

## BUSINESS MODEL CANVAS: PINTEREST - <https://www.pinterest.com/>



### KEY PARTNERS

1. Content creators and publishers.
2. Advertisers and marketers.
3. Data providers and analytics firms.
4. Hosting and cloud services

### KEY RESOURCES

1. Technology infrastructure.
2. Data and analytics capabilities.
3. Intellectual property related to image recognition and search algorithms.
4. Brand reputation and user community.

### KEY ACTIVITIES

1. Providing a platform for users to discover, save, and share visual content.
2. Developing and improving the technology for image recognition, search, and recommendation algorithms.
3. Moderating content to ensure a positive user experience.
4. Generating revenue through advertising and sponsored content.

### VALUE PROPOSITIONS

1. Enables users to discover, collect and share visual inspiration.
2. Provides a powerful advertising platform for brands to reach their target audiences.
3. Offers businesses a way to drive traffic and sales to their websites.
4. Helps publishers to increase traffic and engagement with their content.

### CUSTOMER RELATIONSHIP

1. Engages users through personalized .
2. Recommendation and notifications.
3. Provides customer support through email, chat, and community forums.
4. Offers advertising and marketing support to businesses

### CUSTOMER SEGMENTS

1. Consumers.
2. Advertisers and marketers.
3. Publishers

### CHANNELS

1. Mobile and web applications.
2. Social media marketing.
3. Search engine optimization.
4. Word-of-mouth referrals

### COST STRUCTURE

1. Technology and infrastructure costs.
2. Data and analytics costs for gathering and analyzing user data
3. Employee salaries and benefits.
4. Legal and regulatory costs related to data privacy and content moderation.
5. Marketing and advertising costs.
6. Research and development costs.

### REVENUE STREAMS

1. Advertising revenue from promoted pins and sponsored content
2. Affiliate marketing revenue from partner sites
3. E-commerce revenue through product catalog and buyable pins
4. Data licensing revenue from selling user data to third-party analytics firms