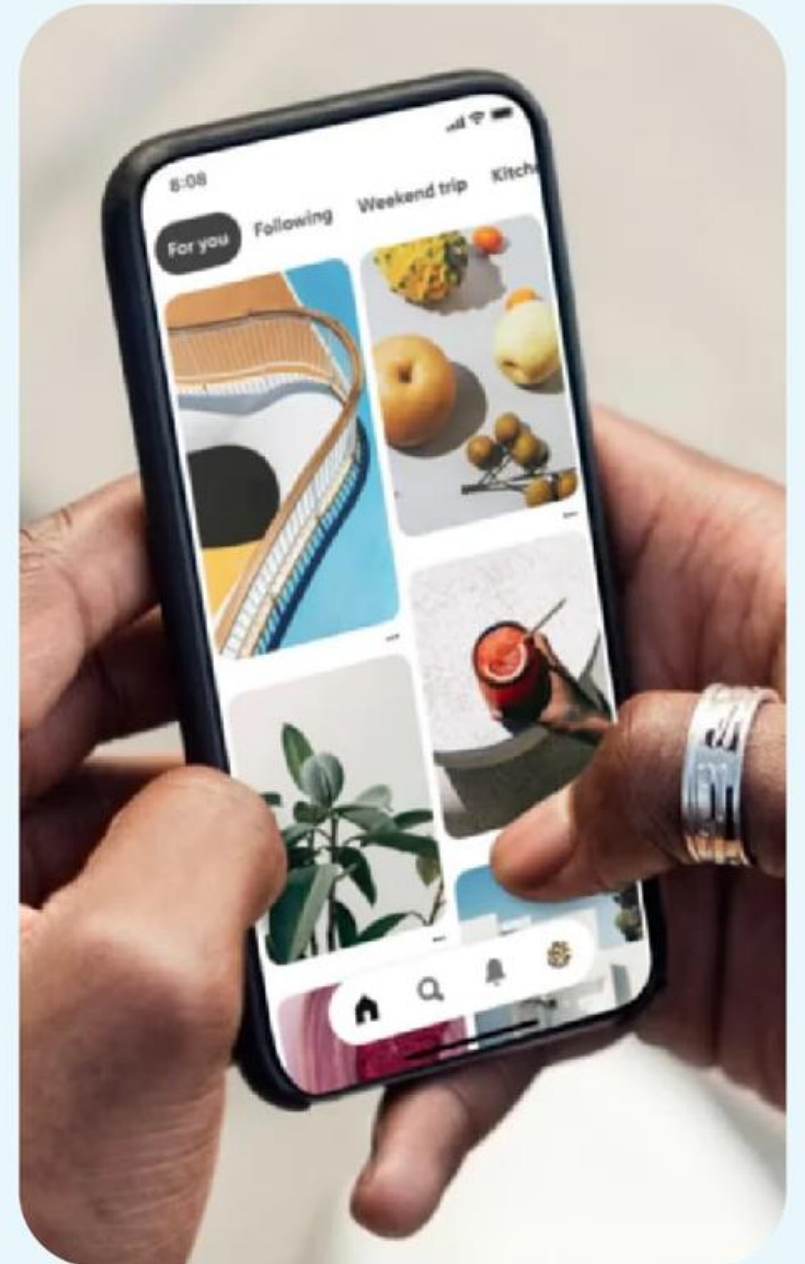




PIN-SPIRATION FOR ADVERTISERS

*HOW TO CAPTURE THE
POWER OF VISUAL DISCOVERY
TO MAXIMIZE ROAS*



ABOUT THIS GUIDE



This guide is informed by **Pinterest** and **NCSolutions**, who presented at Advertising Week NY on October 19, 2021. In reading you'll learn best practices for using visual discovery and qualified targeting to inspire consumers and influence their purchases.

The recommendations and strategies in this book come from sales lift analysis that NCSolutions conducted of over 80 CPG campaigns on Pinterest. This meta-analysis looked at frequency, ad formats, campaign length, and audience segments.

We'll also be referencing data from two NCS consumer studies about attitudes towards advertising we commissioned over the summer.



WHAT IS VISUAL DISCOVERY?

*AND WHY DOES
IT MATTER?*



A PICTURE
REALLY IS
WORTH A
THOUSAND
WORDS...
AND EVEN
MORE
DOLLARS.

