

METRICS ANALYSIS FOR

SALES ON PINTEREST

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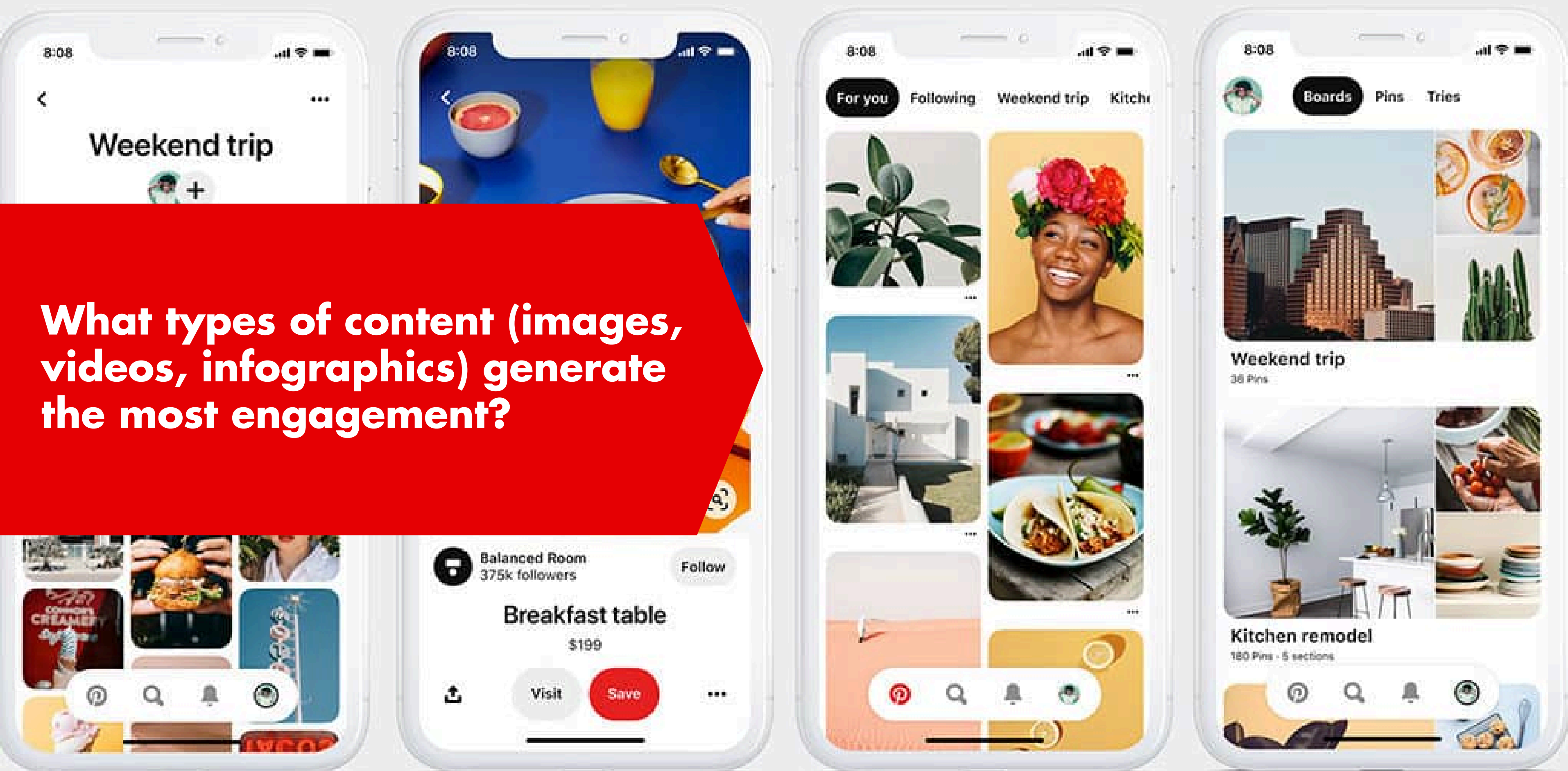
Questions

What types of content (images, videos, infographics) generate the most engagement?

