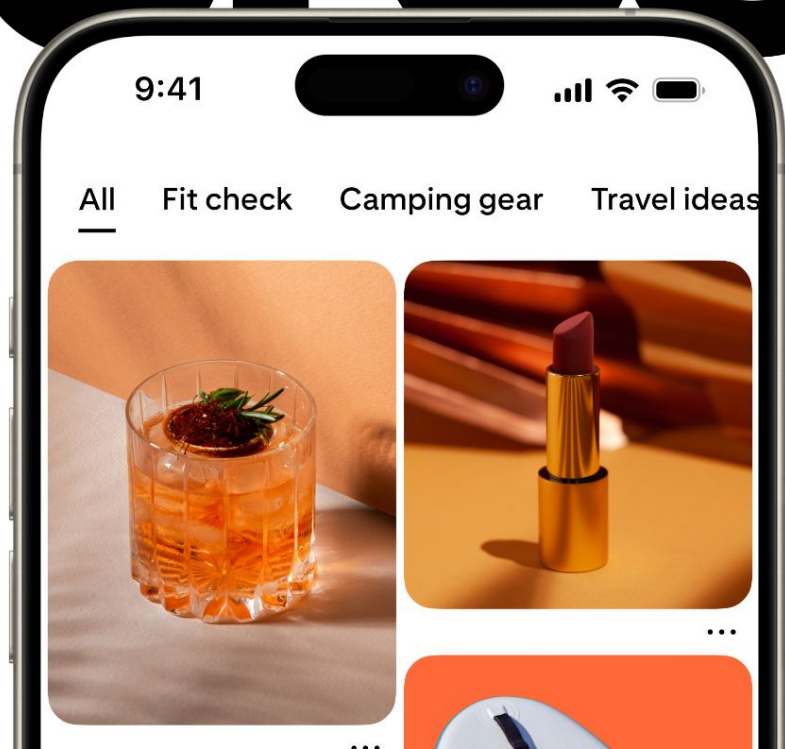


Pinterest 101

Presentation for Lustre
December 2, 2025

By: Kelsi Horn, Product Communications Lead



**On a scale of 1-5,
how would you rate
your knowledge
of Pinterest?**



I need lots of help...

1

2

3

4

5

I'm an expert.



Pinterest is a visual discovery platform where people come to **see, save, and shop new ideas for their lives.**

Audience behavior

People come to Pinterest to collect, refine and visualize ideas

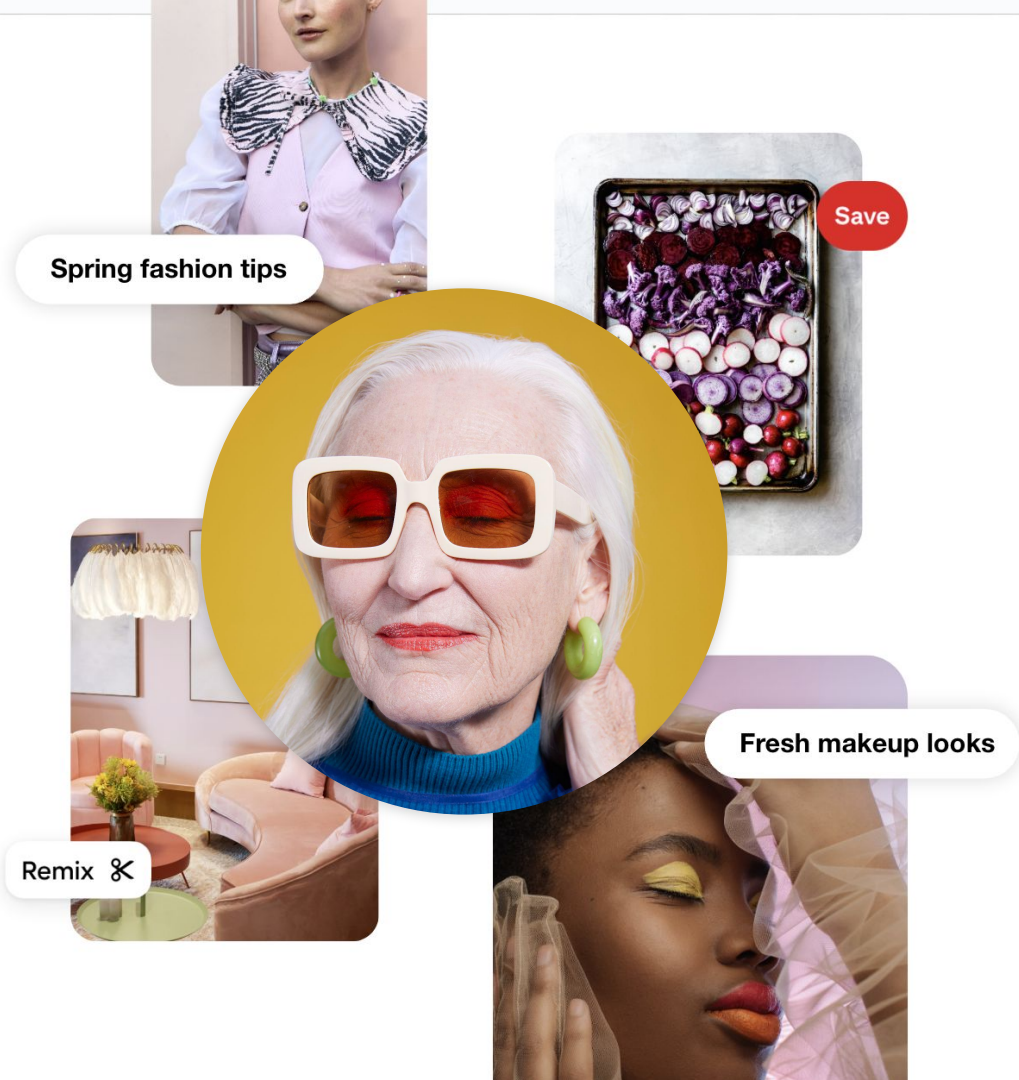
They're here to discover new ideas, then save them on boards and create collages.

500B

More than 500 billion Pins have been saved by people globally.



Source: Pinterest Internal Data, Global, January 2024.



Home feed

Home feed

What

Pinterest landing surface where you discover Pins recommended for you based on your actions such as, Pin saves, close-ups on Pins, click-throughs, search queries, board creation, taste, and people you follow.

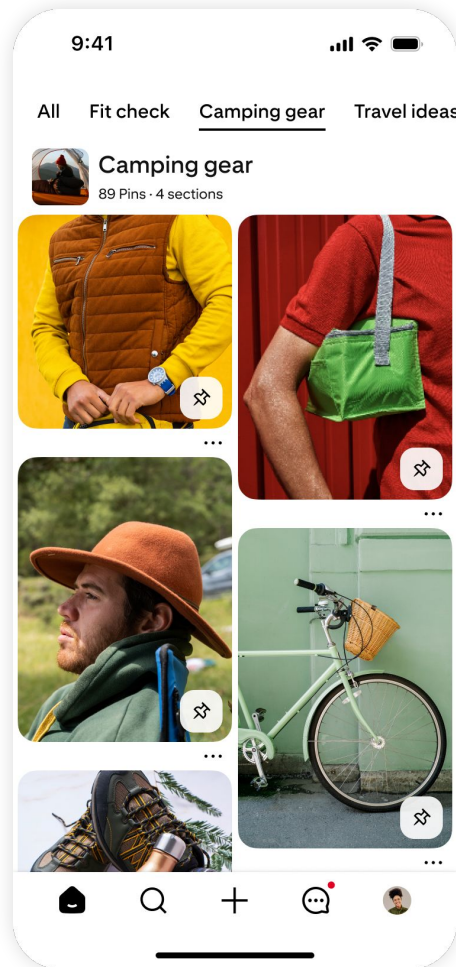
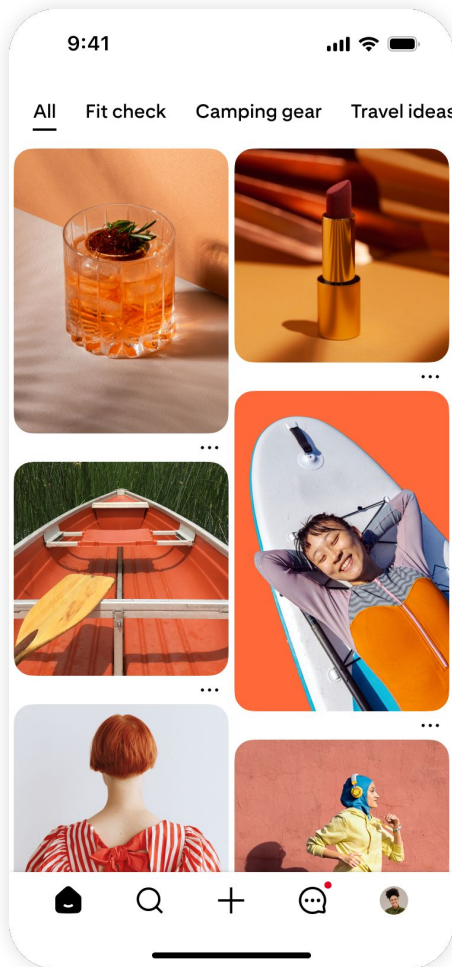
Where