NCS CONSUMER SENTIMENT SURVEY OF 1020 NATIONALLY REPRESENTATIVE RESPONDENTS, SEPTEMBER 2021 (non-Pinterest data)



49%
of Americans
are influenced
by images of
products when
they're making
a purchase
decision



30%
of Americans
have purchased
a product after
seeing it
advertised on
Pinterest



VISUAL DISCOVERY MATTERS TO CONSUMERS

NCS CONSUMER SENTIMENT SURVEY OF 1020 NATIONALLY REPRESENTATIVE RESPONDENTS, SEPTEMBER 2021
(non-Pinterest data)

1/3

of Americans
are using
Pinterest to
find inspiration



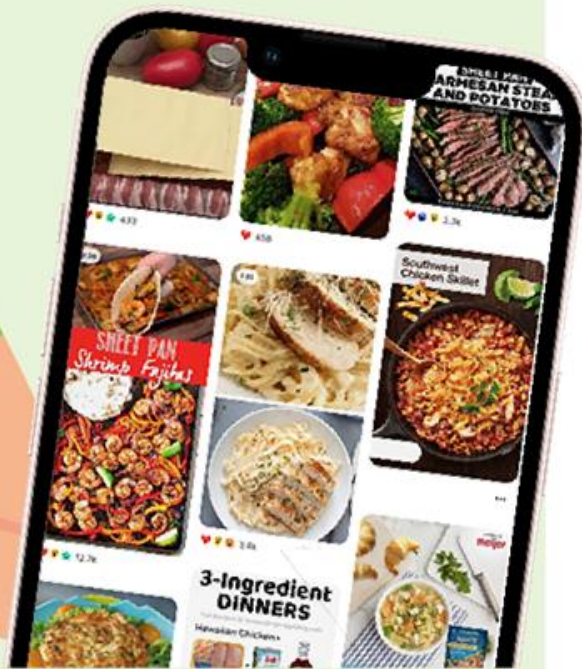
45%

of Americans think
it's extremely
important to see
an image of what
a meal or dish will
look like when it's
fully prepared.



VISUAL DISCOVERY AT WORK FOR A BUSY MOM

LISA is a busy mom and needs a quick recipe for dinner for her family, so she pulls out her phone and opens Pinterest.



LISA uses Pinterest for meal inspiration because it is important to her to know what the dinner plate will look like. She's not alone...

79% of Americans also search for recipes online or in an app



Sometimes **LISA** even finds ads in her search that are helpful which makes sense, because...

46% of American consumers are also receptive to seeing ads on social media.



NCS Consumer Sentiment Survey of
1,020 Nationally Representative
Respondents, September 2021
(non-Pinterest data)





WHAT ARE BEST PRACTICES TO GENERATE CPG SALES ON THE PINTEREST PLATFORM?

READ ON AND LEARN MORE.



WHAT'S YOUR CPM?



NCS Meta-Study shows that **increase in reach is positively correlated with higher ROAS**

BEST PRACTICES

Maximize
Qualified
Reach

Use past campaign performance insights to **inform future campaign planning** (*allocation between PBT and Native targeting*)



ARE YOU FINDING THE RIGHT BALANCE WITH FREQUENCY?

The number one pet peeve Americans have about advertising...

58% don't like it when they see ads too many times



NCS CONSUMER SENTIMENT SURVEY OF 1020 NATIONALLY REPRESENTATIVE RESPONDENTS, SEPTEMBER 2021 (non-Pinterest data)

BEST PRACTICES

Monitor Frequency

0.5 – 1x freq. per week over the duration of a campaign is the sweet spot to maximize ROAS, but >1x per week over the duration of a campaign still drives efficient (>\$1 ROAS) incremental sales

NCS META-STUDY OF PINTEREST CPG ADVERTISING CAMPAIGNS Q1 2017 - Q4 2020

Use broad qualified reach and efficient frequency to maximize ROAS and total incremental sales



ARE YOUR ADS RELEVANT TO YOUR TARGET AUDIENCE?

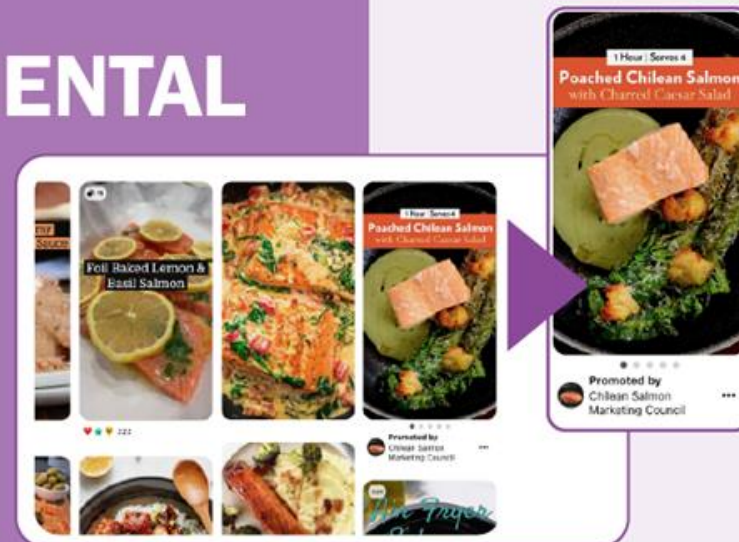
48% of Americans don't like it when advertising is not relevant to them.