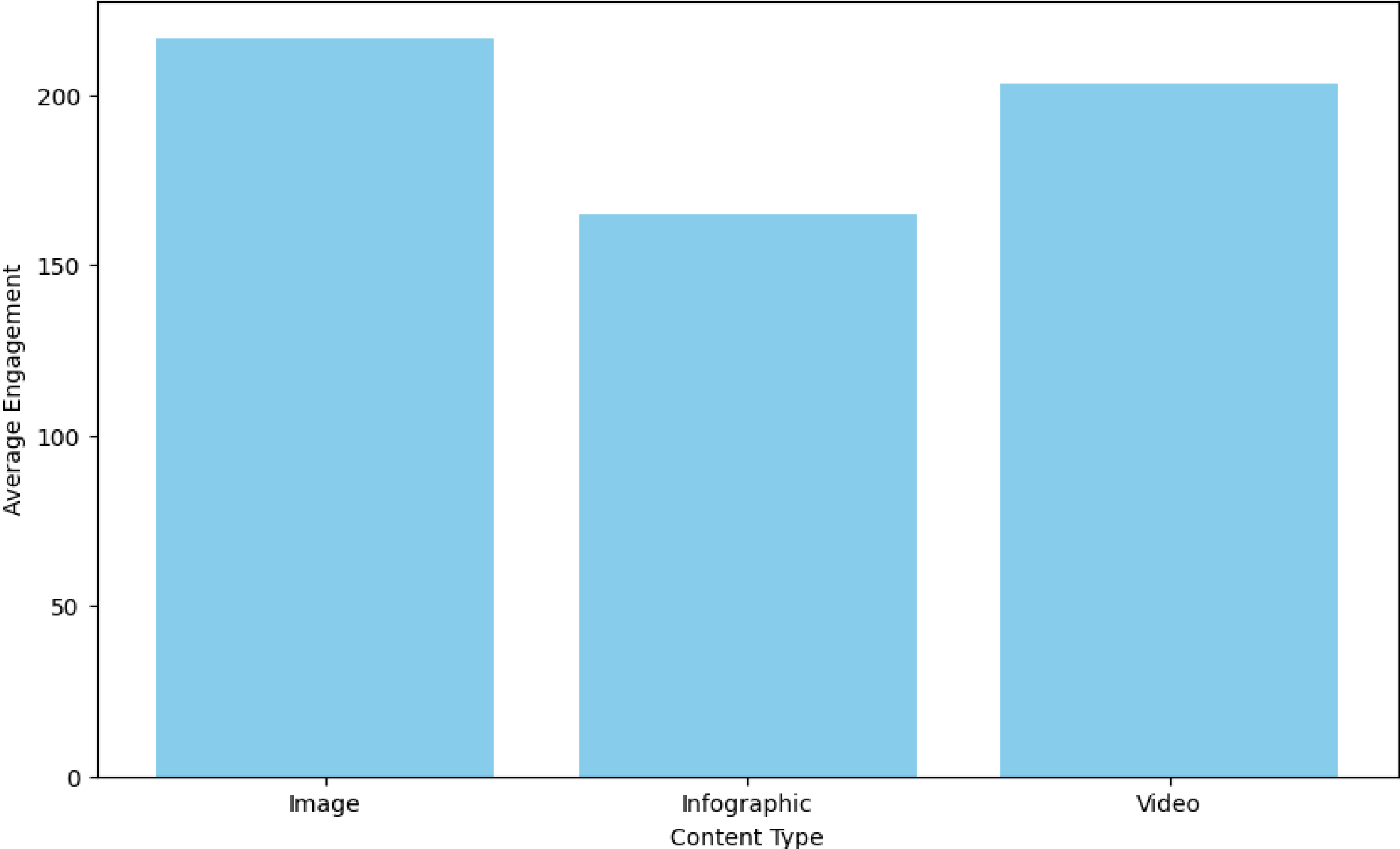
Do keywords really have a big impact on sales?

How do trends influence the performance of the type of content posted?

