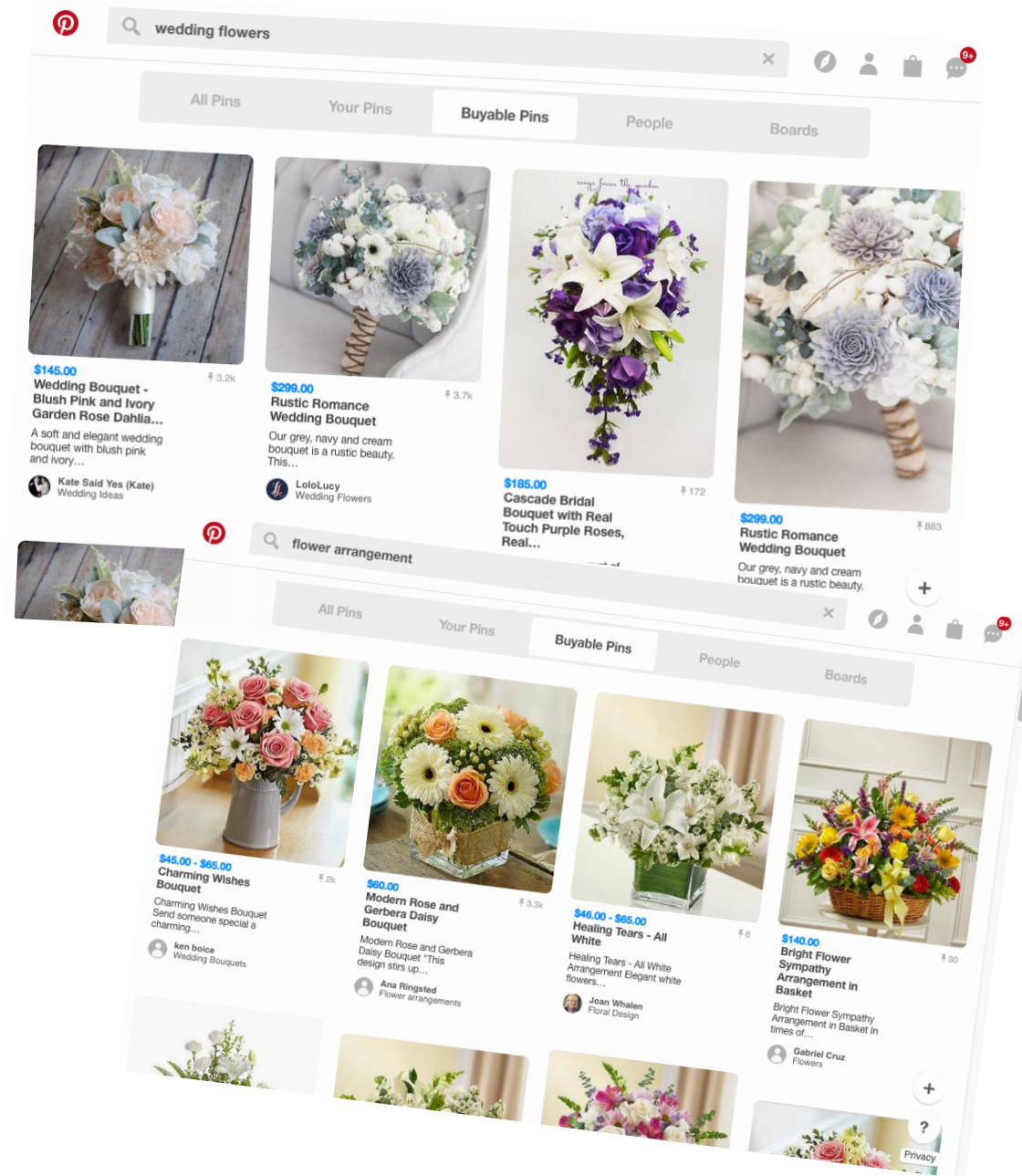
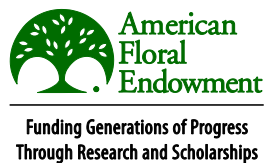




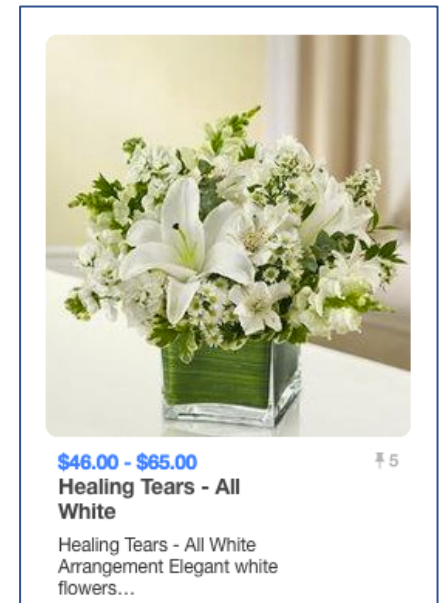
New Marketing Opportunities for Florists!

Pinterest is the only digital platform that is focused on driving content and product discovery



Introduction

- In the 1980's, the method of consumer purchasing changed with the introduction of revolving credit cards, e-commerce internet and toll-free phone numbers. Traditional retailers who relied on walk-in neighborhood traffic were significantly affected by purchasing methods that no longer required consumers to walk into a physical store.
- Today, with the onset of social media technology, a different set of retail changes are taking place in the realm of consumer engagement and how the consumer ultimately purchases. As social media has become a large influencer in the selection process of the consumer, **we are providing a study of the most recent retail and buying capabilities on Pinterest**, an outline of its user demographics and suggested best practices for florists who wish to integrate their business into this new forum.



Buy it ▶

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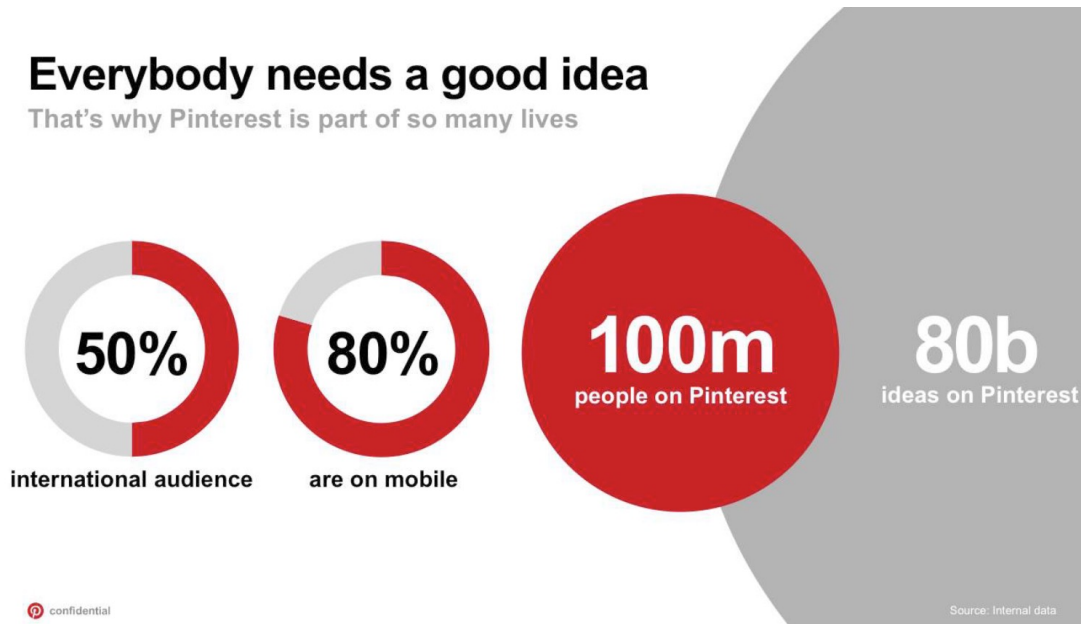


People visit Pinterest every day looking for ideas to discover, save, create and buy.

Floral businesses need to take advantage of this growing social media platform to expand their audiences and broaden their retail capacity.

Everybody needs a good idea

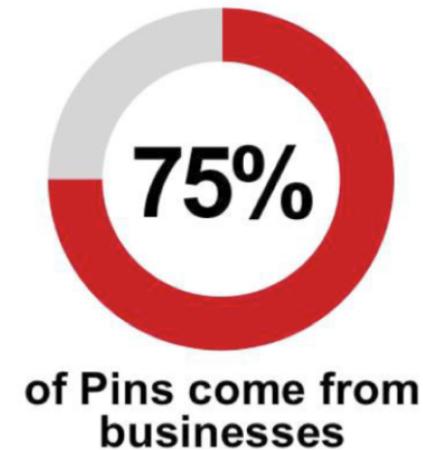
That's why Pinterest is part of so many lives



confidential

The best ideas come from businesses

That's why they're essential to Pinterest



confidential

The Pinner Path: How Audiences Use Pinterest



Do
Try, buy or learn
more from your Pins



Discover
Find Pins in feeds,
through search
and on boards



Save
Collect and organize
Pins to boards

Pinterest is driving purchase decisions in a number of key categories

% of Pinners that have used Pinterest to help them decide what to purchase



53%

Clothing & Accessories



60%

Home & décor products



79%

Food & ingredients



47%

Health & fitness products



51%

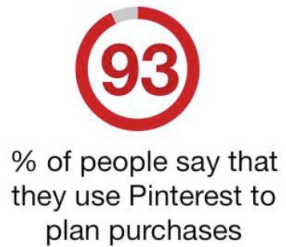
Hair & beauty products



A great way to create consumer awareness for floral centerpieces, home parties and other floral home décor products!



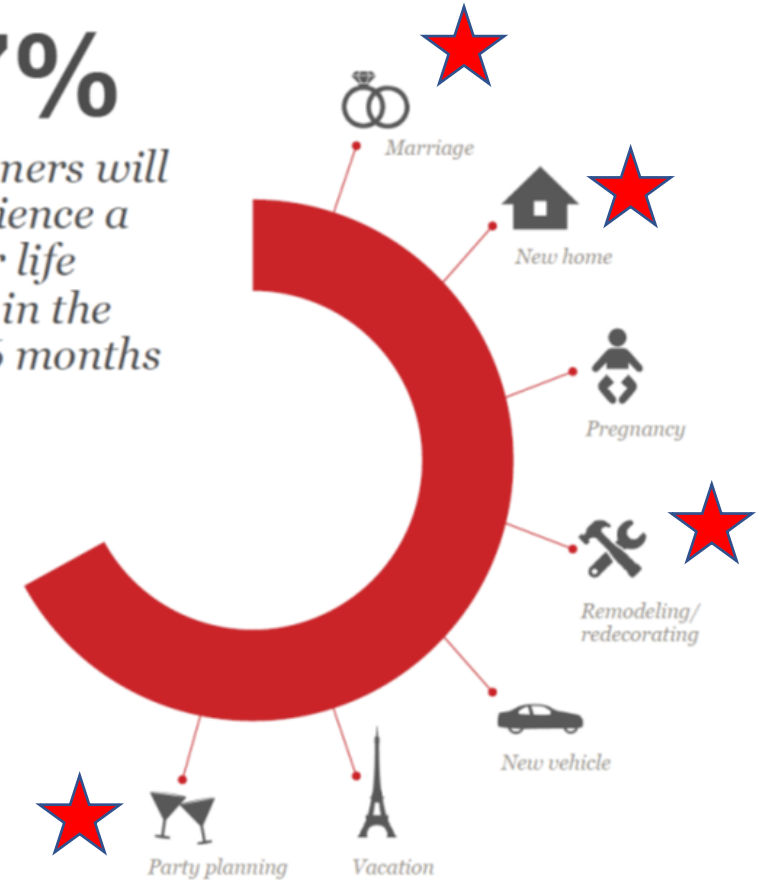
Pinterest Keeps Growing



Confidential

Source: 1) Internal global data, 2) ComScore, 3) Pew Research 2014

67%
of Pinners will experience a major life event in the next 6 months



"Pinterest Consumer Study" by Millward Brown Digital, Feb-Mar 2015 (N=2,001 US Adults 18+, commissioned by Pinterest)