The home feed is the space you land on when opening Pinterest.

Pro Tip

Your Pinterest home feed reflects ideas that match your unique taste and most recent interests.

Availability: All markets, mobile & web



Home feed

Home feed tuner

What

Home feed tuner allows you to set preferences over the content you see on your home feed.

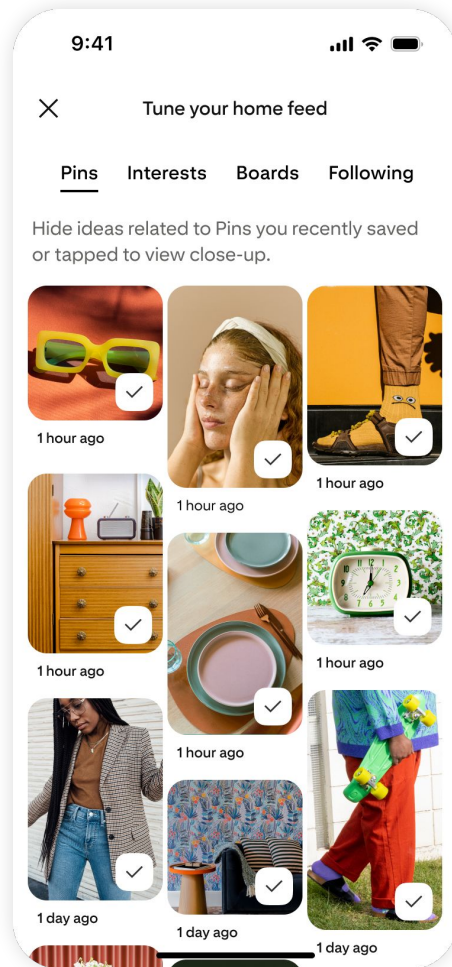
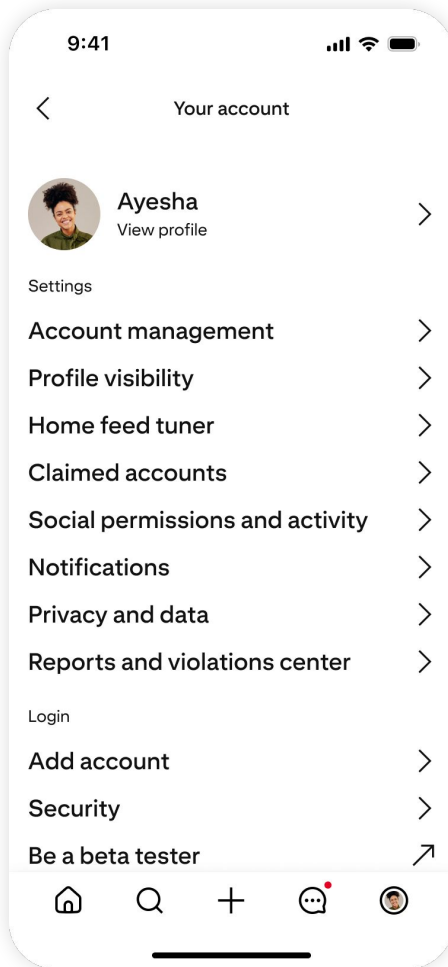
Where

Visit your profile > go to settings
> tap on home feed tuner

Pro Tip

Tweak, restart, or refine your recommendations to match your evolving tastes.

Availability: All markets, mobile & web



Home feed

Guided modules

What

In-feed modules that help you revisit saved Pins and explore ideas we think you'll like based on your most recent activity.

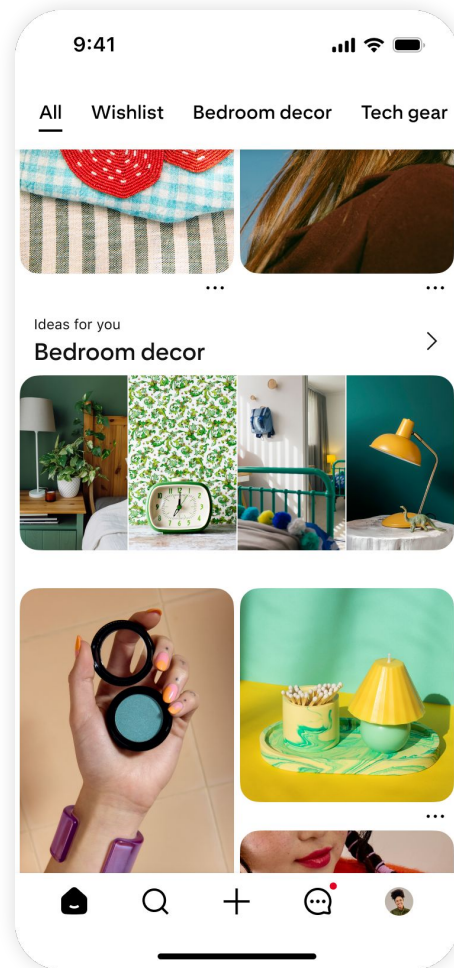
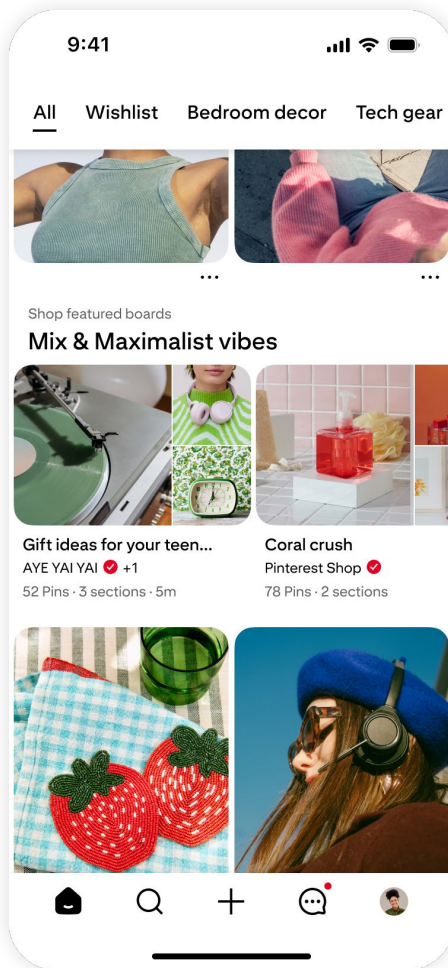
Where

Modules can be found across Pinterest, on surfaces like your home feed, search results, the related Pins feed and boards.

Pro Tip

Guided modules help uncover ideas that are adjacent to your recent explorations, expanding your creative possibilities.

Availability: Mobile, US, UK, DE, FR, IT, ES, AT, CH, NL, AU, BR, MX



Related Pins

What

Related Pins is a feed of relevant ideas and inspiration under every Pin or board.