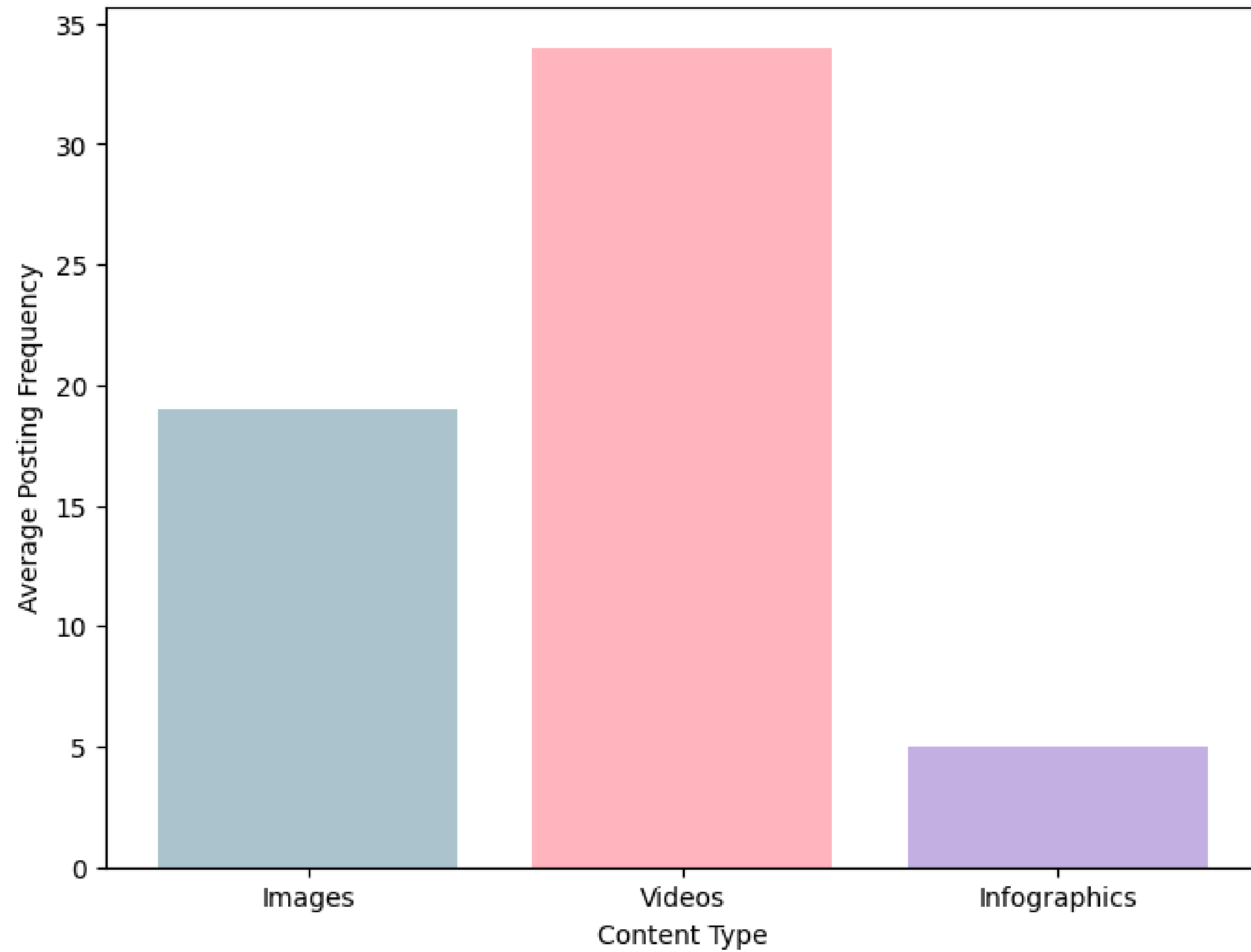
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Average Engagement by Content Type on Pinterest