Integrate your floral business products and expertise with the many life events of Pinterest users

Activity on Pinterest matters – it leads to sales



sales lift from
earned media



more likely to buy
after engagement

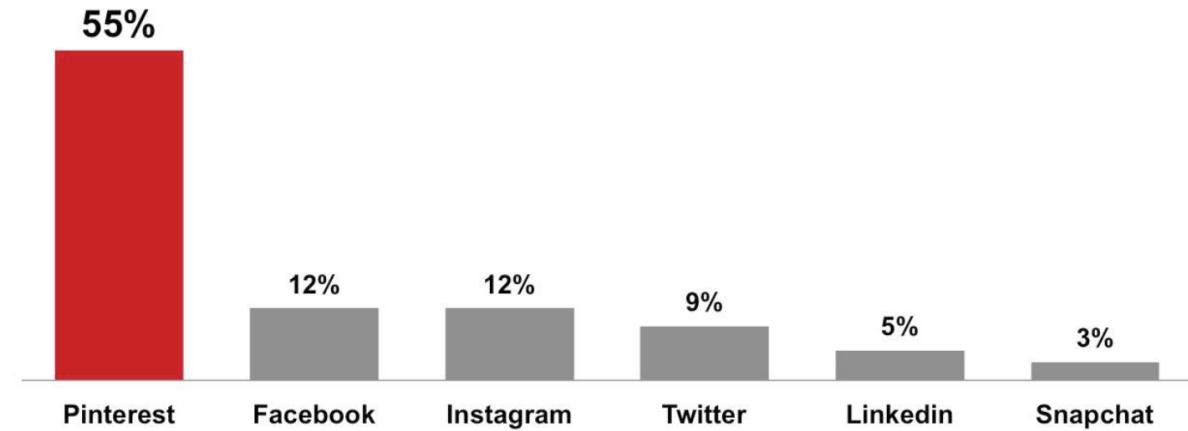


more likely to
convert after clicking

 confidential

Source: Oracle Data Cloud DLX ROI Research for CPG, April 2016

Pinterest is the most popular platform for finding and shopping products



 confidential

Source: Kleiner Perkins' 2016 Internet Trends report, % of US users on each platform using it for finding/shopping products in 2016



\$elling on Pinterest

72% of Pinners say
Pinterest introduced
them to new brands
or services

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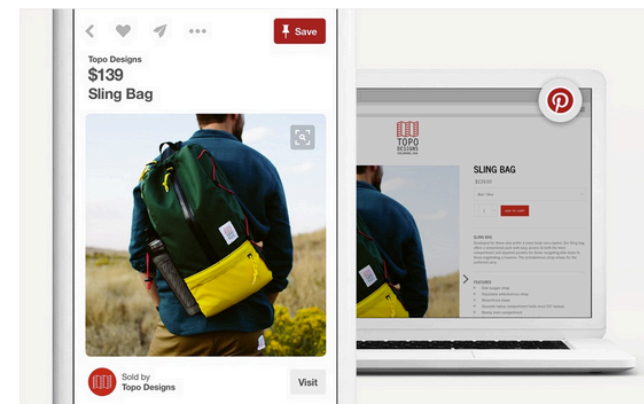
Source: Millward Brown Pinterest Study | December 2015



Pinterest is filled with inspiring, actionable ideas

People use Pinterest to discover and save ideas. Ideas can take lots of forms, from recipes to renovation projects to the perfect pair of shoes. Every idea is represented by a "Pin" that includes an image, a description and a link back to the image's source online. When people click a Pin's URL they can find out more about the idea and act on it.

Pins come from all over the web

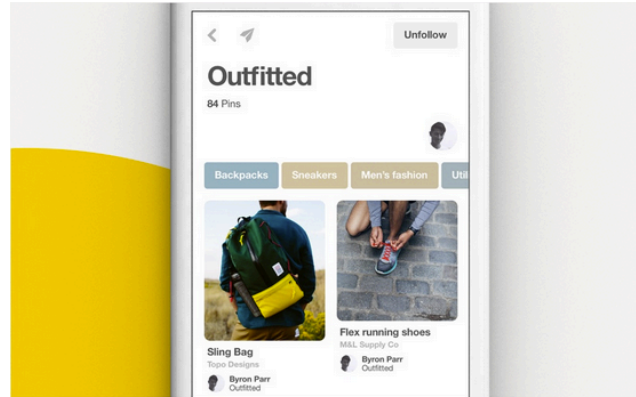


Both Pinner and businesses bring content to Pinterest. Pinner can add anything they like from any website using our browser extensions and the Save button. Once someone adds a Pin, other people will start to see that Pin in their home feed and search results. Businesses also create their own Pins to highlight products, build brand awareness and increase sales.

Pinterest Basics: How It Works

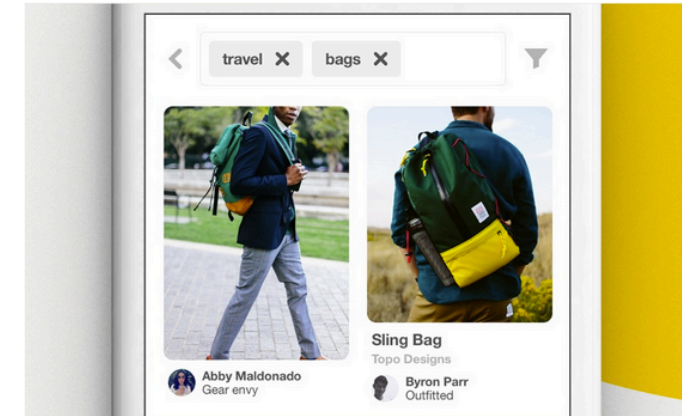
<https://business.pinterest.com/en/how-pinterest-works>

Boards help people organize their Pins



Every Pin lives on a “board” that clusters related ideas. A Pinner might sort their boards by need or interest. Businesses often sort their boards by product category, interest or seasonal topic.

...and then what?



People use Pinterest a few different ways: they search for things they're interested in, browse their home feeds for new ideas and look at other people's boards to see what catches their eye. When they like what they see, they either save the Pin to their own boards or click on the Pin's URL to learn more, shop or buy.

Pinterest Basics: How It Works

<https://business.pinterest.com/en/how-pinterest-works>

Pinterest Basics: Key Terminology



Available targeting



Interests

Reach people according to their implied interests using interest targeting, or persona & category (CPM only)



Keywords

Reach an intent-driven audience in search as they're looking for specific things to make, buy or do



Customer list

Reach existing customers by uploading emails, mobile IDs (MAIDS) or via data APIs (ie: LiveRamp)



Engagement retargeting

Identify people who have already interacted with your Pinterest content and drive them to action



Visitor retargeting

Identify and retarget people who have interacted with your website or on-Pinterest content



Lookalike

Reach people who look and act similar to a seed list of audiences from your customer or retargeting list

Additional targeting

Refine your audience further by layering on:

- Location
- Device
- Language
- Gender

Save button

Boosts your brand's presence on Pinterest. Once you add the button to your site, visitors can easily save any image to Pinterest. That means they're showing interest in your brand—and then other Pinners can see your content, too!

Rich pins

Provide more context about an idea because they show extra information directly on a Pin. There are four types of Rich Pins: app, product, recipe and article.

Article pins

Help Pinners save stories that matter to them. Each Pin shows a headline, author and story description.

App pins

Show an install button so people can download your app without leaving Pinterest. For now, these Pins are only compatible with iOS.



Buyable pins

Have a blue price tag, which shows that your product is in stock and available for purchase. People can easily spot these Pins—in search results, in related Pins and on your business profile.



Promoted pins

Just like regular Pins, only you pay to have them seen by more people. They're ads that perform just as well, if not better, than organic Pins, helping people discover and save ideas.



Product pins

Make shopping easier, and include real-time pricing, availability and where to buy your product.



User Demographics: Pinterest by the Numbers

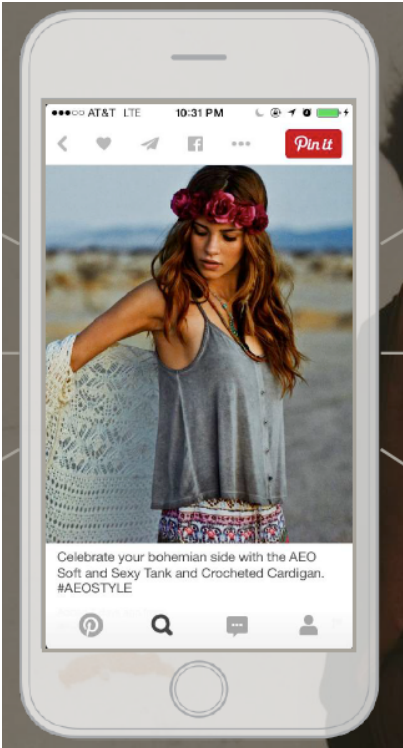
Among Active Pinners (those who access Pinterest once a month or more often), here's the current breakdown by gender, race, age, income, marital status, and other characteristics.

% Female 82%

% Under 40 67%

% Early Adopters 42%

- **Gender:** 82% female, 18% male
- **Race:** 75–80% identify themselves as white, 10% as Hispanic, 5% as African-American
- **Education:** About 45% have graduated college or postgraduate
- **Employment:** 56% employed, 15% homemaker, 12% unemployed, 10% students
- **Marital status:** More likely to be single and living alone (33%), and less likely to be divorced (9%)

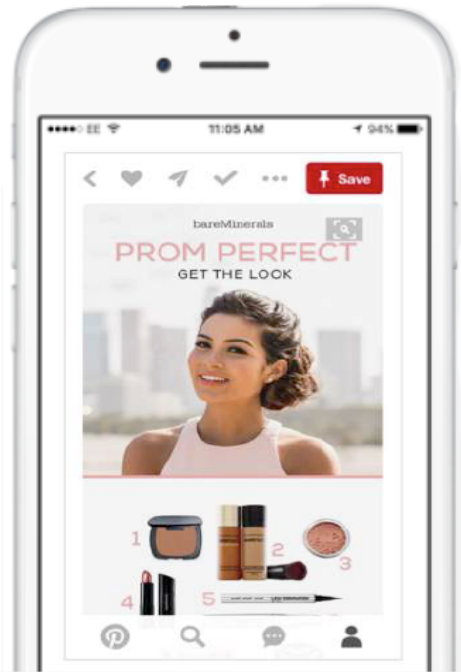
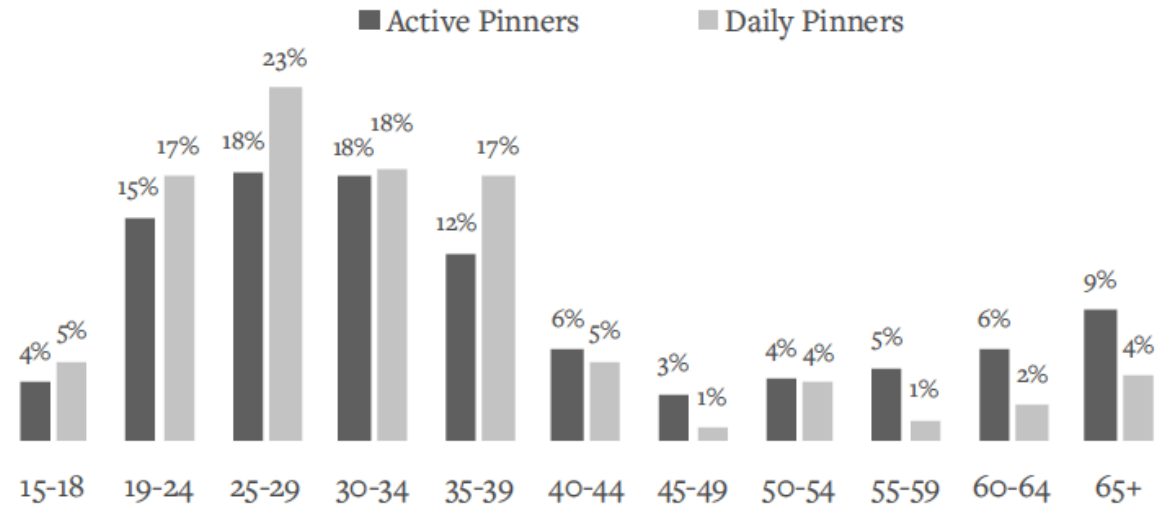