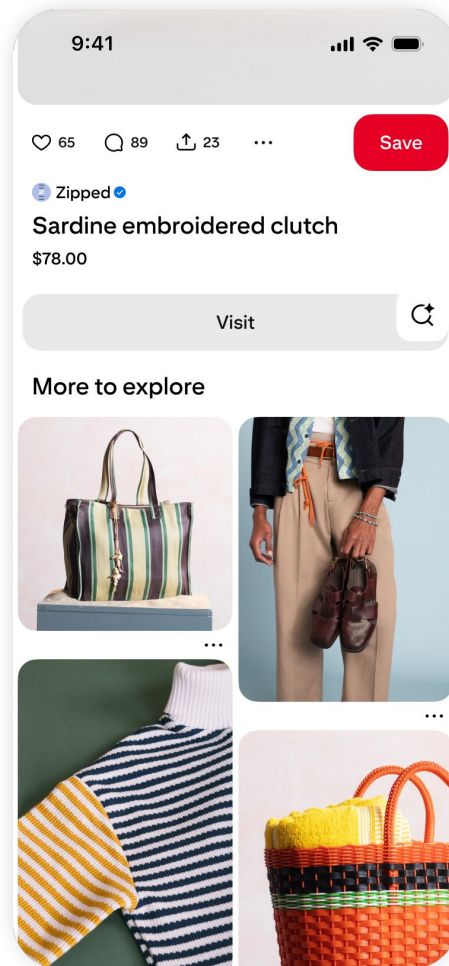
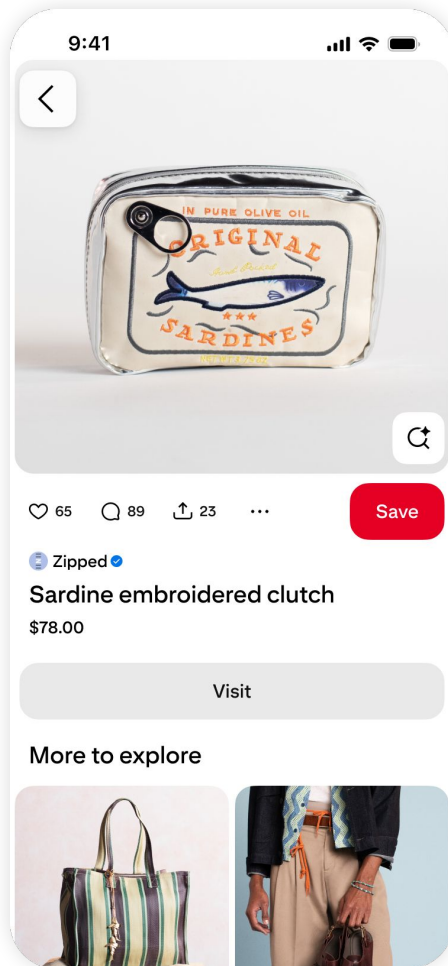
Where

Like the jacket you see in a Pin or the aesthetic of an entire board, but you want to see it styled differently? Scroll down to find related Pins and the inspiration you're looking for.

Pro Tip

Related Pins surface ideas similar to your original inspiration, but let you explore similar ideas more deeply.

Availability: All markets, mobile & web



Search tab


Search tab

Search

What

Search allows you to discover exactly what you are looking for.

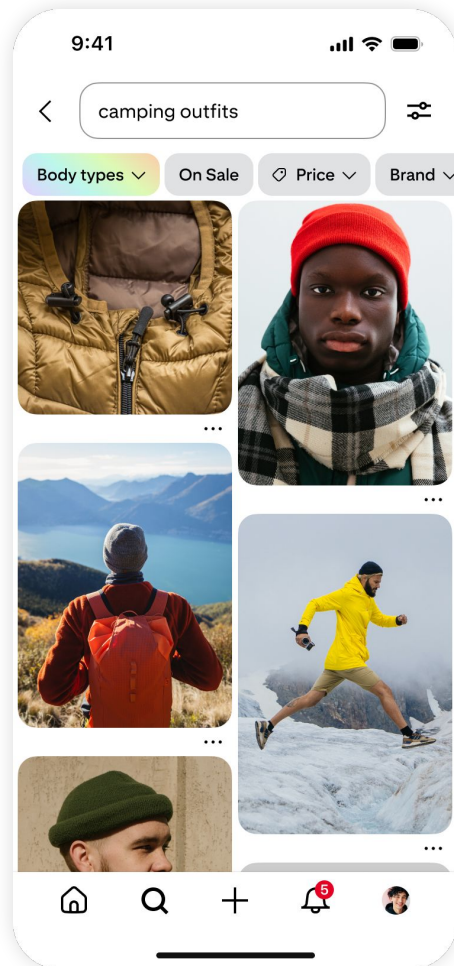
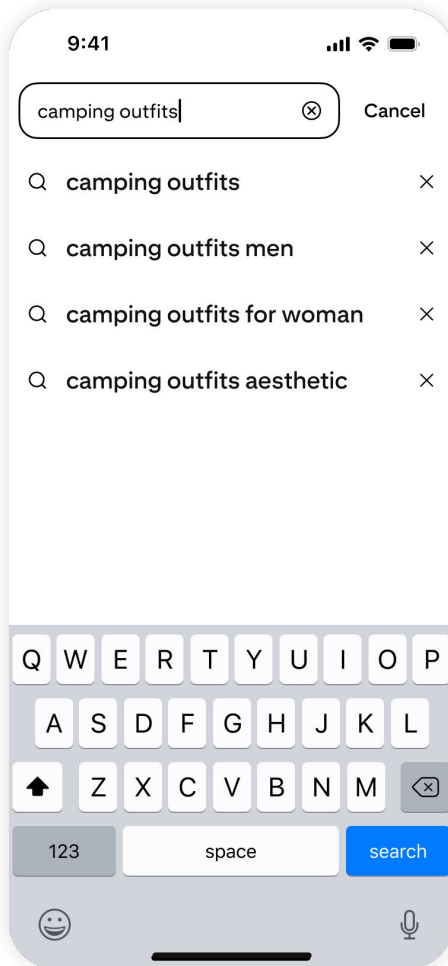
Where

Tap the  at the bottom of the screen and start entering terms in the top search bar.

Pro Tip

Start your next outfit, recipe, or project in the search bar. Use guides to refine and filter for exactly the content you need—effortlessly.

Availability: All markets, mobile & web



🔍 Search tab

Search landing page

What

A surface dedicated to exploring the most trending editorial content curated by Pinterest.

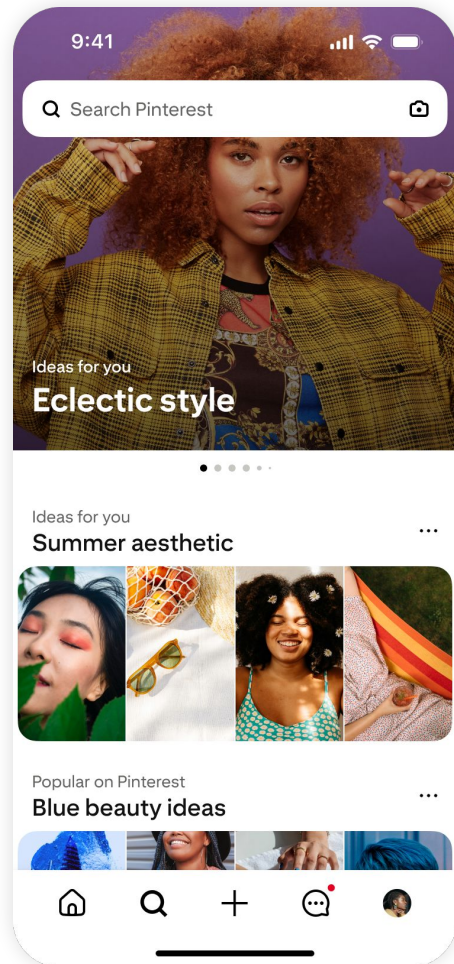
Where

Tap on the search icon in the main navigation and scroll through the landing page.