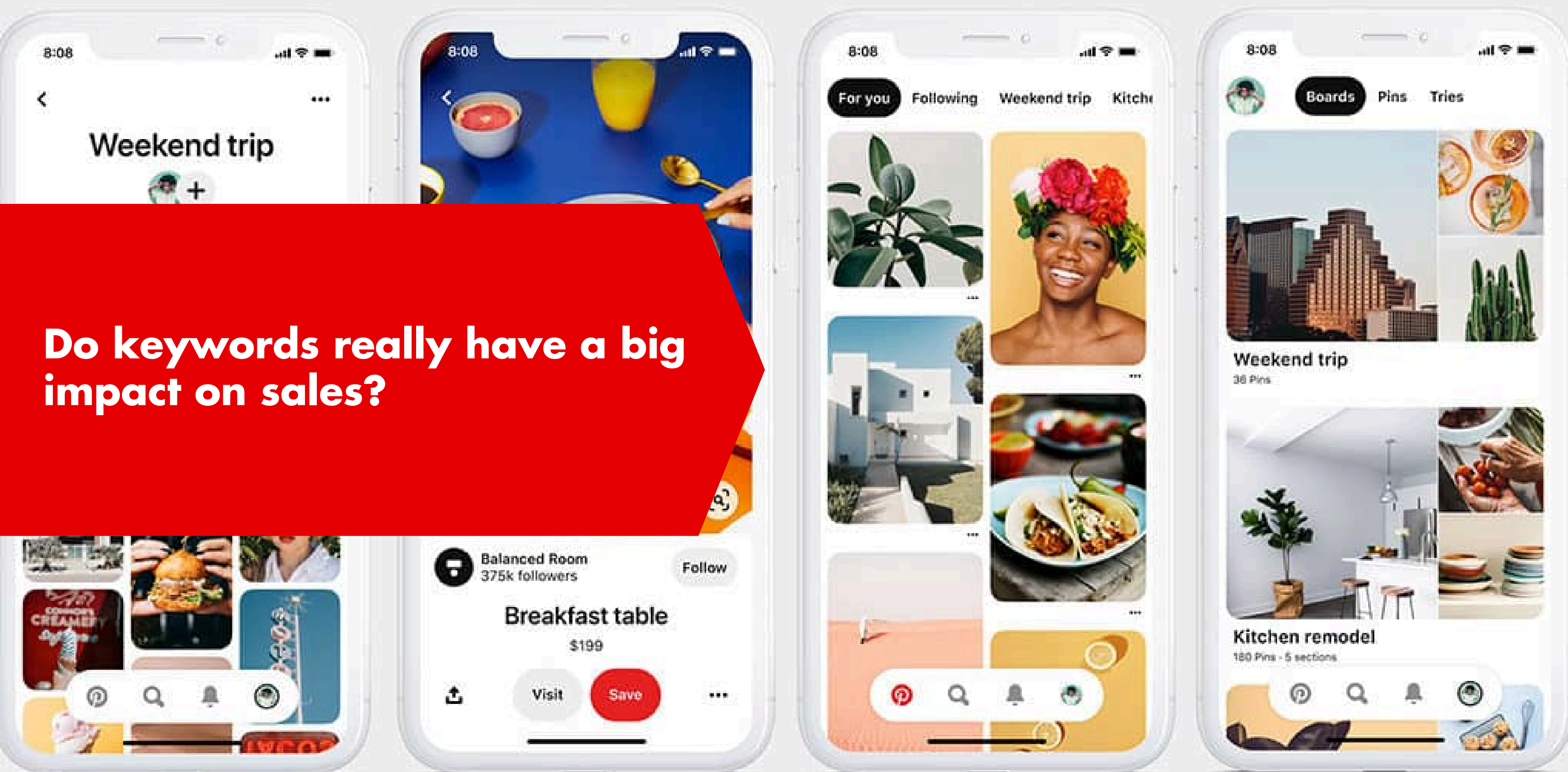
Average Posting Frequency by Content Type