User Demographics: Age

- **Age:** More Active Pinners are under 40 years old (67%). Daily Pinners are even more likely to be younger (82% under 40)



Age Distribution for Active vs Daily Pinners

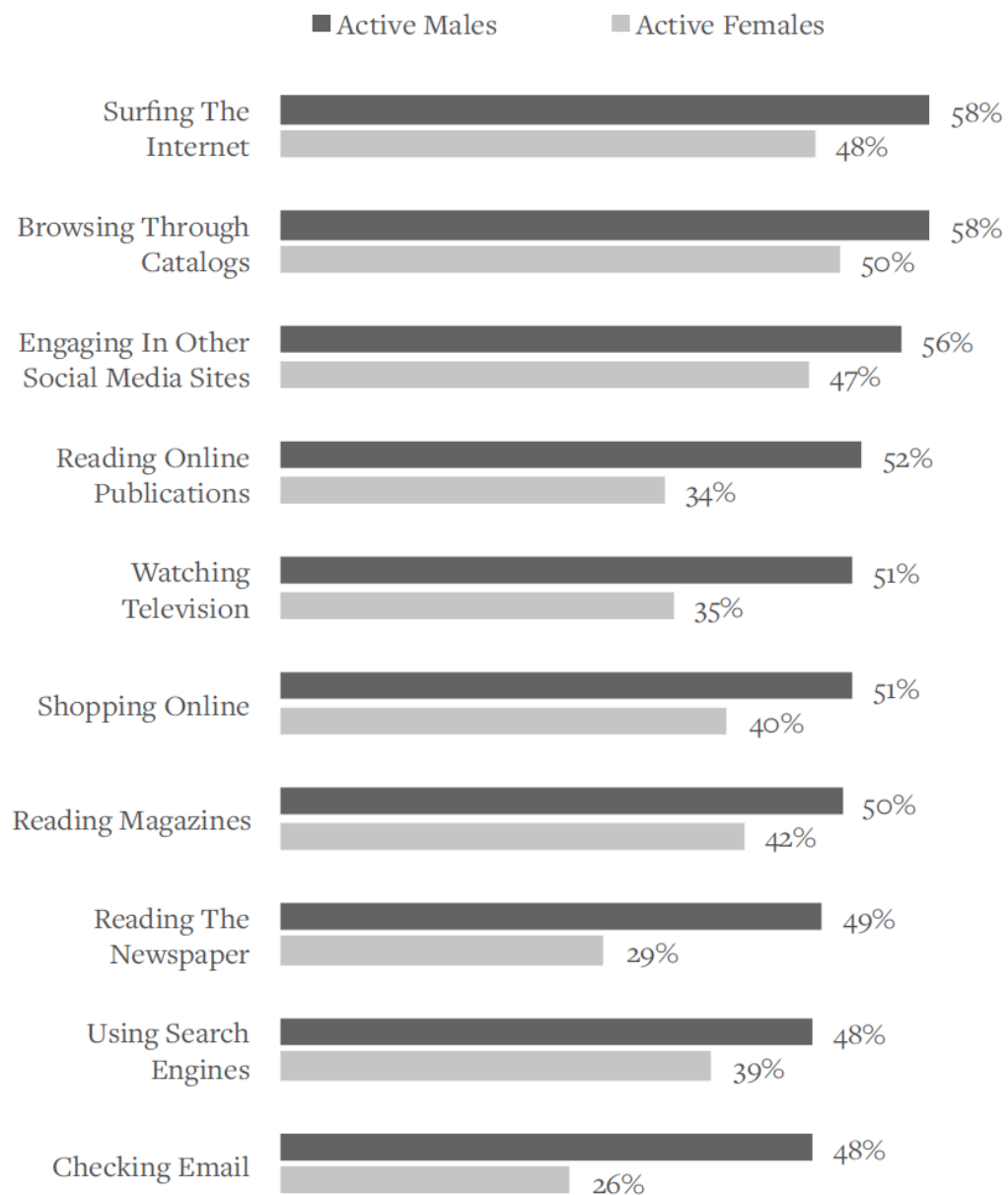


Ahallogy 2016 Pinterest Media Consumer Study



Reach out to new consumers!

% of Male vs Female Active Pinners who use Pinterest instead of ...



Men on Pinterest

In 2015, men were the fastest growing segment on Pinterest.

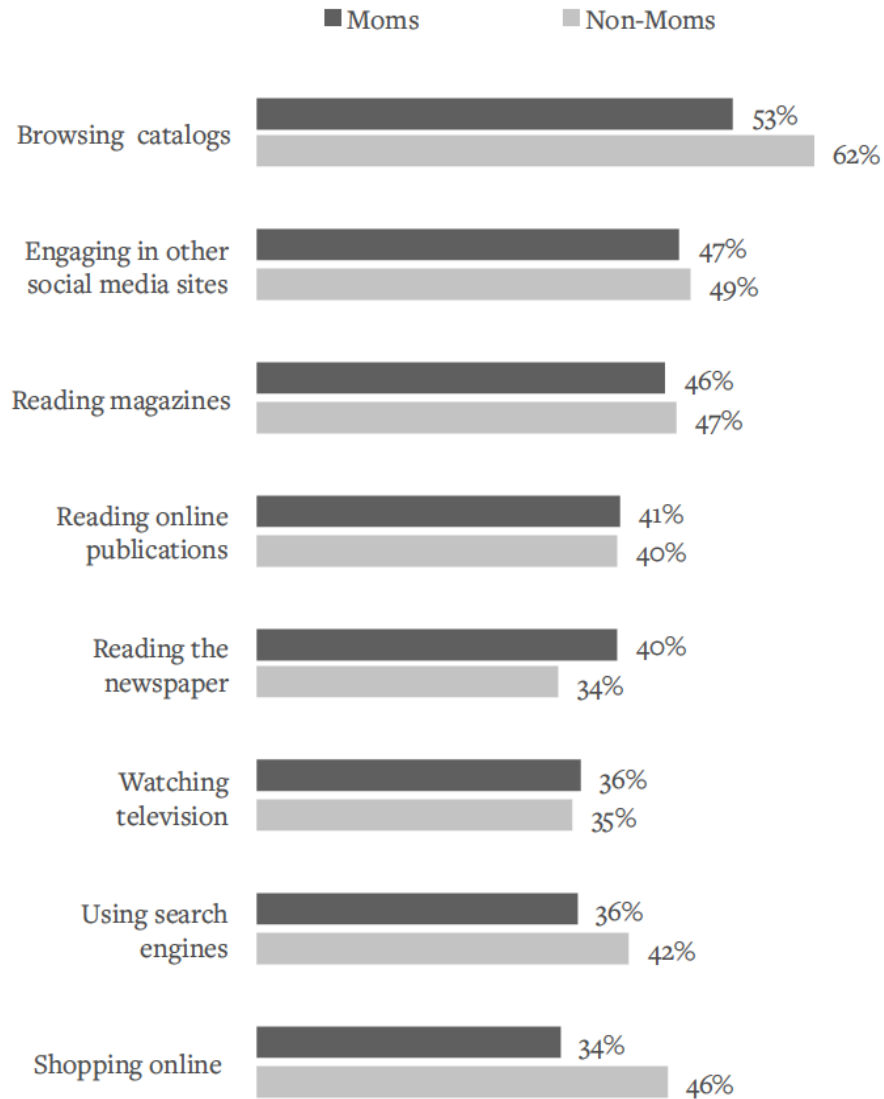
Of Active Pinners, men are significantly more likely to use Pinterest as a replacement for other media than women

Men are far more likely to save content from other sites and make purchases related to Pins, regardless of which device they use. Beyond Facebook, men have similar behavior for all other social media sites, including Pinterest.



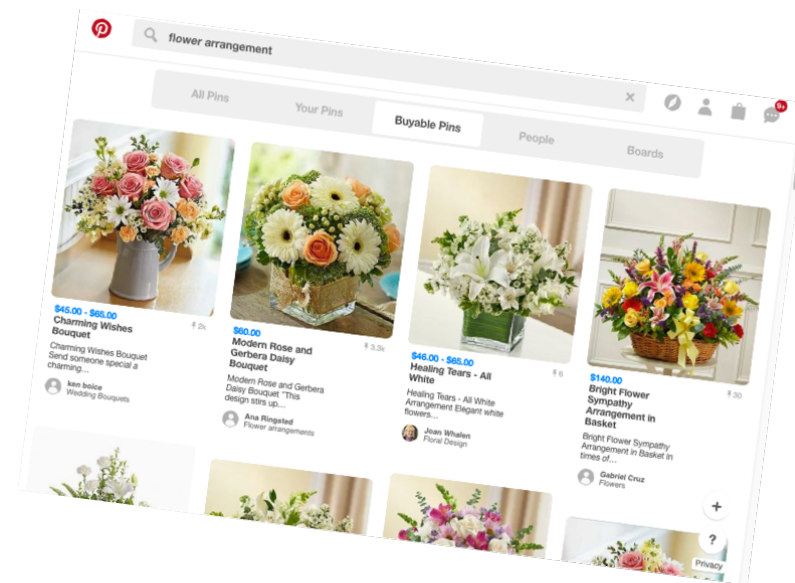
User Demographics: Men

% of Mom vs Non-Mom Active Pinners Who Use Pinterest Instead of...



Moms on Pinterest

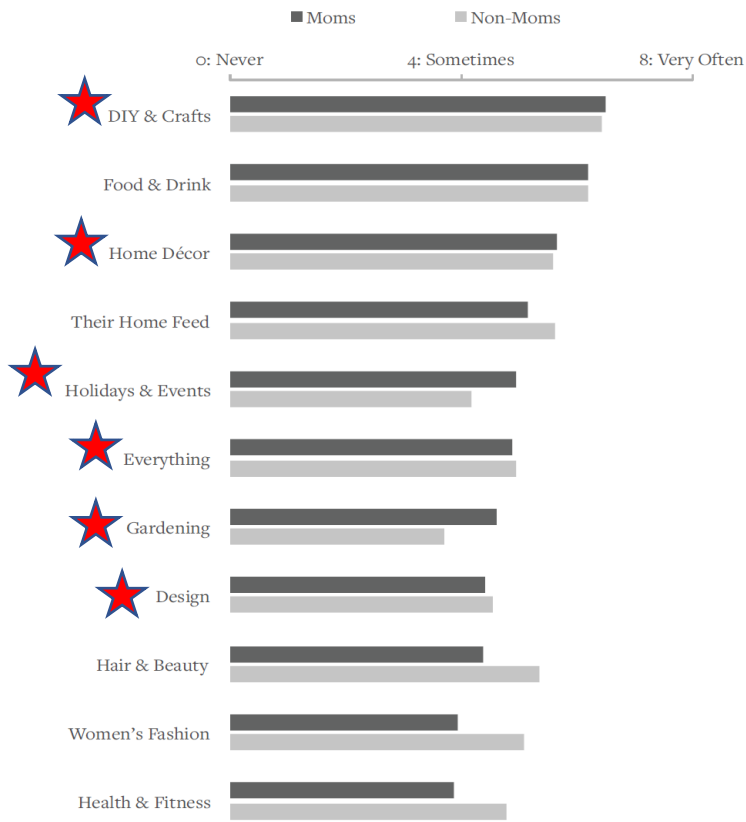
- Moms are significantly more likely than Non-Moms to have increased their Pinterest usage to “browse through everything to see what’s new” (24% vs 9%)