💡 Pro Tip

Explore trends and shop curated picks— your hub for what's hot now! These ideas are updated regularly based on your tastes and trending topics, so check back for the latest trends.

Availability: 36 markets, mobile & web



Search tab

Visual Search features

What

A powerful suite of tools designed to enhance the journey of visual discovery and refinement, by enabling a deep, personalized exploration of ideas.

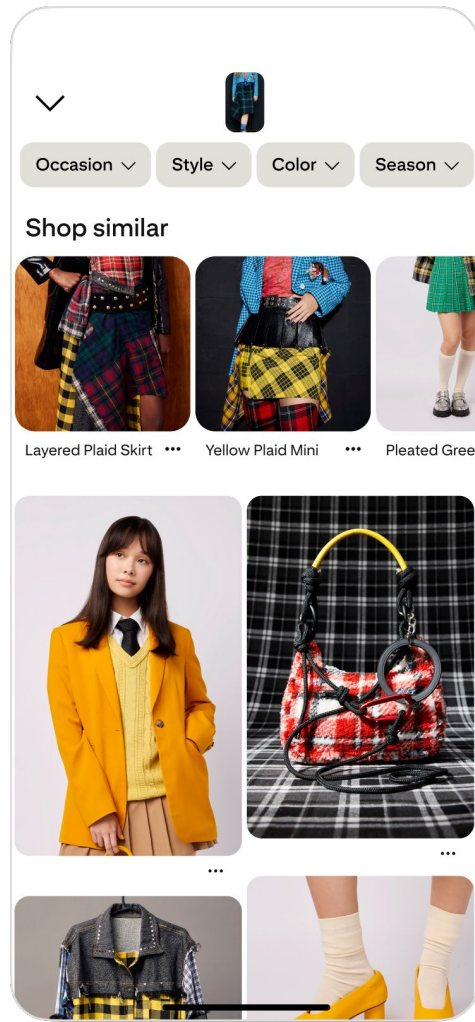
Where

When you click on a Pin, tap on the button in the lower right hand corner to access new features or long press on any Pin in feed.

Pro Tip

Tap on new image keywords or use the new refinement bar to refine your search from images.

Availability: UCAN + UK, mobile, Women's Fashion Pins only




🔍 Search tab

Lens

What

A camera that finds exact and/or related ideas across Pinterest based on a real-time captured image.

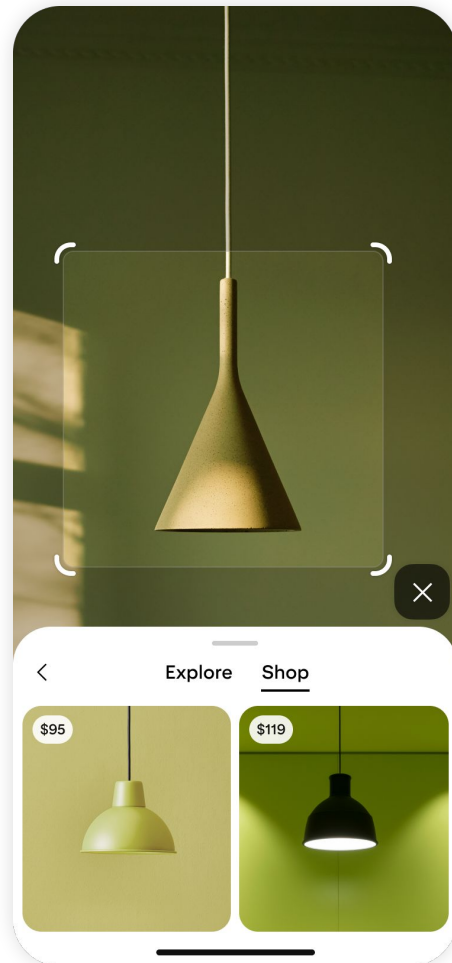
Where

In your mobile device, tap the search tab , then tap the camera icon in the search bar.

💡 Pro Tip

Use Lens to turn any picture into inspiration—search images, find ideas, and shop straight from your camera within Pinterest.

Availability: All markets (*shopping results only in select markets)



Search tab

Image Search

What

Explore any part of an image and shop what you see with product recommendations or explore further with inspirational image results.

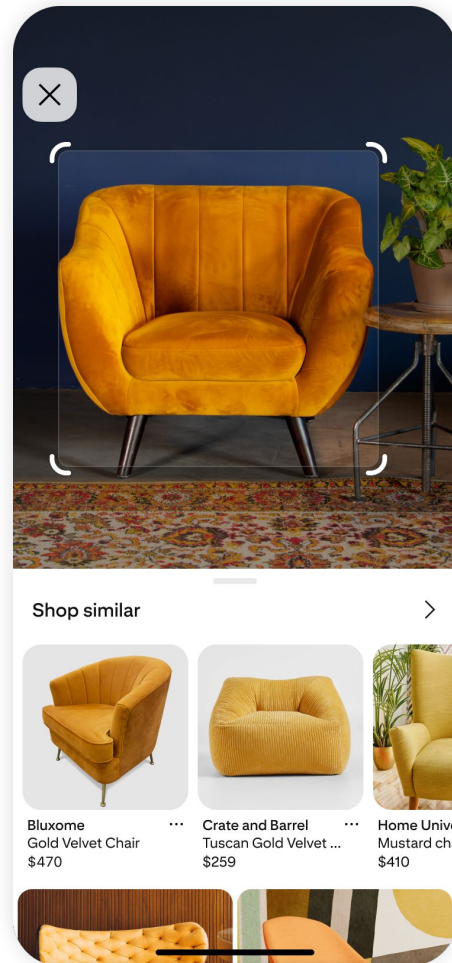
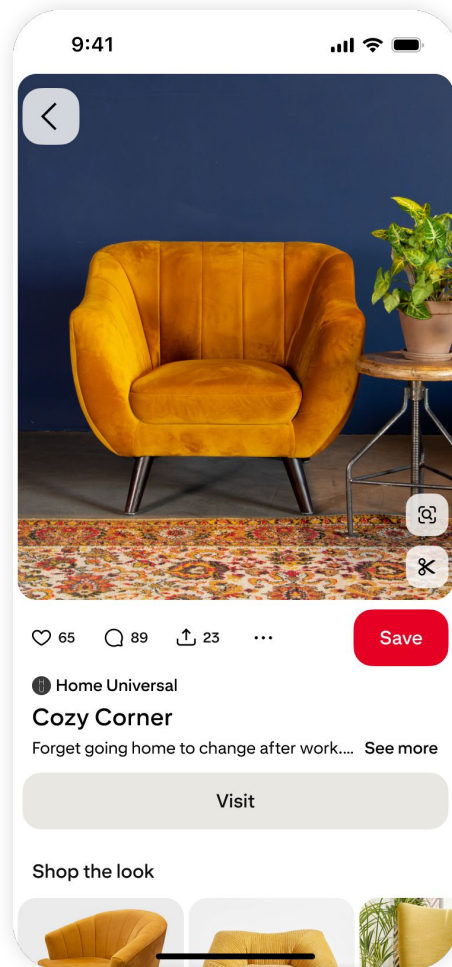
Where

When you click on a Pin, tap on the button in the lower right hand corner to use image search.

Pro Tip

Explore and shop effortlessly with Pinterest's image search to find inspiration of what catches your eye.

Availability: US, mobile



Inclusive

Inclusive Highlights

225%

The number of times Gen Z Pinner used hair pattern search has increased 225% year over year.

66%

People who used body type ranges had a 66% higher rate of engagement per session than those who didn't.

40%

People who used skin tone ranges had a 40% higher rate of engagement per session than those who didn't.

1. Pinterest internal data; Global; Jan-Feb 2023 vs Jan-Feb 2024; Gen Z is ages 18-24

2. Pinterest internal data, US, since launch for 12/1/2023-12/31/2023. Among women's fashion and wedding searchers.

3. Pinterest internal data, US, Q4 2023. Among beauty searchers.

★ Inclusive

Hair pattern search

What

Hair pattern search allows you to refine hair-related searches by six different hair patterns: protective, coily, curly, wavy, straight and shaved/bald.