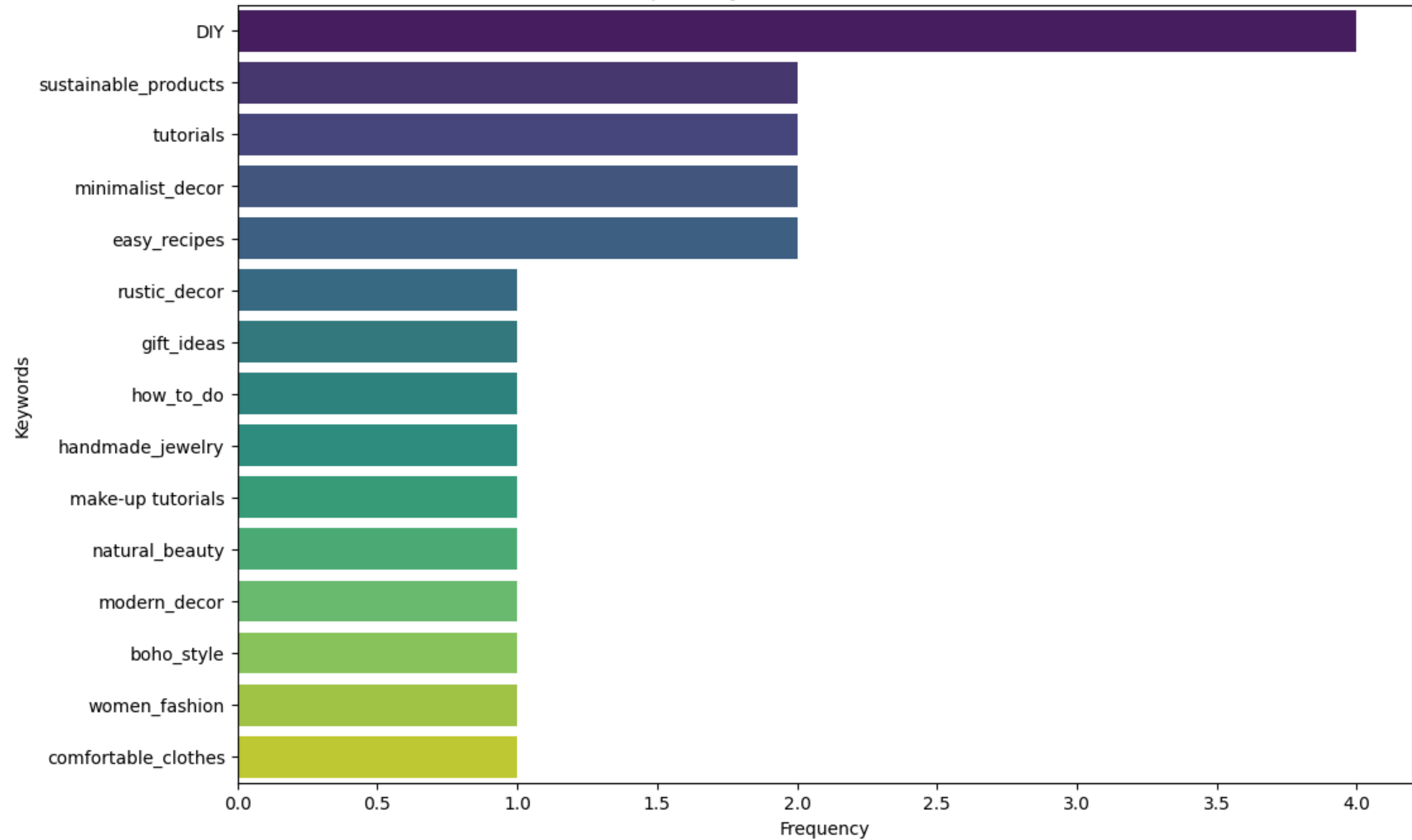
Conclusions

In two different analyzes we can conclude that there is not just one type of content that will make you engage. The best thing is to vary the types of content that Pinterest offers and this will depend on what you sell and what you can publish that will add value to potential customers, regardless of the types of pins.