User Demographics: Women



Categories Browsed by Mom vs Non-Mom Active Pinners

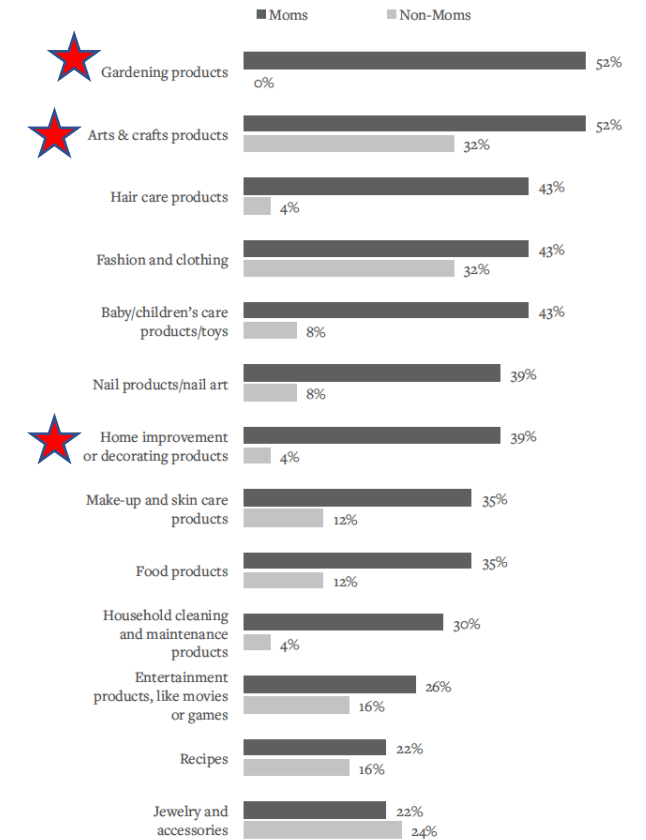


Moms use Pinterest as a source of information in similar ways to Non-Mom Pinners, but are more likely to Pin content about Gardening, Holidays & Events, and Kids.

Moms are substantially more receptive to Promoted Pins than Non-Moms. Half of Moms have clicked on a Promoted Pin to get more information (54% vs 32%). Remarkably, 80% of Moms agree that they've made more purchases because of Promoted Pins (vs 39% for Non-Moms).

 Floral industry opportunities!

Categories From Which Active Mom Pinners Make Promoted Pin Purchases



User Demographics: Women

Hispanics on Pinterest

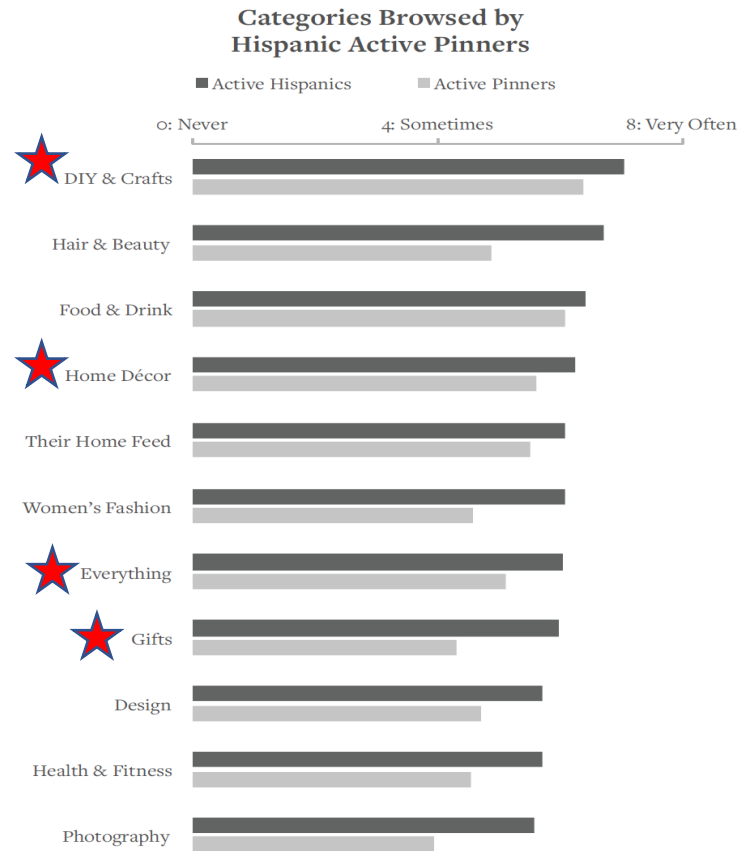
For many marketers, consumers who identify as Hispanic represent a key target audience they'd like to reach more effectively.

Hispanics who are Active Pinners spend the most time on Facebook and Pinterest out of any group studied, including Men and Moms.

About half of Hispanic Active Pinners have been Pinterest members for more than a year. Almost half of Hispanic respondents (45%) indicated that their Pinterest usage has increased over the past year.

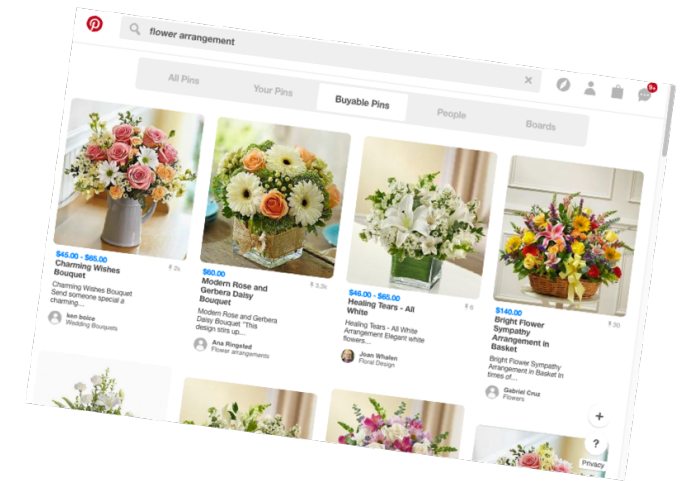
More than half of Active Hispanics have bought something because they saw it on Pinterest. Active Hispanics are more likely than Active Females to save content from other sites and make purchases related to Pins — regardless of which device they use.

★ Opportunity for multicultural marketing



Hispanic Active Pinners heavily browse the following categories:

- Hair & Beauty— 37% more often than Active Pinners
- Women's Fashion— 33% more often
- Gifts—40% more often ★
- Photography—44% more often



User Demographics: Hispanic



Pinner Behaviors: New Way of Engagement

Media habits: traditional & digital

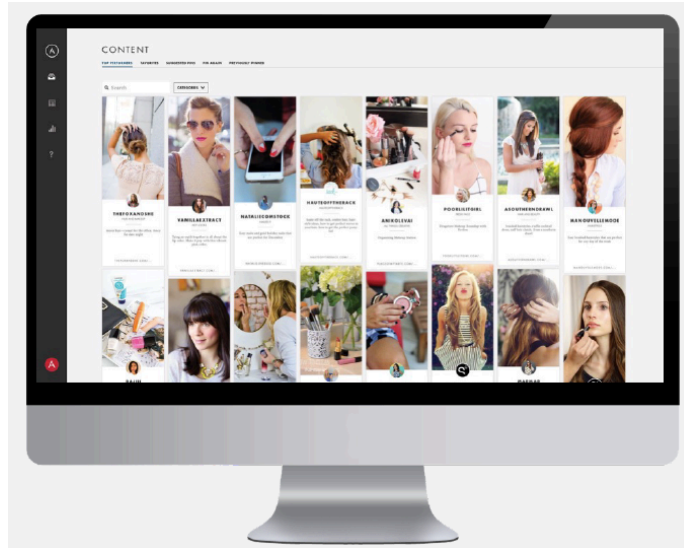
Active Pinner are consuming more social and traditional media than they did in past years, across most categories—the notable exception is that they tend to watch less TV than online consumers.

Despite this increased overall media consumption, Active Pinner are also likely to replace other media with Pinterest searching or browsing, at least occasionally.



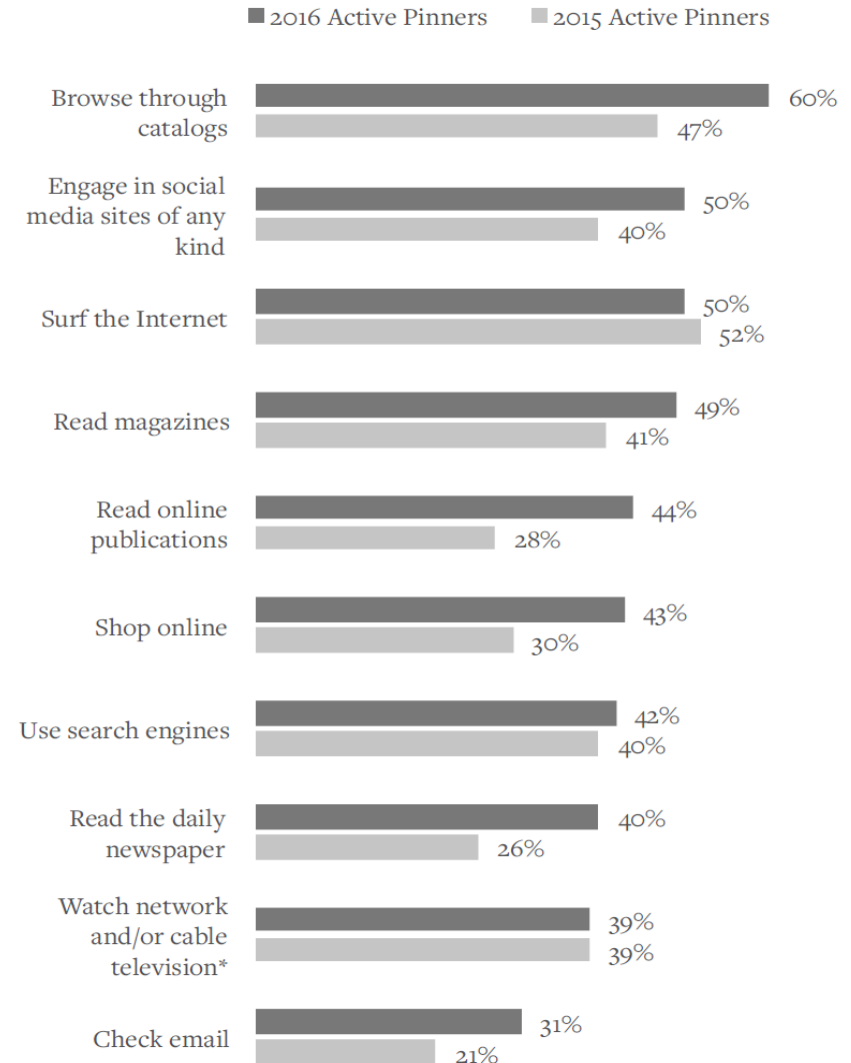
Overall top replaced activities are:

