



## Pivot creatively uses Pinterest to inspire engagement around *Human Resources*

Entertainment client leverages the power of Pinterest to promote their original unscripted series, *Human Resources*, and successfully drive engagement, outperforming other platforms.

### Approach

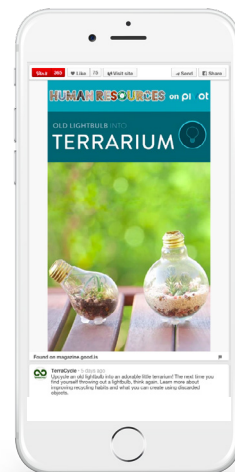
Adaptly worked with Pivot and their media agency, RPA, by running Promoted Pins to inspire engagement and drive tune-in around the premiere of season two of *Human Resources*, an unscripted Pivot original series that follows the employees of TerraCycle. The Pins united the show's theme with real-life examples of how Pinterest users could turn junk into crafts like jewelry, home goods, and gifts. The strategy was to leverage Pinterest's Guided Search around DIY projects, Eco-Friendly themes, Recycling & Upcycling, Crafts, and Kids Projects to reach the target audience. The campaign focused on engagement on the Pinterest platform to generate awareness of the show and Adaptly optimized around terms driving the most efficient engagement.

### Results

Pinterest is a strong platform for Entertainment brands due to the high intent signals of its users. Pivot found a way to be relevant, useful, and purposeful on the Pinterest platform through their creative.

- Inspired over 44,430 engagements\*
- Generated over 3.5 MM impressions
- 3,808 repins - generating that much more opportunity for further earned media
- CPE on Pinterest 3x more efficient compared to other platforms
- Pivot saw a 8.8% decrease in CPE and 10% decrease in CPC due to downstream activity

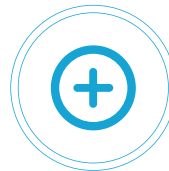
\*Engagements on Pinterest are clickthroughs, closeups, and repins



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### Testimonial

“Our first experience with Pinterest ad campaigns could not have been more successful. With the help of Adaptly and RPA, we learned that Pinterest is an effective platform to promote our entertainment shows and thoroughly engage our viewers.”

— Tracy Klein,  
VP of Marketing,  
PIVOT