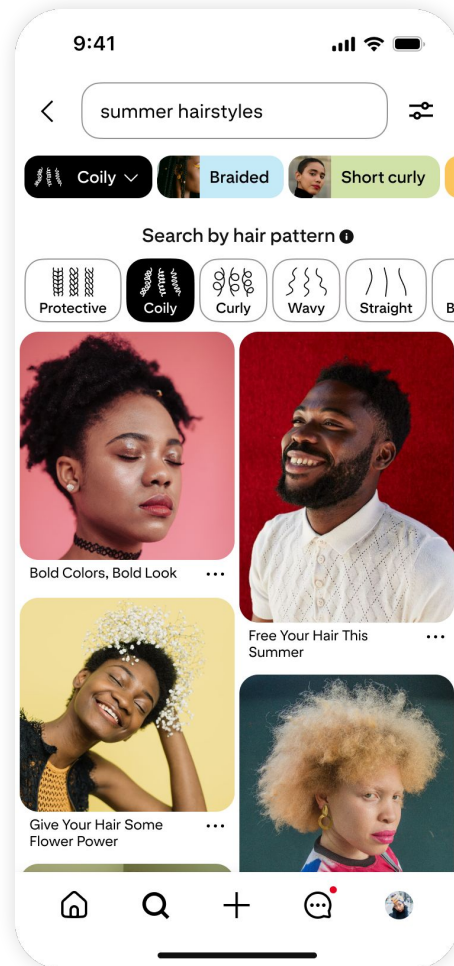
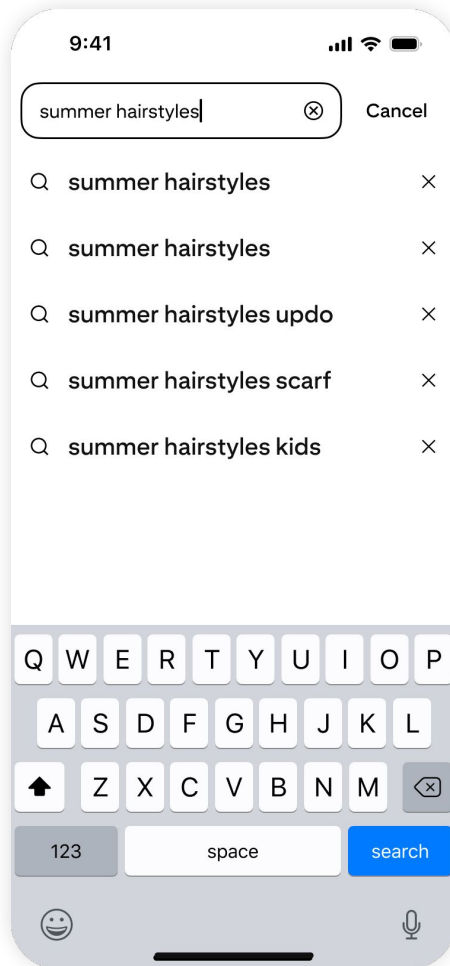
Where

It shows-up for specific hair-related searches at the top of the results. Tapping on a pattern will update the results accordingly.

💡 Pro Tip

Experiment with new hues to complement your hair texture with hair pattern search.

Availability: US, AU, CA, IE, NZ, GB, ID, IN, MX, AR, BR, CO, FR, DE, IT, ES, CH, AT, NL, CL, PE, ZA, PK, EC, BE, PT, VE, NG, CR, GT, DO, BO, PH; All devices



★ Inclusive

Skin tone ranges

What

This feature allows you to refine beauty-related searches by different skin tones ranges. Selecting a range updates your search results to show content that's similar to the skin tone range you've chosen.

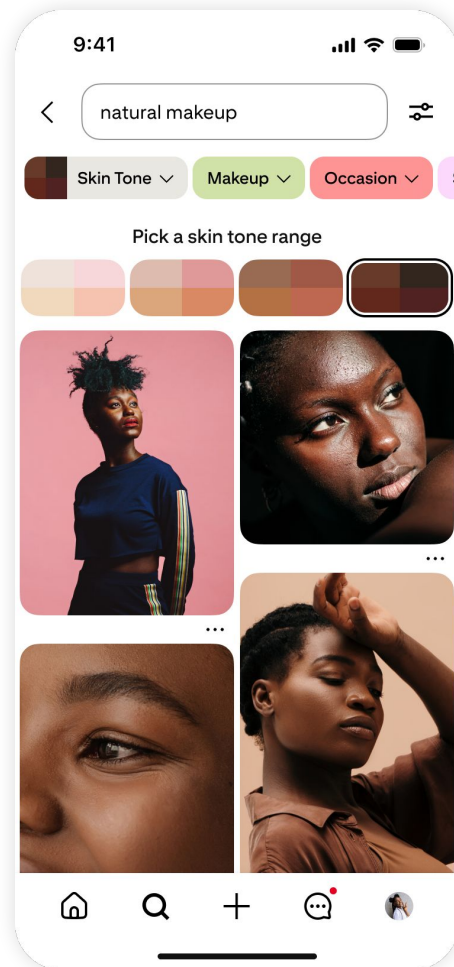
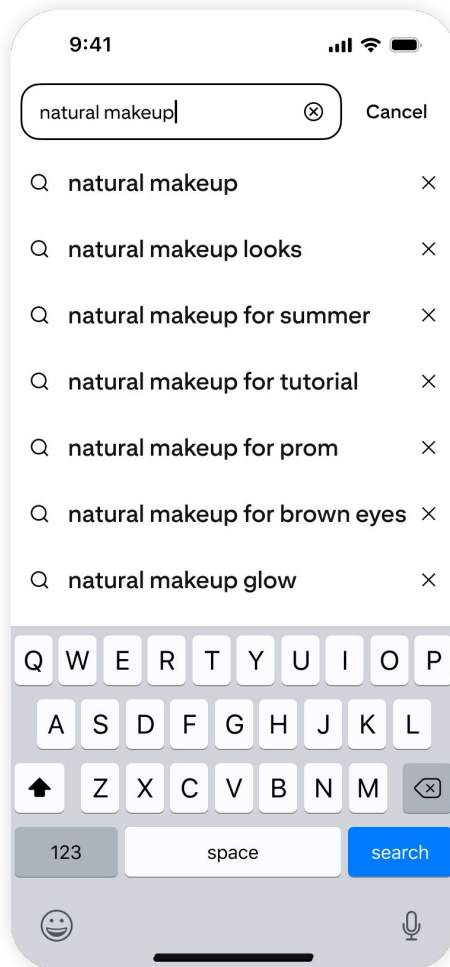
Where

It shows-up for specific beauty-related searches at the top of the results. Tapping on a range will update the results accordingly.

🔒 Pro Tip

Discover your perfect nude or pink shade with the skin tone ranges.

Availability: US, AU, CA, IE, NZ, GB, ID, IN, MX, AR, BR, CO, FR, DE, IT, ES, CH, AT, NL, CL, PE, ZA, PK, EC, BE, PT, VE, NG, CR, GT, DO, BO, PH; All devices



★ Inclusive

Body type ranges

What

Body type ranges allows you to refine women's fashion and wedding-related searches by different body type ranges.