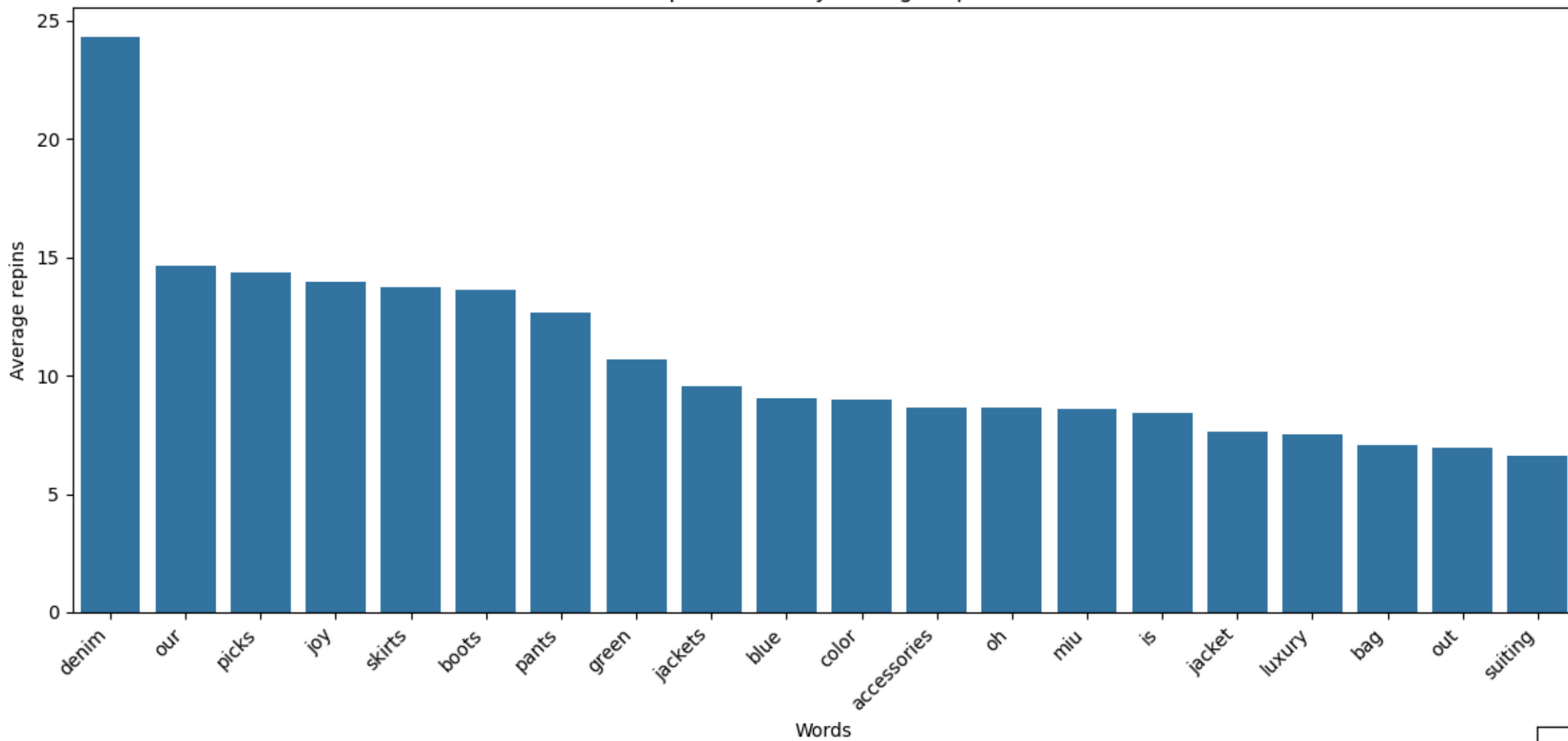
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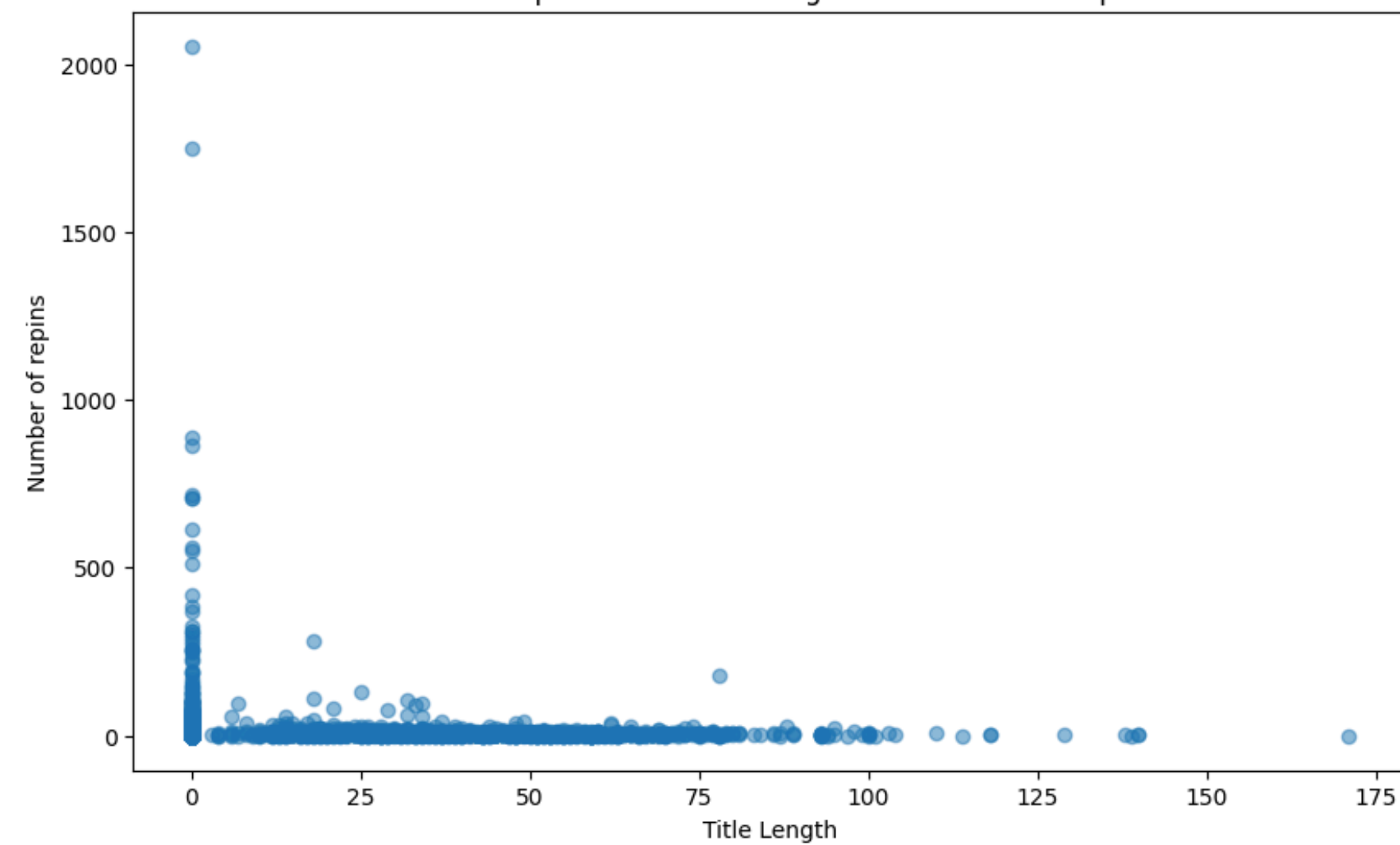
Top 15 Keywords - Horizontal Bar Plot