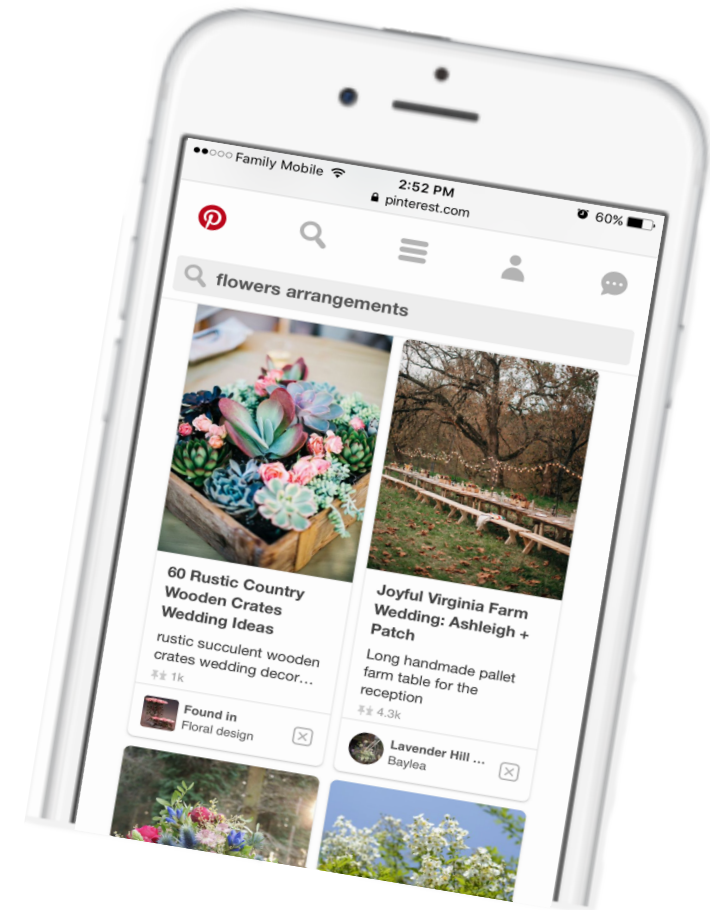
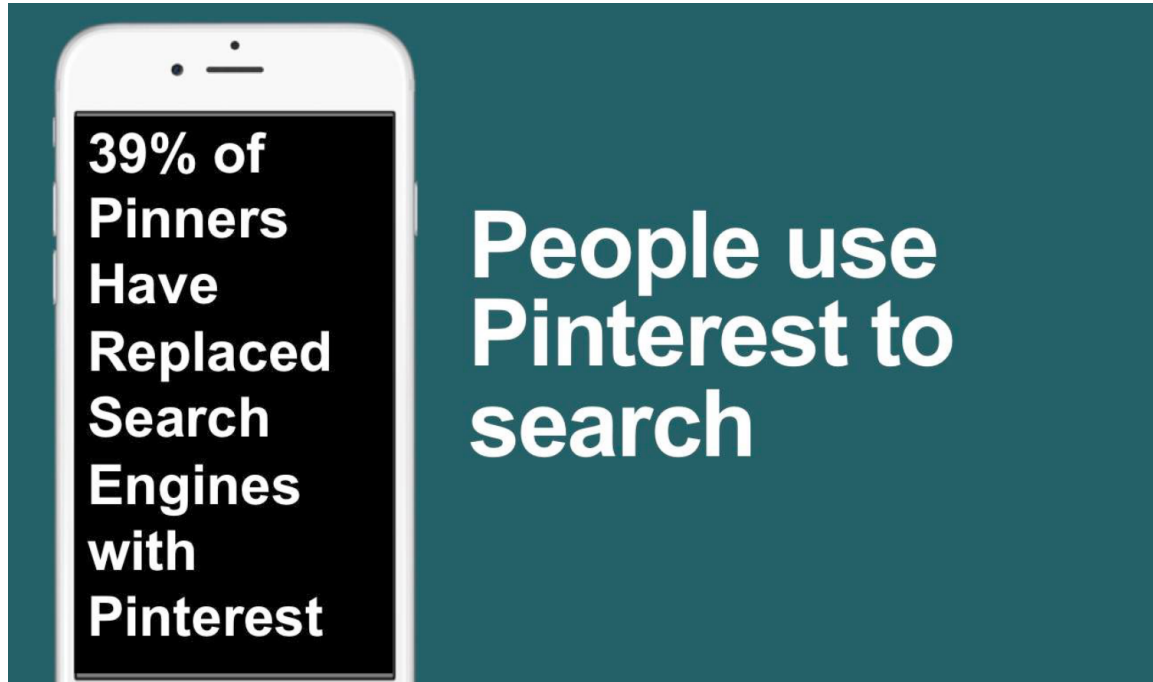
- Browsing catalogs (60%)
- Surfing the Internet (50%)
- Engaging in social media (50%)
- Reading magazines (48%)



Aha!logy 2016 Pinterest Media Consumer Study

% of Pinner Who Use Pinterest Instead of...





Pinner Behaviors: Search Engine

Pinner Behaviors: Discovery



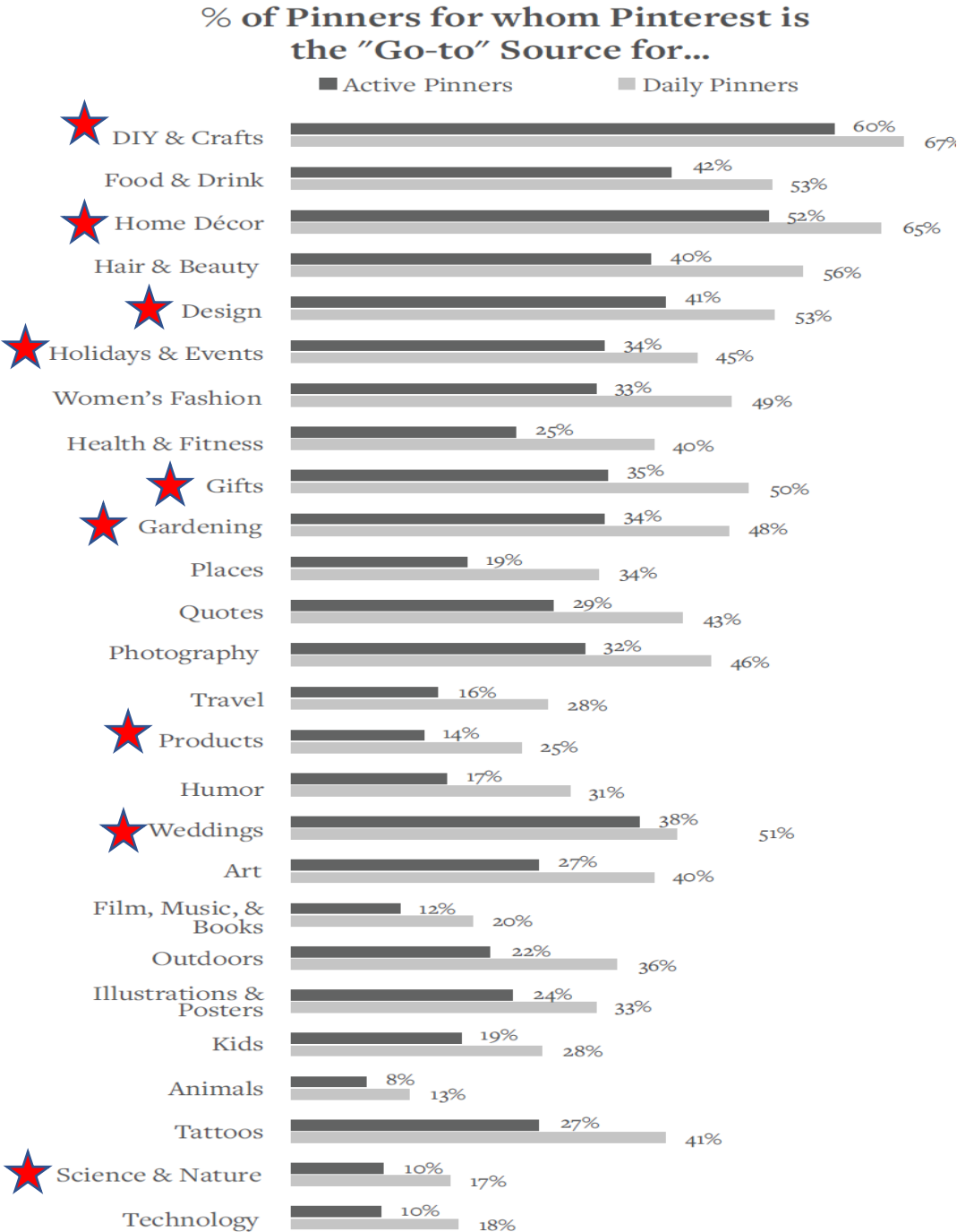
Birthday



\$79.95

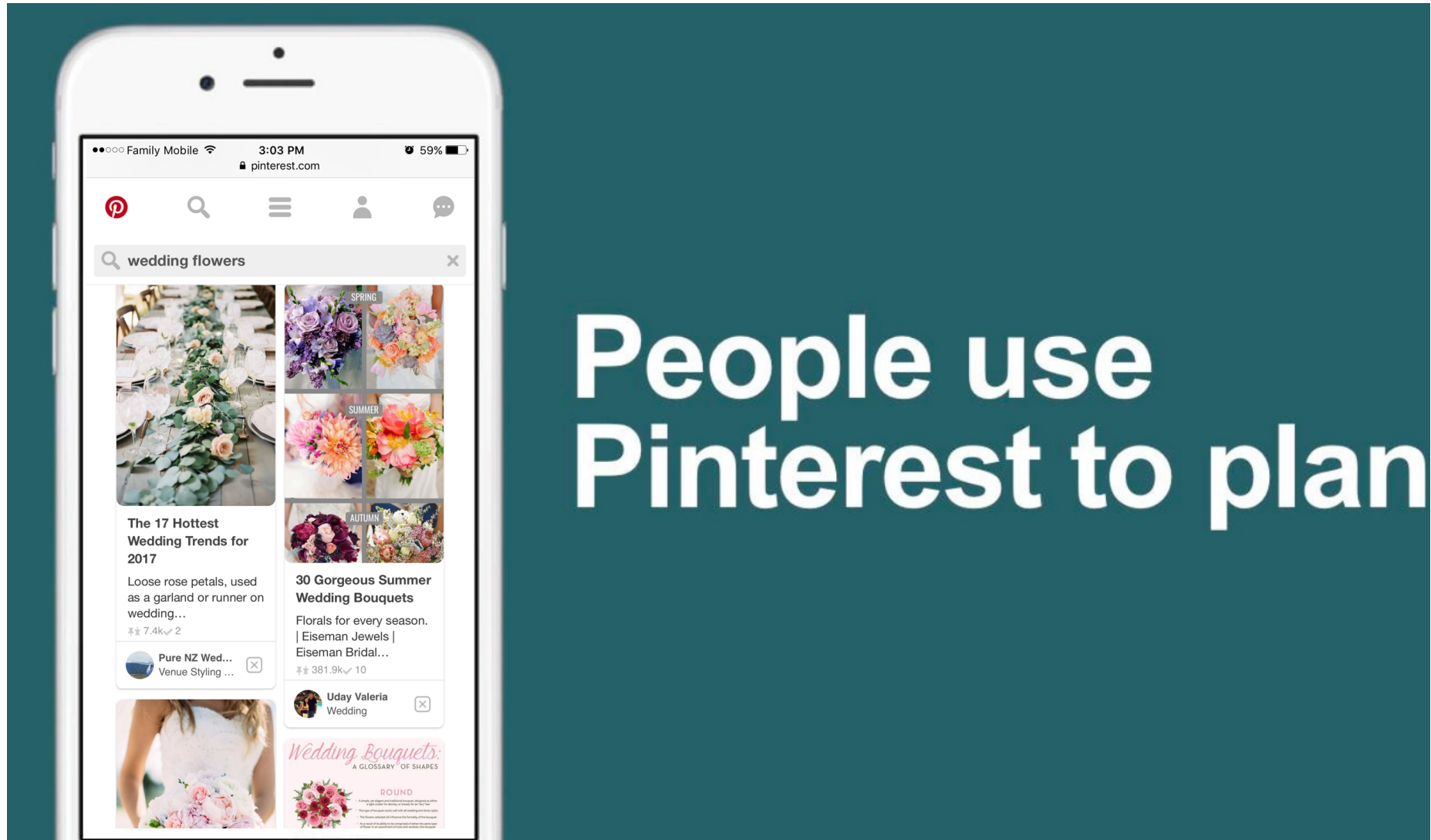
Buy it ▶

★ Floral industry opportunities!