NCS CONSUMER SENTIMENT SURVEY OF 1020 NATIONALLY REPRESENTATIVE RESPONDENTS, SEPTEMBER 2021 (non-Pinterest data)

Households exposed through **PINTEREST NATIVE TACTICS** contributed to **42% OF INCREMENTAL SALES**

NCS META-STUDY OF PINTEREST CPG ADVERTISING CAMPAIGNS Q1 2017 - Q4 2020



BEST PRACTICES
Use Pinterest Native Targeting to Keep Ads Relevant



ARE YOU REACHING THE RIGHT BUYERS?



Campaigns that included
**Purchase-Based
Targeting Audiences**
(third-party) had a
**38% HIGHER AVERAGE
RESPONSE** than a
typical campaign

NCS META-STUDY OF PINTEREST CPG ADVERTISING CAMPAIGNS Q1 2017 - Q4 2020

BEST PRACTICES

Target Past Buyers of Your Products

WHAT IS PURCHASE-BASED TARGETING?



The greatest predictor of future purchases is past purchase behavior. That's why audience segments composed of households who have bought your product or the category are so effective.



HOW ARE CONSUMERS FINDING YOUR BRAND?

BEST PRACTICES
Use Visual Search to Reach Buyers



The Parsimonious Princess

all-natural
save \$
HE safe



Fill Your Basket with
Plant-Derived Formulas



20% Off Your
First Order

SHOP NOW

THE LAUNDRESS



Promoted by
Target

...

HOMEMADE
LIQUID LAUNDRY
DETERGENT



Consumers
exposed to
ads in visual
search had
**11% HIGHER
IN SALES
RESPONSE**

NCS META-STUDY OF PINTEREST CPG
ADVERTISING CAMPAIGNS Q1 2017 - Q4 2020



0:12 Friendly Laundry Detergent

Lighter, Easier, No Mess

IS YOUR CAMPAIGN THE RIGHT LENGTH?

Campaigns that covered **1.0–2.0 PURCHASE CYCLES** had the **highest:**

ROAS

Incremental Sales

Effectiveness (DPM)

Reach



BEST PRACTICES

Align to Purchase Cycle

Campaign should ideally **cover 100-125% of Purchase Cycle** (*minimum of 75%*), the average amount of time between purchases for a product

Review with your Pinterest team as you kick off a sales lift measurement campaign with NCS and Pinterest.

IS YOUR CREATIVE READY FOR ACTION?

Include **strong branding, call-to-action,** and follow other Pinterest **creative best practices**



BEST PRACTICES

Make an
Impact With
Strong
Branding

DO YOU MIX UP YOUR AD FORMATS?

AD FORMATS



Standard Pin



Video



Shopping



Carousel



Collections



Idea Ads with
Paid Partnership

BEST PRACTICES

Multiple Formats
Have a More
Significant Impact

Diversify with a balance of multiple creative imagery and ad formats to maximize relevancy with user engagement and behavior. This ties back to CPM efficiency; Campaigns with Max Width Video drove higher sales lift, penetration lift and DPM (Effectiveness)

HOW ARE YOU PROVIDING HOLIDAY INSPIRATION?

PINTEREST CAMPAIGNS have proven to drive impact for brands during the busiest time of the year.

In H2 2020, **65% OF PINTEREST CAMPAIGNS EXCEEDED** the NCS incremental sales benchmark and **60% EXCEEDED** the NCS **ROAS** benchmark.



BEST PRACTICES BRAND SHARE OF VOICE MATTERS

BREAK THROUGH TO AUDIENCES ON PINTEREST DURING SEASONAL PEAKS.

Brands that met or exceeded **5% CATEGORY SHARE OF VOICE** on-platform had **ROAS 2x higher** vs. brands that did not. They also beat the NCS ROAS benchmark 67% of the time and the NCS incremental (\$) sales benchmark 89% of the time.



HOW DID YOU LIFT YOUR SALES?



Know the results of your Pinterest advertising investment **by measuring the sales lift of your campaigns** with an **NCSOLUTIONS SALES EFFECT STUDY.**

BEST PRACTICES

Measure the Sales Lift of All Your Campaigns

ANSWER THESE QUESTIONS

- 1** How much did NEW AND EXISTING BUYERS contribute to my sales lift?
- 2** What was the INCREMENTAL RESPONSE from each buyer group?
- 3** How did the SALES LIFT break down by creative? By audience segments? By platform? By other targets?