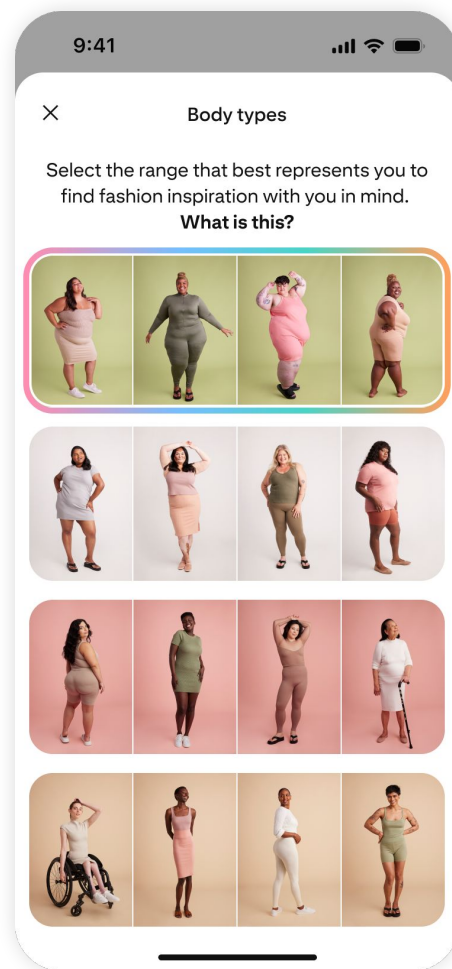
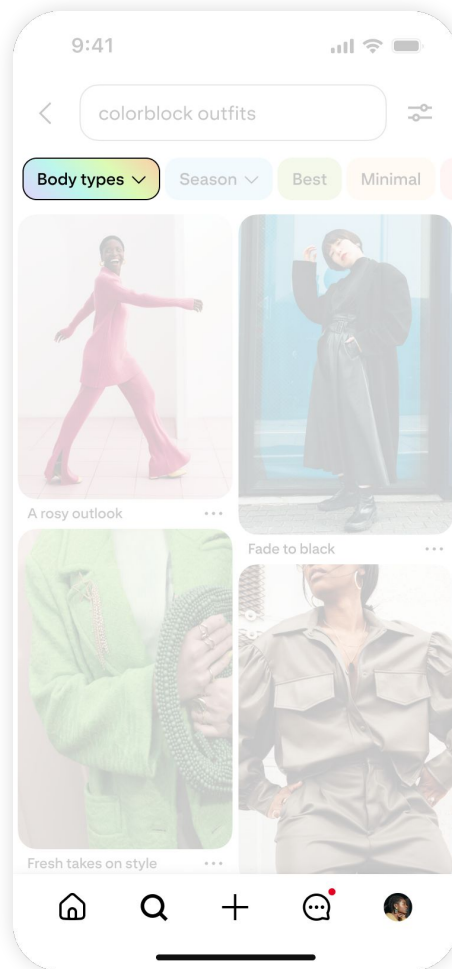
Where

Specific women's fashion and wedding-related searches at the top of the results. Tapping on a range will update the results accordingly. Accounts need to be set to "female" in settings.

💡 Pro Tip

Find inclusive style inspiration on Pinterest—no need for modifiers like “plus” or “mid-size.”

Availability: US, CA, DE, FR, UK, IE, AU, NZ; All devices



★ Inclusive

Representation in feeds

What

We apply our body type technology, a patent-pending technology that uses shape, size, and form that allows us to identify various body types on images on Pinterest and our skin tone technology to our algorithms across related feeds and search results to increase representation across those surfaces.

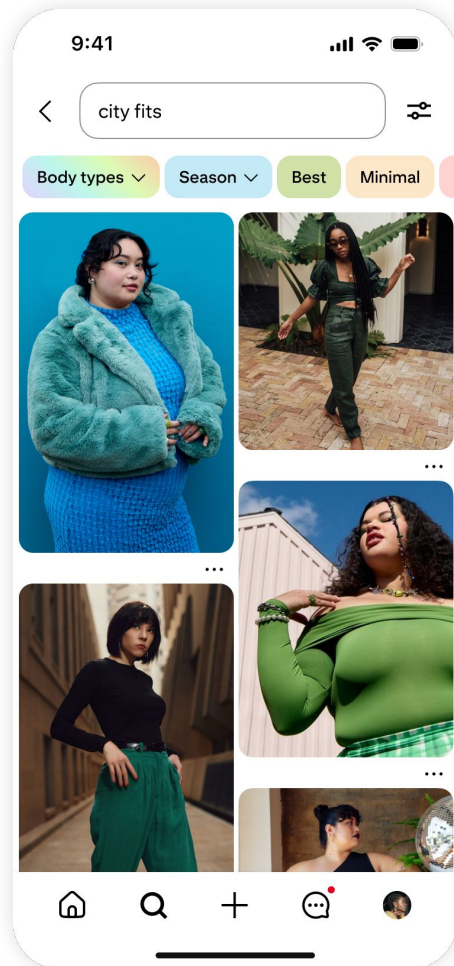
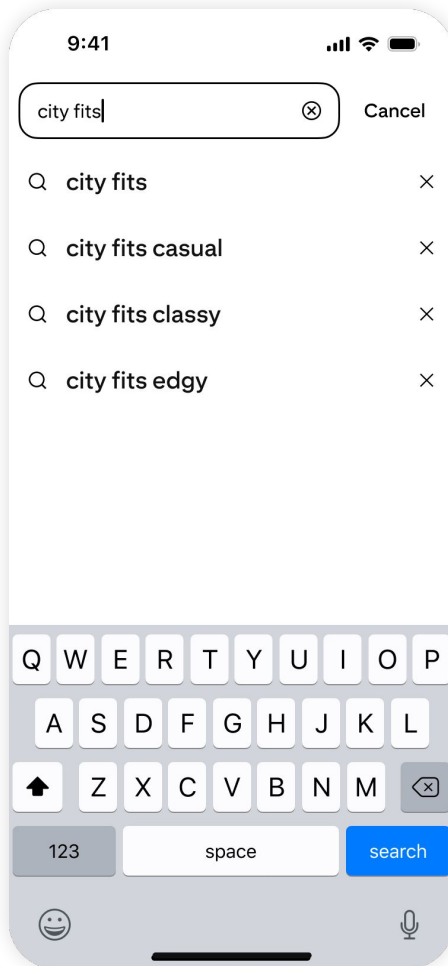
Where

Fashion and beauty related search results or related feeds. That way, when you come to Pinterest and look for “brunch outfit” ideas, you’ll start seeing more diverse body shapes, sizes, and skin tones.

💡 Pro Tip

Representation in feeds can be your starting point to see how different styles look on diverse bodies.

Availability: US, CA, DE, FR, UK, IE, AU, NZ; All devices



★ Inclusive

Closed Captions

What

Closed captions are on-screen text that displays spoken dialogue and important sounds in a video, providing accessibility and context to viewers.

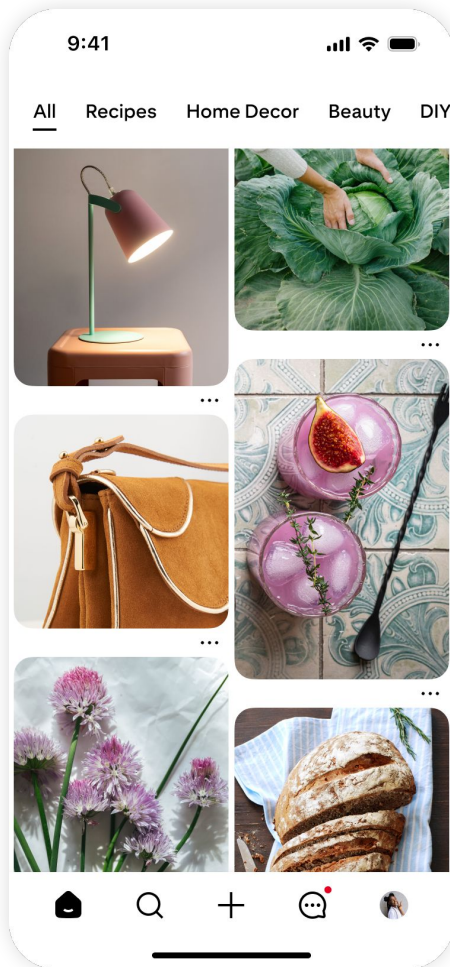
Where

When you tap on a video Pin you can find “cc” next to the unmute button in the screen. Tapping it will enable auto closed captions.

💡 Pro Tip

Turn on closed captions to make videos accessible to diverse audiences.