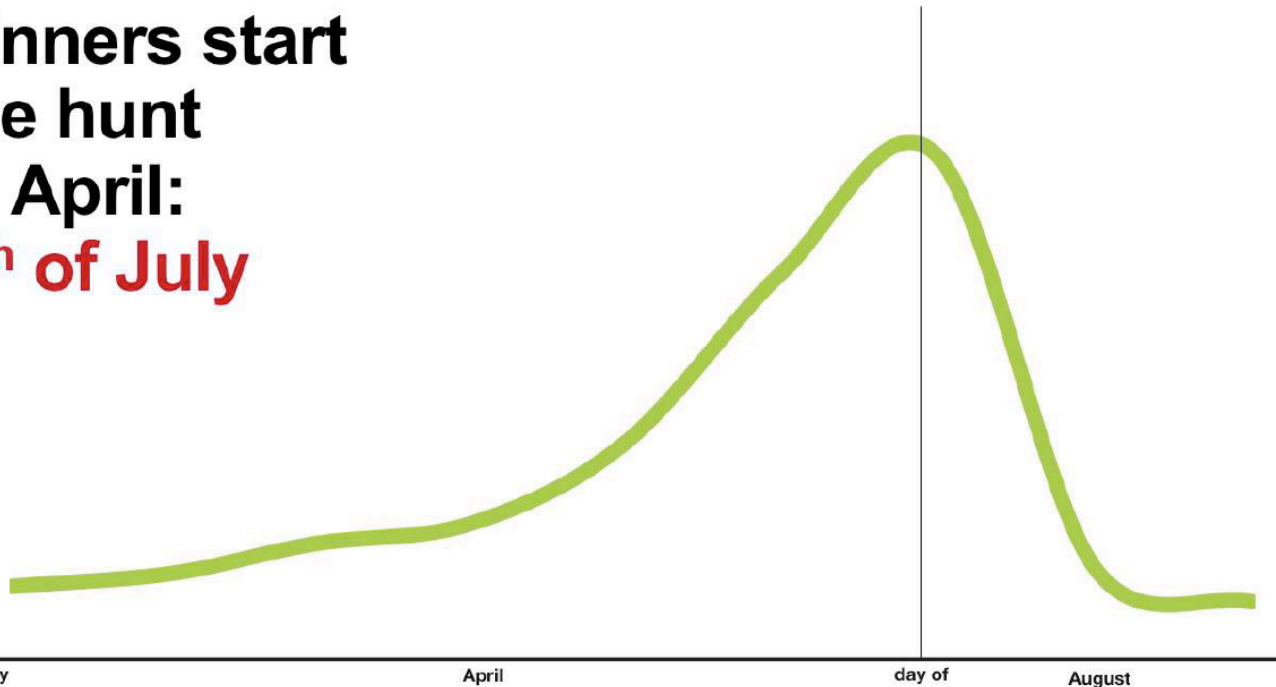
Pinner Behaviors: Planning



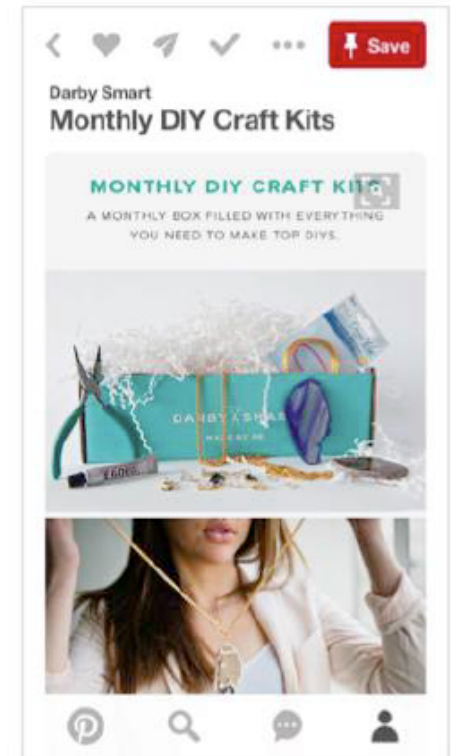
People use
Pinterest to plan

Pinner Behaviors: Peak Usage

**Pinner start
the hunt
in April:
4th of July**



Pinterest actually leads all other information sources (search, social media, other websites, magazines, and word of mouth) in the following categories: Design, DIY & Crafts, Food & Drink, Gardening, Gifts, Hair & Beauty, Home Décor, Photography, Tattoos, Weddings, and Women's Fashion.



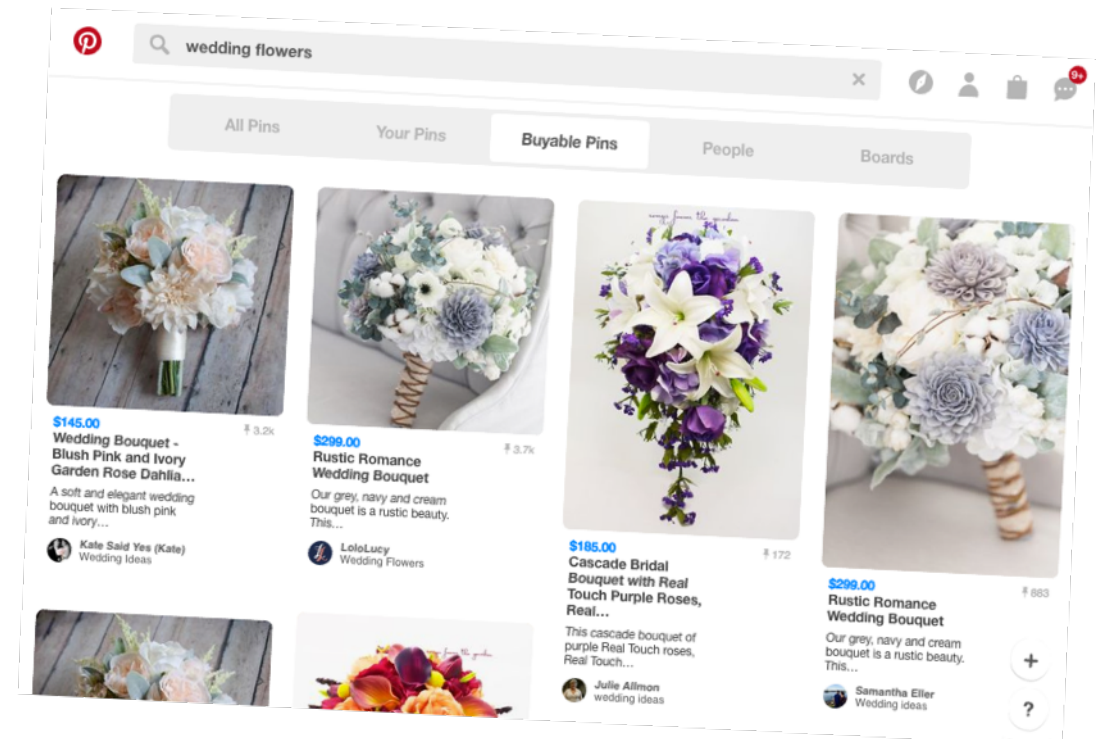
Pinner Behaviors: Frequency

On Pinterest more or less frequently?

In our 2015 results, we found that almost half of Active Pinners (44%) indicate their usage of Pinterest has increased in frequency since joining. Active Males are significantly more likely than Active Females to indicate their usage of Pinterest has increased (59% vs 44%).

Active Pinners indicate the primary reasons their usage has increased are:

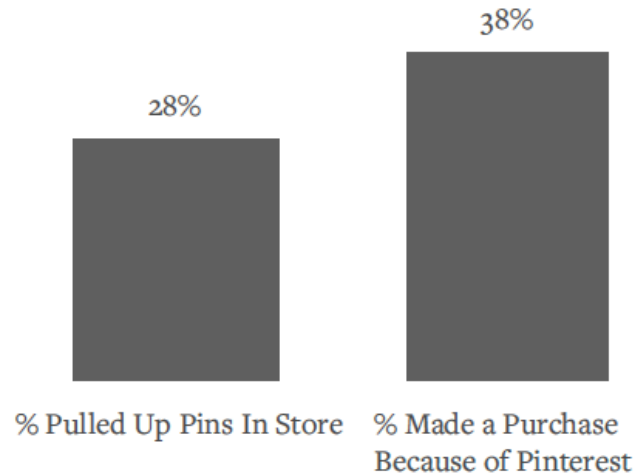
- As they have gotten better at navigating the site, **it's become even more fun and interesting.**
- They've found so many great projects and ideas, and **they're always looking for more.**