Top 20 Words by Average repins



Relationship Between Title Length and Number of repins



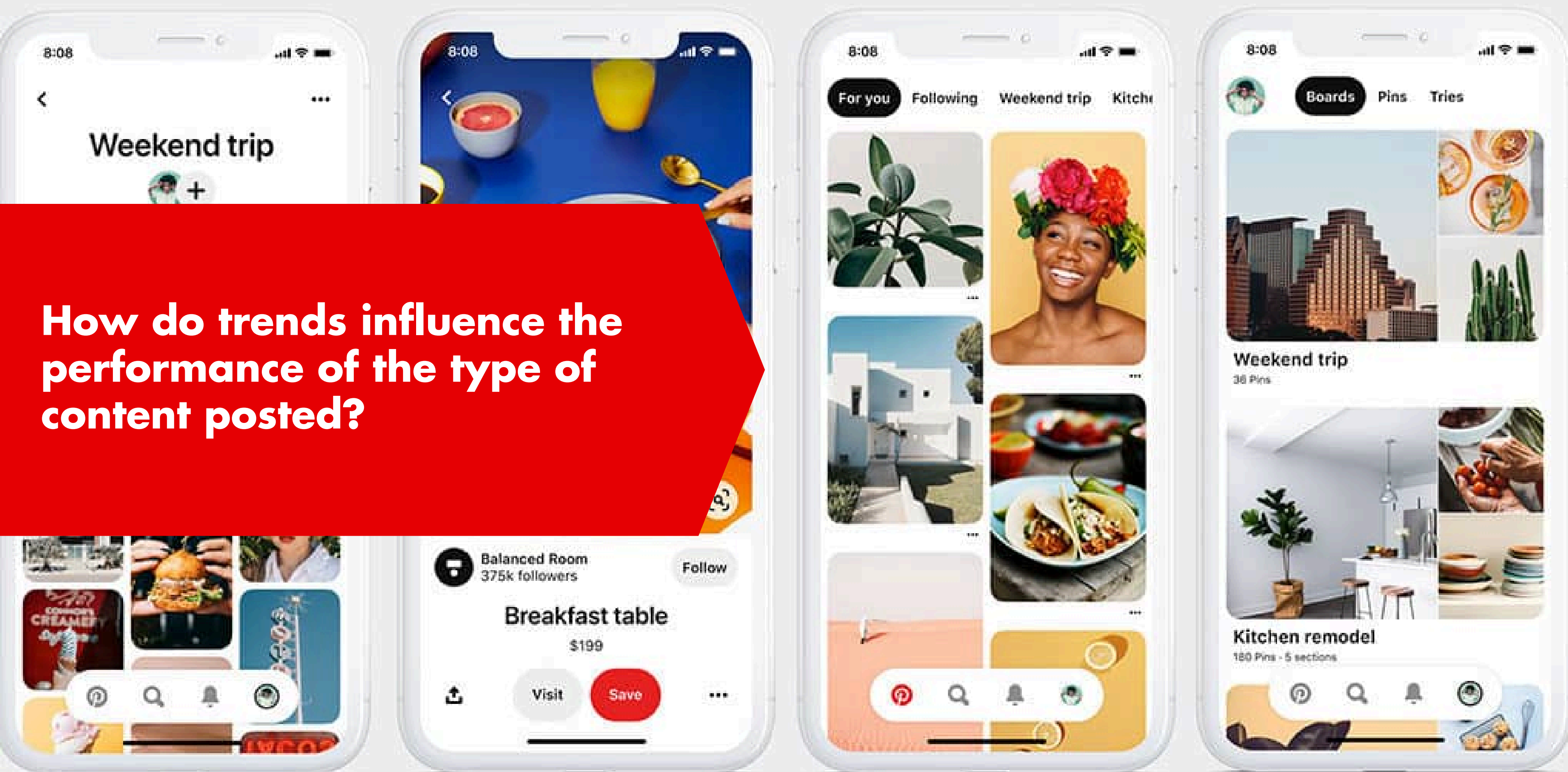
Conclusions

Title length does not appear to have a significant impact on the number of repins. This suggests that content creators should focus more on the quality and relevance of the title rather than its length.