Availability: [markets]; All devices



Curation

Profile

What

The profile is your presence on Pinterest. It's where you and others can view your saved ideas and published content. Everyone over 16 has the option to choose between public or private profiles. Teens under 16 are private only.

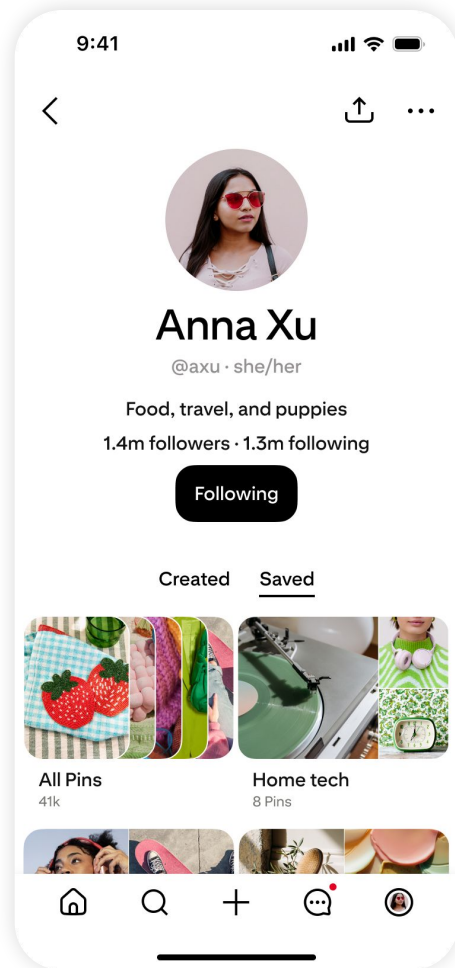
Where

Tap your profile picture in the bottom right corner of the navigation bar. Then tap your profile picture in the top left corner. Tap View profile.

Pro Tip

Show off your style and interests with your Pinterest profile! You can also add links to your profile.

Availability: Global; All devices



Boards

What

Boards are collections of saved ideas. You can save and organize Pins to your own boards, or explore boards created by others.

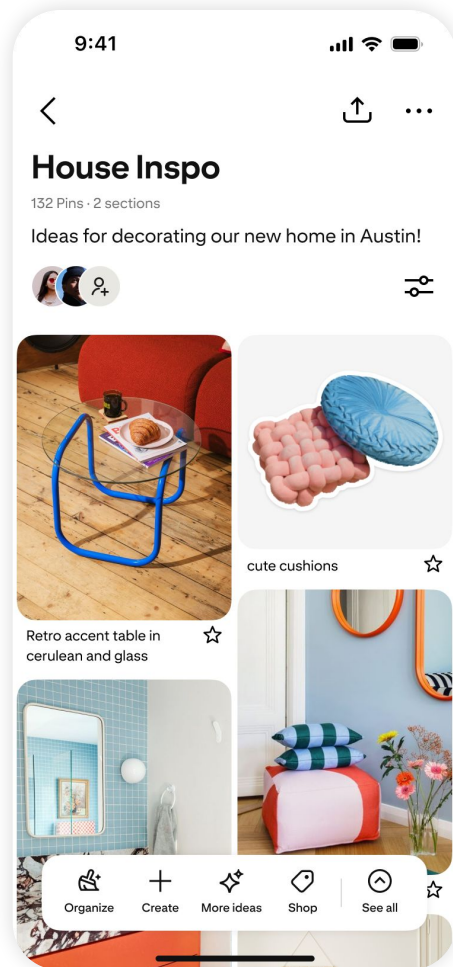
Where

Tap your profile picture in the bottom right of the navigation bar to revisit your saved ideas. Then tap “Boards” at the top to view your boards. Create boards via the (+) button on profile, (+) button on bottom nav or by saving a Pin (save button or long press on a Pin).

Pro Tip

Refine your aesthetic and boost productivity by organizing and collaborating on Pinterest boards!

Availability: Global; mobile + web.



Board sections

What

A way to further organize ideas into topics within a board

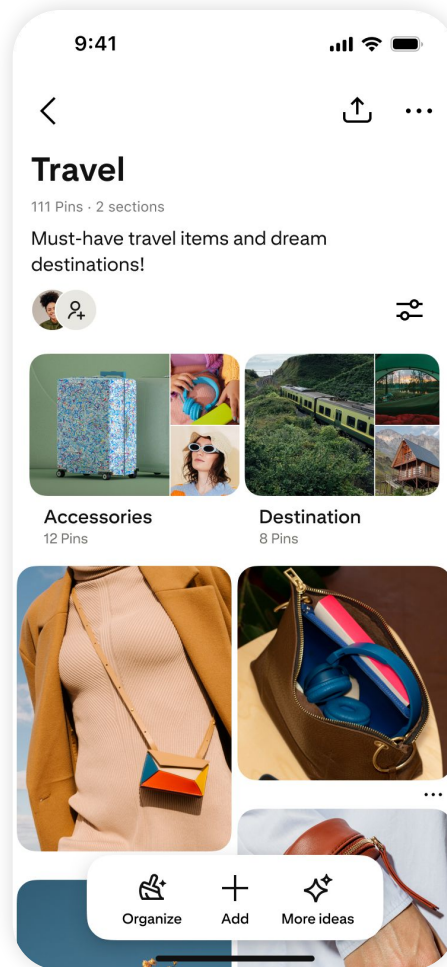
Where

In a board, tap “organize” button -> select pins -> tap the folder icon with a + on it to create a section. Or tap “See all” on the board toolbar -> Section.

Pro Tip

Use sections to organize Pins, save time, and create visually stunning boards for better planning!

Availability: US, CA, DE, FR, UK, IE, AU, NZ; All devices



Board suggestions

What

Pinterest makes it effortless to organize your saved Pins and ideas with auto-generated board suggestions. Leveraging AI, Pinterest auto-suggests boards to make the most of your saved content.

Where

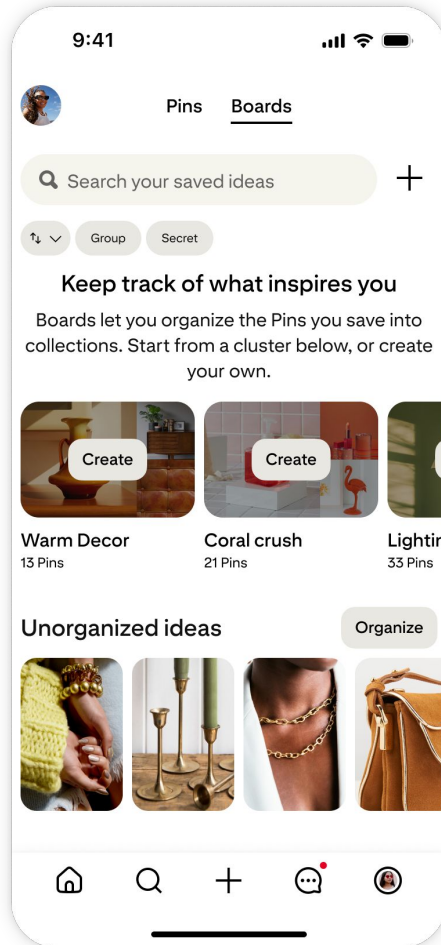
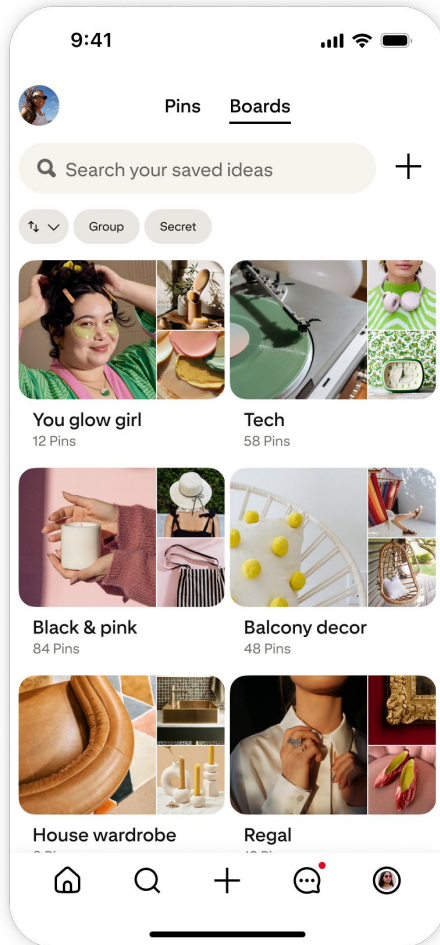
On your saved tab: Tap “Create” button on “Board suggestions” either below already created boards or at top of page if you have no boards yet.