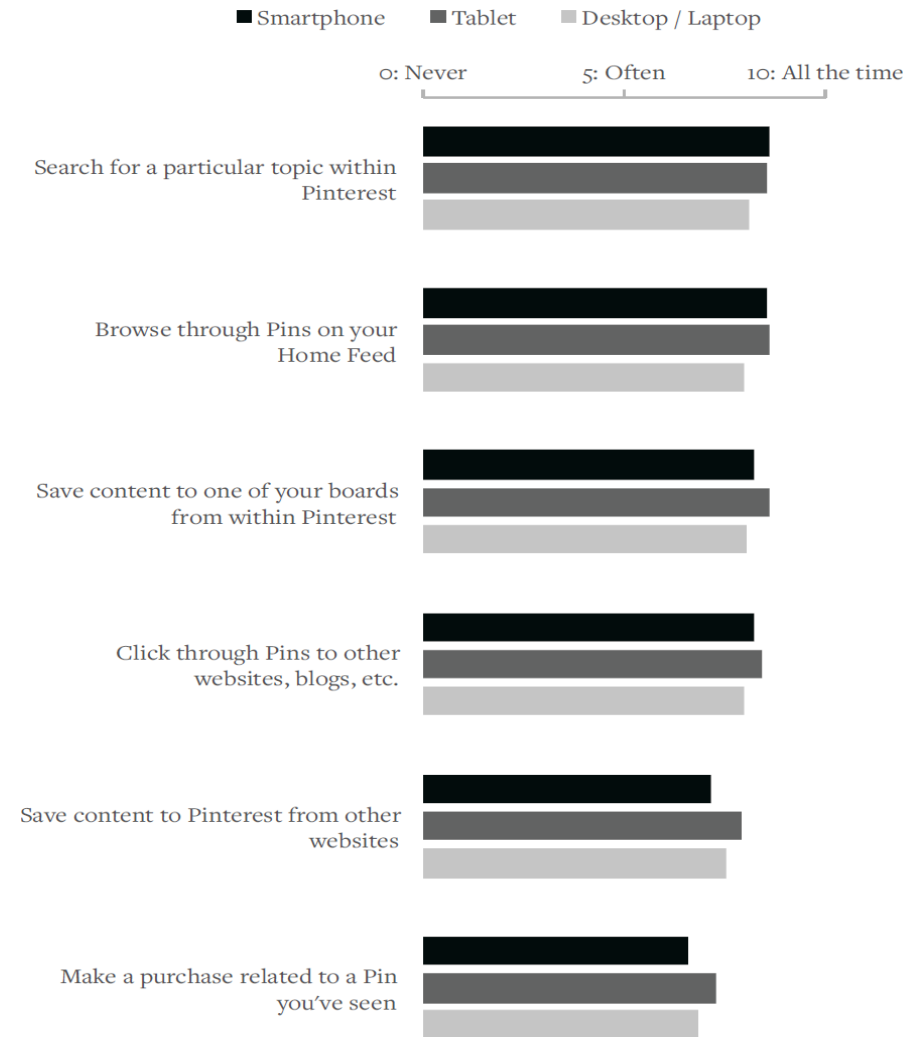
Pinner Behaviors: Devices Used

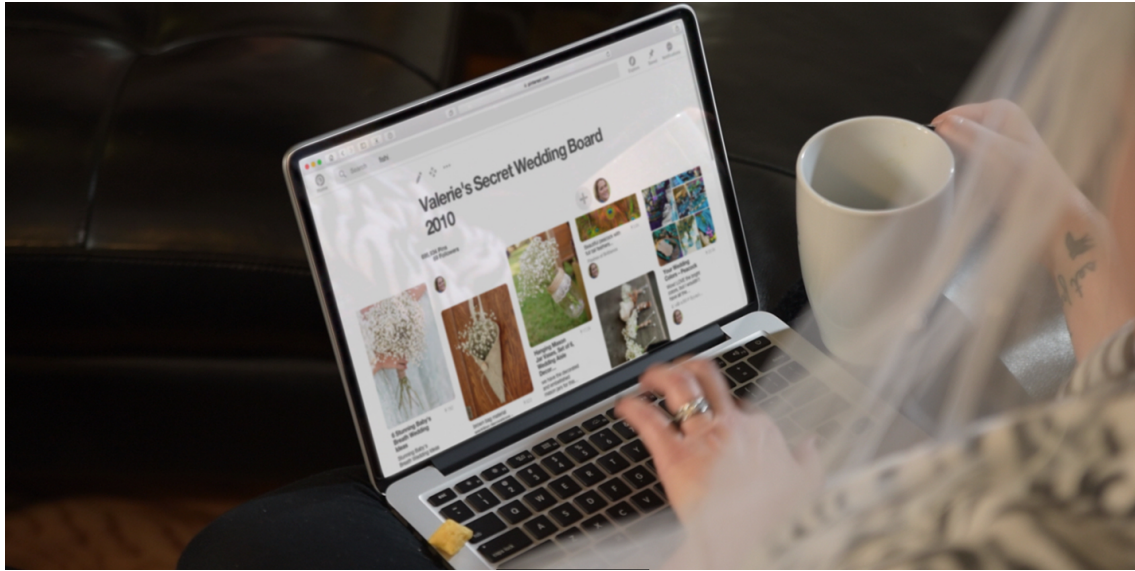
PINNERS: MOBILE & SHOPPING

It's no surprise that Pinterest is becoming an increasingly mobile-first platform. For marketers, this mobile usage is even more interesting when we look at how it impacts shopping behaviors.



Preferred Devices to Access Pinterest among Daily Pinners



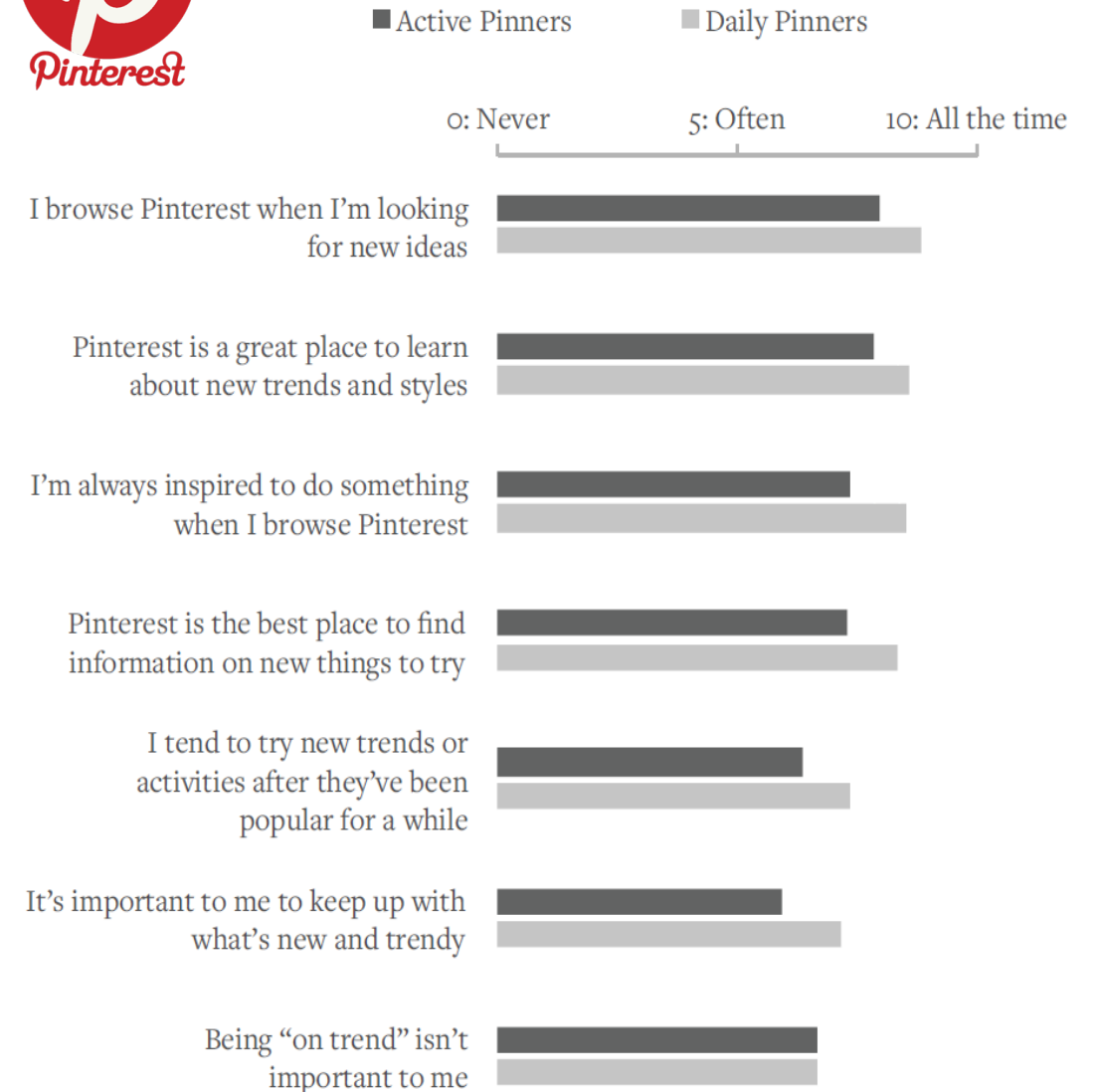


Pinterest usage by lifestyle

Active Pinners are also more likely to see themselves as trend seekers and believe Pinterest is a great resource for information on trends, styles, and new things to do or try. Active Pinners who perceive themselves as more trendy agree strongly that Pinterest is the place for new ideas and information on styles and trends.



Attitudes among Active Pinners





PINNERS: USAGE & BEHAVIORS

The word “more” can fairly sum up how consumers use Pinterest: more often; more time; more reasons to Pin. The web’s most popular visual discovery engine continues to attract Pinners in droves, and captivates them with ideas they like. Pinterest has also added a number of new features to improve the Pinner experience—like Visual Search, Actalikes, Buyable Pins—with more on the way.

Aha!logy 2016 Pinterest Media Consumer Study

More tools to attract
easy purchasing!

Social media usage

We asked users to rank the order of the five most popular social media sites base on how important they are to the user. Among people who use the platform, Facebook is number one and Pinterest scored second highest, with 57% saying it’s the most or second more important. The following data represents what percent of people ranked top social media platforms as the most or second most important social media platform:

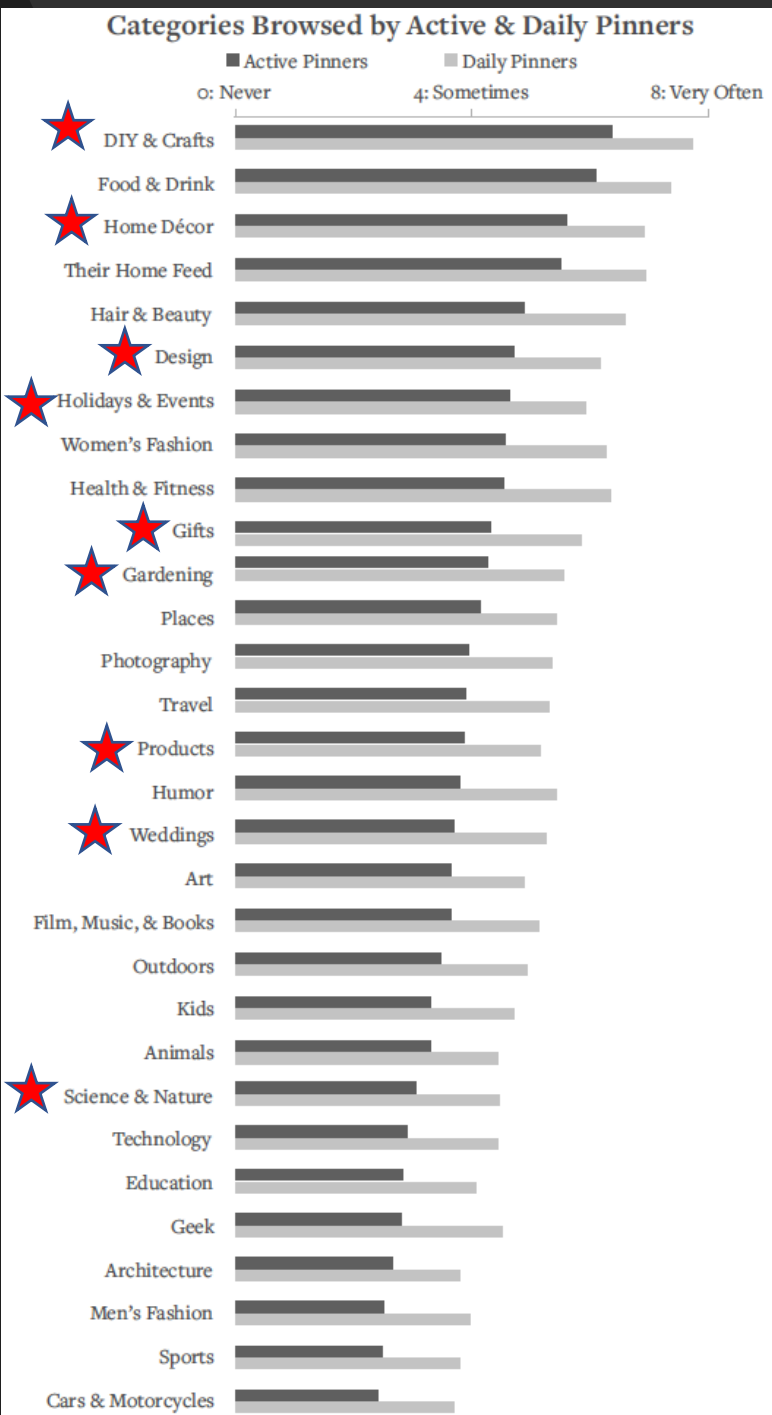
- Facebook (85.3%)
- Pinterest (57%) ★
- Instagram (51.7%)
- LinkedIn (34.4%)
- Twitter (30.9%)