KEY TAKEAWAYS



BEST PRACTICES FROM PINTEREST AND NCS

- > Maximize qualified reach and monitor frequency
- > Keep ads relevant
- > Target past buyers of your products
- > Use search to reach buyers
- > Align to purchase cycle
- > Ensure creative is impactful and has a clear CTA
- > Vary your ad formats
- > Maintain a healthy share of voice
- > Measure the sales lift of your campaigns

ABOUT THE NCS META-STUDY

The NCSolutions Meta Study for Pinterest is multi-year meta-analysis of 85 CPG advertising campaigns across a broad range of categories including Beauty/Grooming, Beverage, Food, Personal Care/OTC and Pet Food that all ran on the Pinterest platform and were measured by NCS from Q1 2017 to Q4 2020.

ABOUT THE NCS CONSUMER SURVEY

The findings are from newly commissioned national consumer surveys by NCSolutions in August (2043 respondents) and September (1020 respondents), 2021. The survey was weighted by age, gender, region, educational attainment and other demographics to accurately represent the overall U.S. population.





ABOUT NCS

NCS has been helping CPG brands, publishers, and retailers improve advertising effectiveness for the past 11 years. With a mission to improve advertising effectiveness for all media, the NCS team has pioneered new ways to target, optimize, measure and now discover sales-based outcomes. We're changing how CPG brands and publishers view the possibilities of advertising.

Continuous innovation is the key to driving growth for our customers, and it is what propels NCS forward.



ABOUT PINTEREST

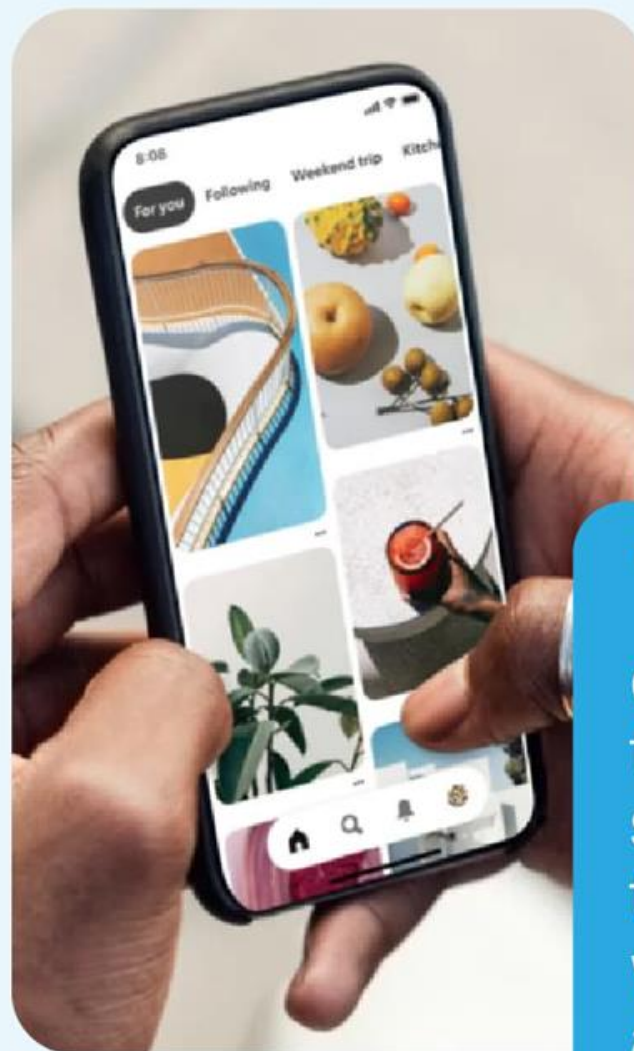
People around the world come to Pinterest for inspiration. Pinterest is a visual inspiration platform where people find inspiring creators, shop new products, and seek out ideas to take offline. People have saved nearly 300 billion Pins across a range of interests from creating a home office, cooking a new recipe to finding their next vacation destination. Headquartered in San Francisco, Pinterest launched in 2010 and has more than 450 million monthly active users. Available on iOS and Android, and at pinterest.com.





THANK YOU

To collaborate with NCS and Pinterest
on your next CPG campaign, email us at:
hello@ncsolutions.com



74%
of Americans
find images in
search results
to be helpful
when making
a purchase
decision

NCS CONSUMER SENTIMENT SURVEY OF 1020 NATIONALLY
REPRESENTATIVE RESPONDENTS, SEPTEMBER 2021
(non-Pinterest data)