Accessories	21%	7	Flowers, Food, Drink & Gifts	10 %
8	Footwear	18%	8	Baby Gear	8 %
9	Entertainment <i>(Books, Music, Instruments, Movies, Tickets, etc.)</i>	18%	9	Entertainment <i>(Books, Music, Instruments, Movies, Tickets, etc.)</i>	6 %
10	Toys & Games	10%	10	Sporting Goods	5 %
Source: Bizrate Insights Image Sharing and Shopping Series 2 March 2012 (n=3,214 have visited Pinterest)			Source: Bizrate Insights Image Sharing and Shopping Series 2 March 2012 (n=386 have purchased via Pinterest)		

Pinterest Brings Customers to Etsy and Smaller Boutiques

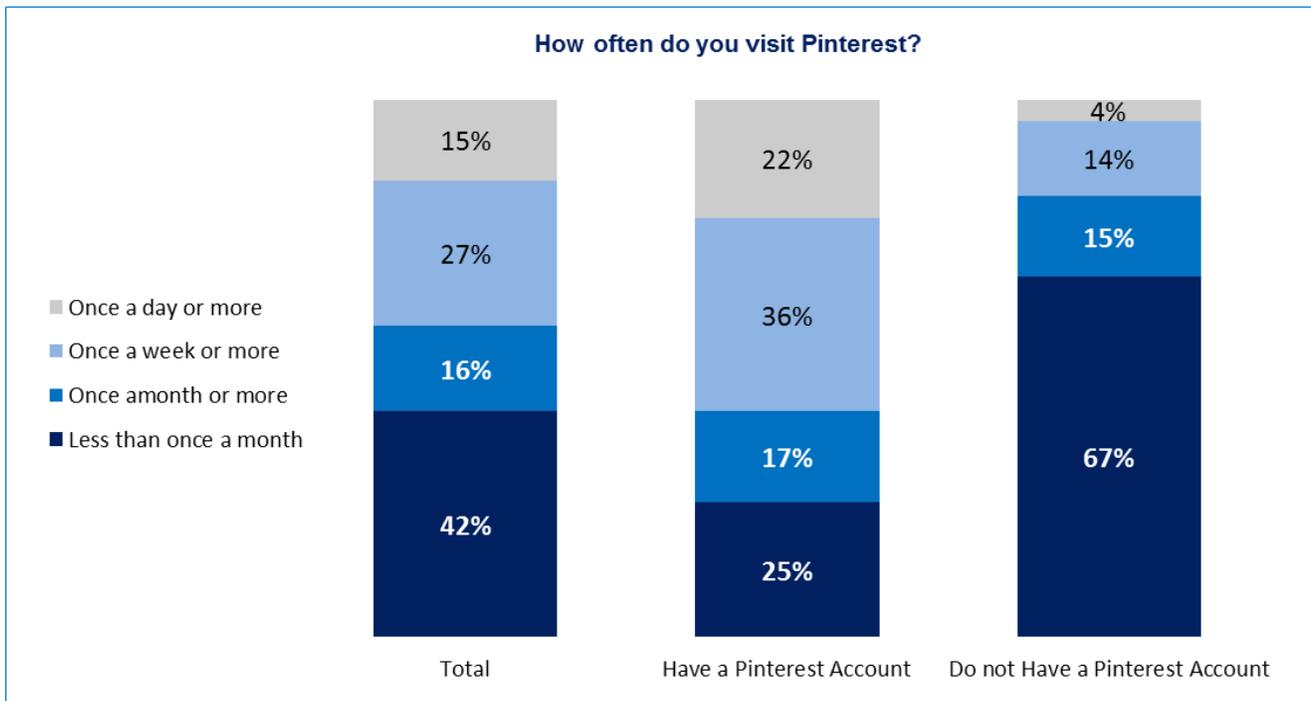
While the brands and stores that drove purchases from Pinterest were varied, there is currently a distinct trend favoring smaller retailers and individual sellers. Nearly 1 in 5 online shoppers claim that their recent purchase, made after seeing an image on Pinterest, came from Etsy.



Interest in Pinterest continues to grow

In May 2012, 39% of online consumers reported having heard of Pinterest, up from 36% two months earlier. Of those that have heard of Pinterest, 48% have visited and 28% have an account.

42% of Pinterest visitors go to the site once a week or more. Those with accounts tend to visit more frequently than those without accounts; 58% of those with accounts visit once a week or more, versus 18% of those without accounts. The Health & Beauty, Baby Gear, and Flowers, Food, Drinks & Gifts categories have the highest percentages of visitors (>60%) who browse once a week or more. Furthermore, 22% of visitors who have heard of Pinterest but do not have an account intend to open an account within the next six months.



Source: Bizrate® Insights Image Sharing and Shopping Series 2, May 2012
 (n= online buyers who have visited Pinterest: 3,499 total, 2,100 have a Pinterest account, 1,399 do not have a Pinterest account)

About the Study

The Bizrate Insights Social Image Sharing and Online Shopping Series is a set of surveys conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 ecommerce retailers in the US and Canada. Data from this study was collected from 20,362 online buyers from May 8-May 30, 2012.

For over 12 years, Bizrate Insights has helped retailers listen to their customers in a way that is fast and measurable, resulting in insights, action, conversation, and customer loyalty. The Bizrate Insights customer feedback and ratings platform allows retailers to collect seller ratings directly from verified customers. Standard ratings are published across the leading comparison shopping site, [Bizrate.com](http://bizrate.com), and syndicated across the web’s largest search engines to help drive conversion and traffic. Collecting over 16 million surveys annually, Bizrate Insights is one of the largest sources of consumer-generated review content in the world, delivering actionable insights and valuable shopper data to key decision makers in e-commerce.

Visit <http://bizrateinsights.com> to learn more about our FREE and paid buyer and site abandonment survey and reporting products.

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