Pinner Behavior: Category Ranking

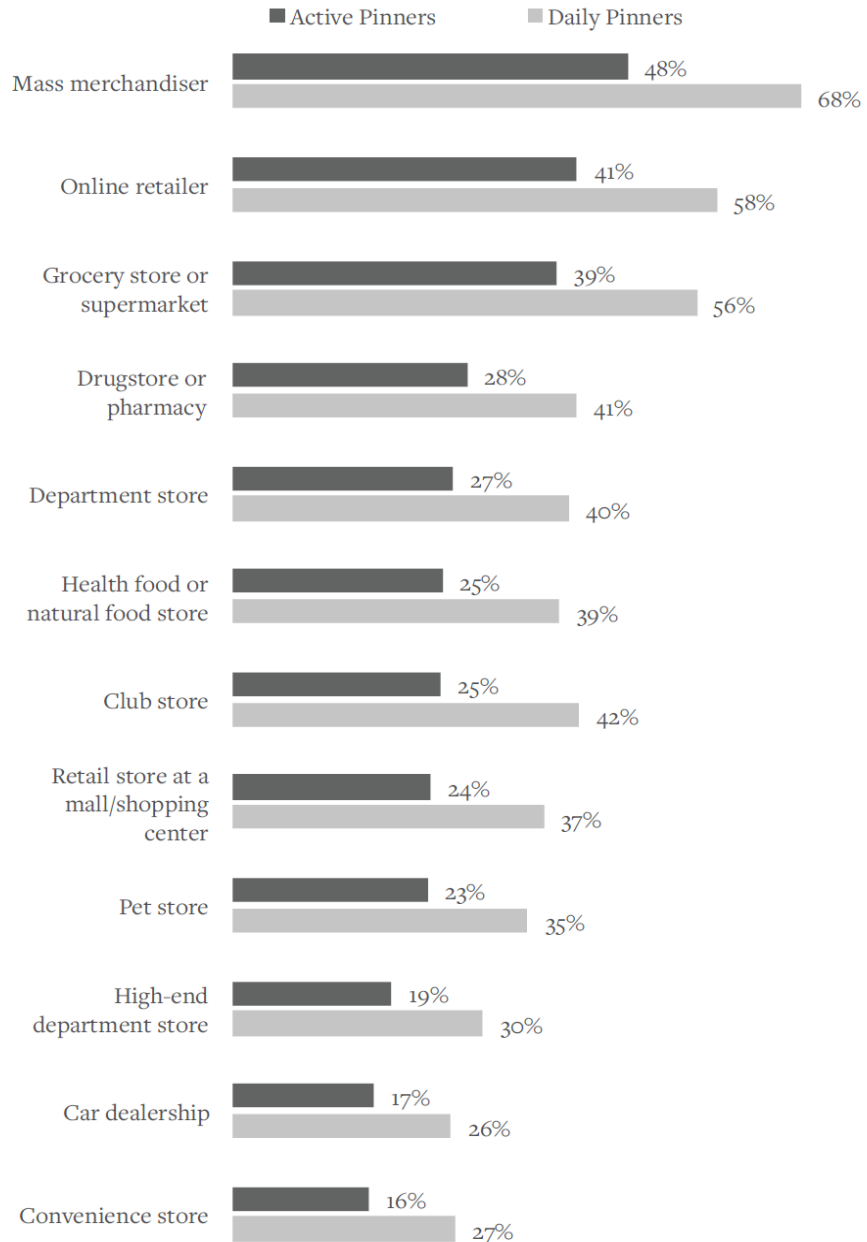
Pinterest for search and information gathering

Pinterest continues to be more “search” than “social”—as the platform continues to innovate to make Pinner discovery more useful and powerful. In 2014, Pinterest launched search guides, to help Pinner refine what they may be searching for via suggested added terms and descriptors. In 2015, Pinterest began providing customized suggestions and results based on Pinner preferences and past activities. In Q4 of 2015, Pinterest launched image based search that allows for users to search for products within an image. For example, if a user sees a lamp they like in a picture of a living room, they highlight the lamp and search similar images on Pinterest.

Aha!logy 2016 Pinterest Media Consumer Study



% of Pinners Who Look Up Pins In-Store On Their Phones



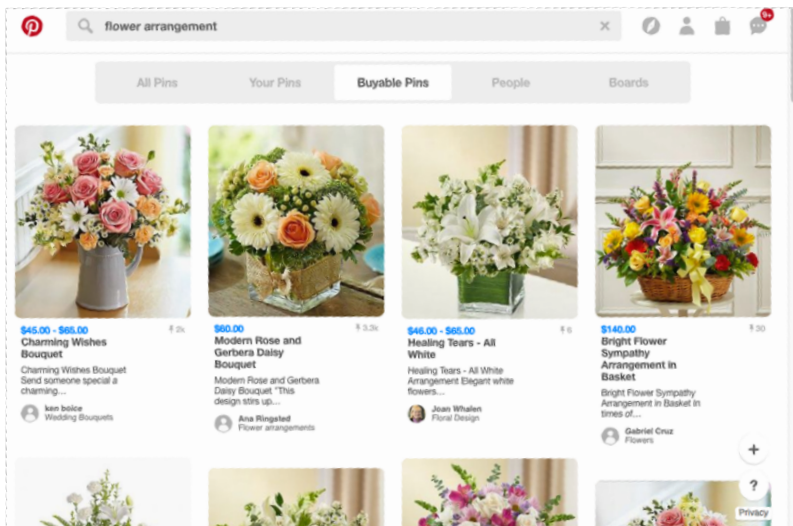
Pinterest inspires people to look for products, and Pinterest-inspired purchase behavior has increased significantly over the past year. In our 2015 study, about 73% of Active Pinners indicate they have bought something because they saw it on Pinterest.

Active Pinners access Pinterest while shopping in a variety of different channels: mass merchandisers, online retailers, and grocery stores are mentioned with the greatest frequency by all Pinners.



Pinner Behavior: In-Store Usage





Buy it ▶

Buyable Pins

Ahalogy CONTENT TRENDS FLORAL



Always seeking the latest trends in wedding and home decor, your consumers search for the most useful and inspiring content, often from brands. Use this report to plan for and create top-performing floral content by better understanding how and when these items trend.

METHOD

- Ahalogy analyzed millions of pieces of content in consumer-relevant categories and subcategories.
- The list of items was obtained using natural language processing techniques to find the most frequent word combinations, and how they trend relatively over time.

INSIGHTS

- The natural look is trending right now, from shabby chic wedding decor to boho-style flower crowns and terrariums filled with succulents.
- Top keywords associated with weddings and floral arrangements include lace and burlap, as DIY wedding projects have a large growth in popularity.
- The ability for succulents to grow in almost any container makes them versatile plants and consumers are looking for ways to display them -- either in unique containers or as wall art. Succulents have also found their way into wedding decor.
- Floral crowns got their start in festival wear, but the boho style has made its way as a popular hairstyle for brides, with the most common choice of flower the pink rose.

Learn how to win on Pinterest and get more trend reports:
AHALOGY.COM/RESEARCH

TOP TERMS IN KEY CATEGORIES

% relative to terms in category

SEASONAL TREND

J F M A M J J A S O N D

COLORS

- white 34%
- pink 26%
- blue 25%
- red 17%
- purple 10%



RUSTIC

- wedding 50%
- décor 18%
- shabby chic 12%
- lace 11%
- burlap 10%



SUCCULENTS

- terrarium 28%
- wedding 21%
- centerpiece 17%
- wall 14%
- in containers 10%



FLORAL CROWN

- wedding 30%
- diy 21%
- bridal 14%
- boho 10%
- rose 7%



WEDDING DÉCOR

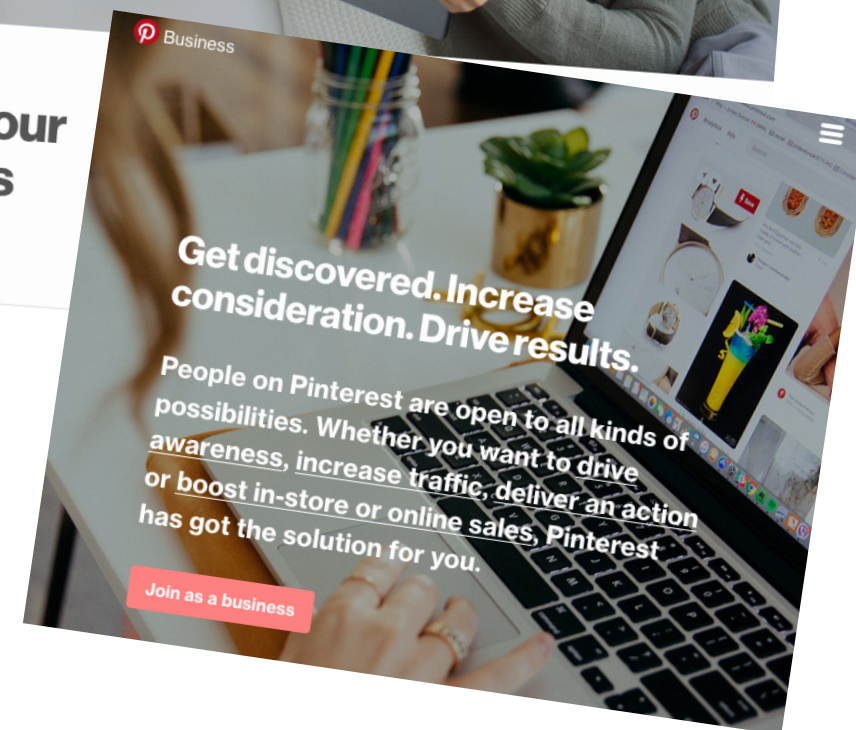
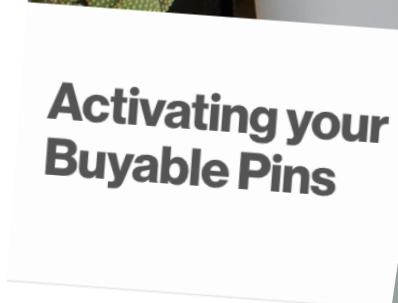
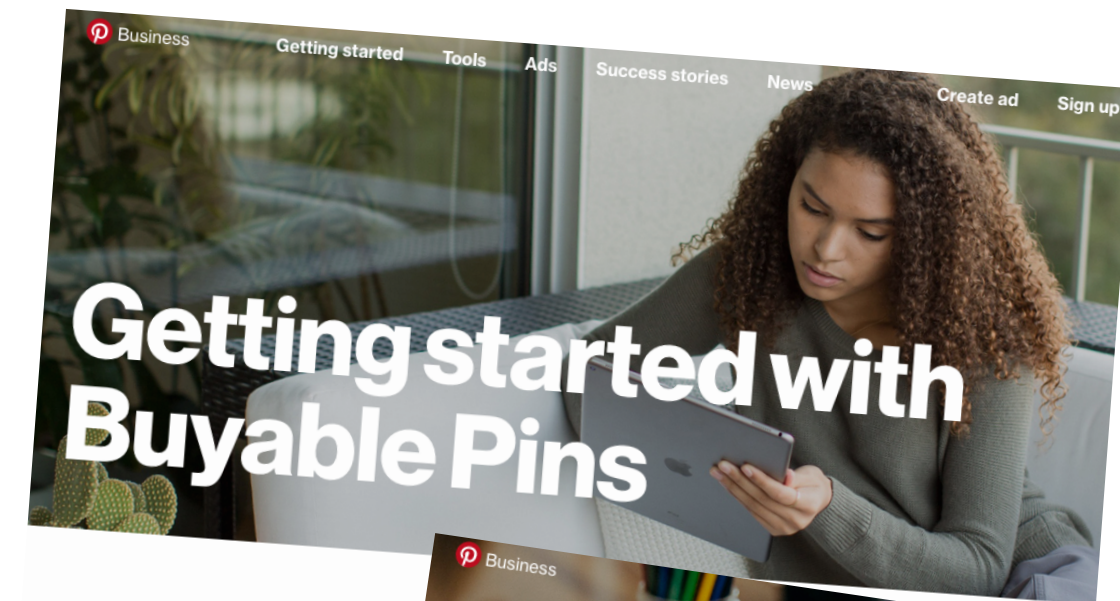
- photography 25%
- pink 11%
- rose 9%
- cake 7%
- rustic 7%





What's Next?

- **Get Started Using the Tools Below!**
 - Click [here](#) for the latest **Pinterest for Business** information.
 - Get Step-by-Step Instructions to set up your account
 - Watch our Step by Step Video Tutorial
 - Start Pinning! And Selling!



AFE Steering Committee

Pinterest Expert and Key Data Resource

- Chris Lobdell; Aha!logy
- Pinterest.com

Floriculture Experts

- Cindy Hanauer; Grand Central Floral
- Juliana Gutierrez; Golden Flowers
- Kristi Huffman; The John Henry Company
- Lenzee Bilke; Madeline's Flowers/Social Media Task Force Chairman; AFE Young Professionals' Council

Additional Resources

- postplanner.com/how-to-use-pinterest-for-business-beginner-guide
- ahalogy.com/blog/2016/3/15/infographic-consumer-media-habits
- ahalogy.com/blog/2016/4/12/only-pinterest-media-keeps-selling-after-the-campaign-ends
- ahalogy.com/blog/2016/5/7/new-shopping-features-to-drive-sales

Most Recent Data Directly from Pinterest

- business.pinterest.com
- pinterest.com/pinterest