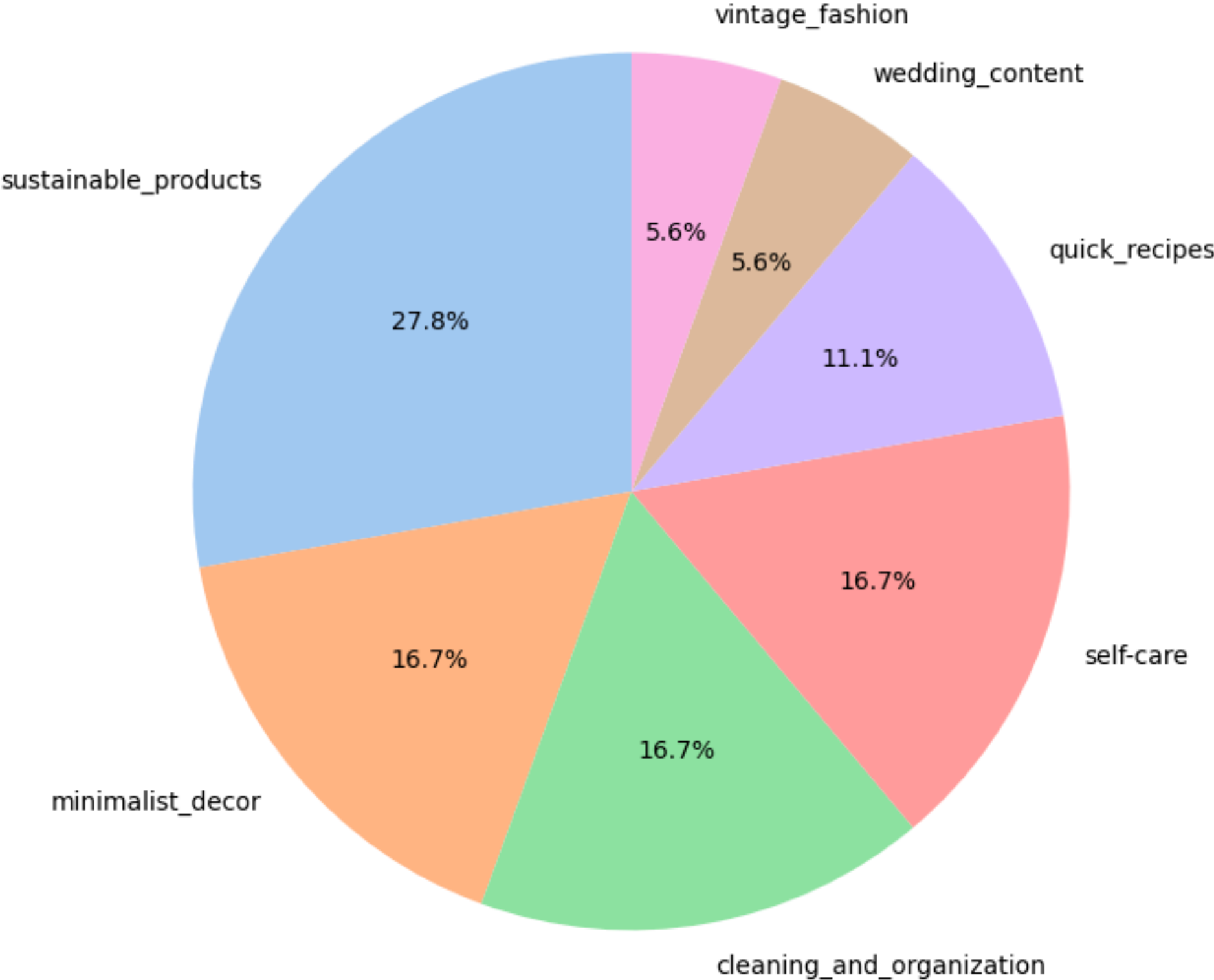
To maximize repins, content creators should focus on producing high-quality fashion-related pins, use relevant keywords in the title, and possibly explore luxury niches or curated content.

In the end, if you know how to research and use good keywords, we can see that it has a great impact on sales, as this helps to reach the right people.

How do trends influence the performance of the type of content posted?



Distribution of Trends



Conclusions

Trends can indeed influence the performance of the type of content posted, but this depends on what sells and how you can use this to your advantage.

Aligning your content with emerging trends like seasonal topics, popular fads, or growing interests significantly increases your chances of engaging more users, improving content visibility, and generating more clicks, repins, and interactions.

On Pinterest, visual content is king, but to maximize impact, it's critical to align with emerging trends, choose the right content types, and optimize your keyword usage. Companies that understand and master these aspects can:

- Increase engagement (saved pins, clicks, and comments), which improves organic visibility.
- Generate quality traffic to your website or online store, resulting in higher conversion rates.
- Improve your campaigns by focusing on what really works in terms of content format and keyword optimization.

THANK
YOU