Note: auto-org is only triggered if you have 10+ pins that are not on a board and 3+ pins that fit in a logical theme

Pro Tip

Let board suggestions spark fresh ideas—familiar and unexpected!

Availability: Global; Mobile devices.



Board sharing

What

Easily create a video preview of your board to share directly on Instagram Stories, with a link back to your board, or anywhere outside of Pinterest.

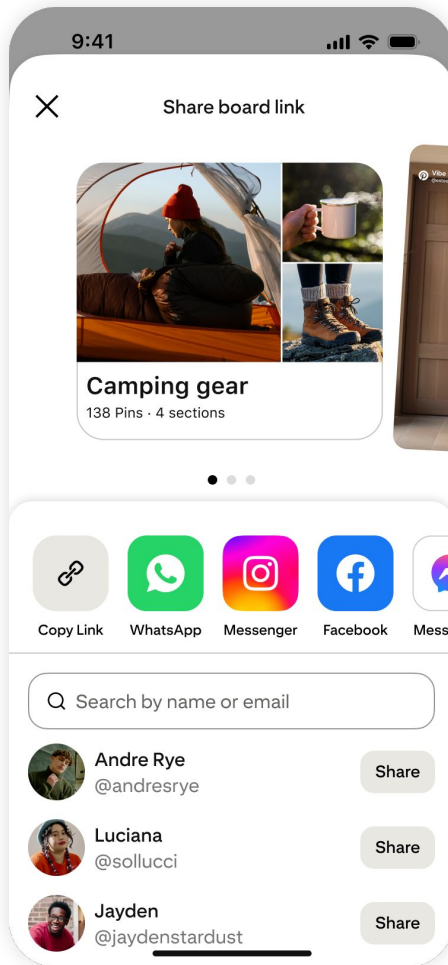
Where

The share icon when viewing a board that you've created.

Pro Tip

Share your curated boards with links so friends can explore or shop your finds!

Availability: Global, iOS and Android only.



Group board

What

Create a board with other people to share ideas and give feedback all in one place.

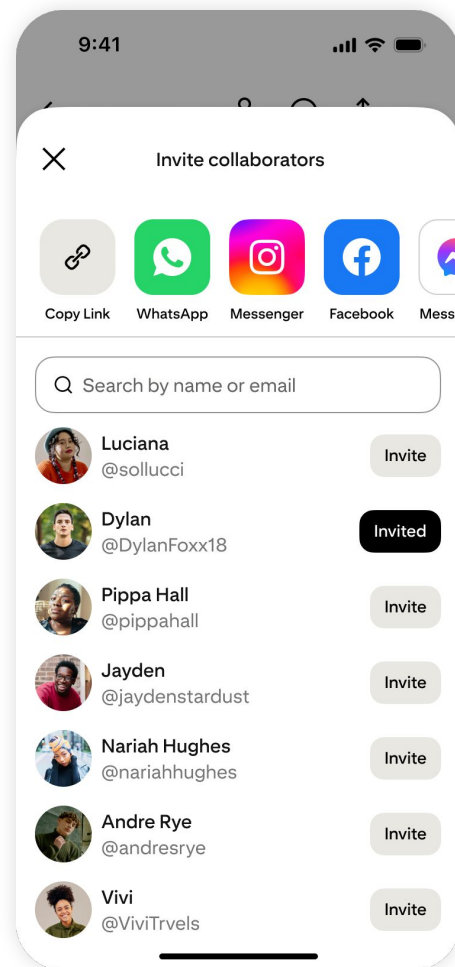
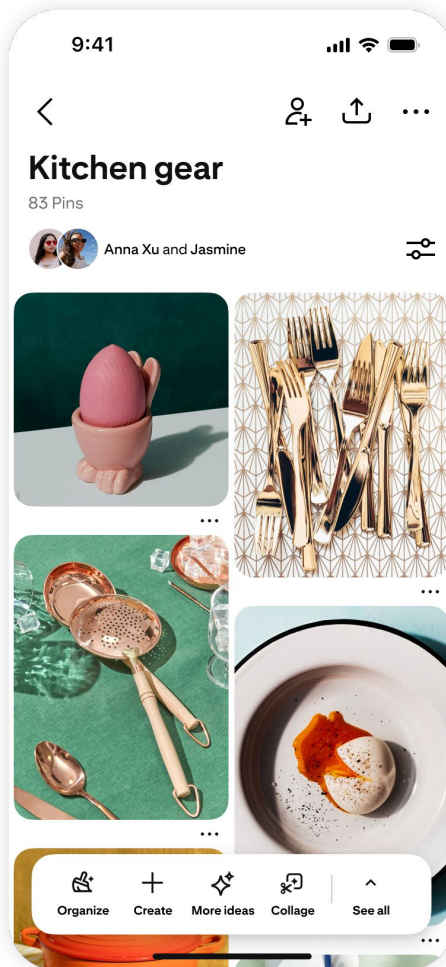
Where

To create a group board, add collaborators within the board creation flow or tap on the plus icon at the top of your board.

Pro Tip

Pinterest is better with friends! Create group boards to share ideas and plan together.

Availability: All markets, all devices.



Cutouts

What

With Pinterest's advanced visual technology, you can cut out objects from any visual with just a single tap, and seamlessly combine them with other cutouts to curate stunning collages.

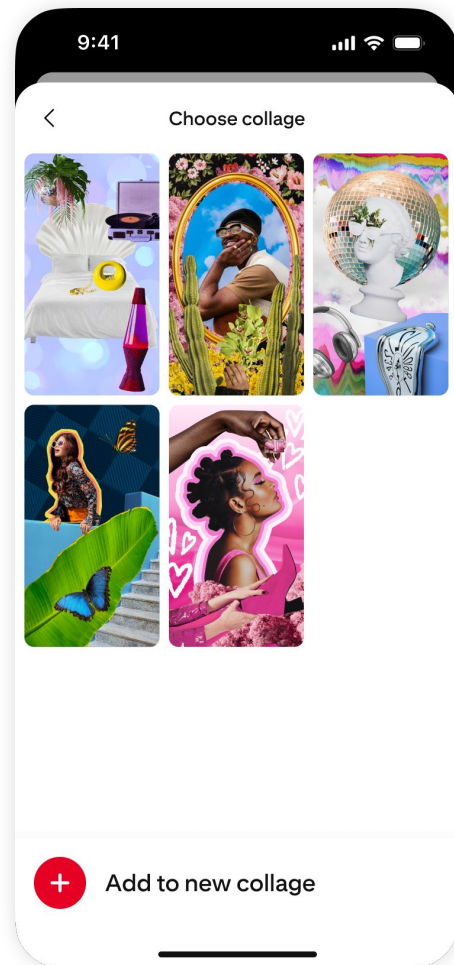
Where

Create and save cutouts while browsing Pinterest by tapping the scissors icon on Pins, or you can create and add cutouts to your collages directly in the collage composer tool.

Pro Tip

With Cutouts you can extract, save, and combine elements from any image, turning Pinterest into your creative sandbox!

Availability: Global, mobile only



Collages

What

Collages are an immersive, interactive format composed of cutouts that you can tap on and engage with. They're a playful way to put Pins and images together to visualize ideas, express yourself creatively, and shop.

Where

Tap the (+) button in the main navigation bar and then tap Collage. You can also create collages from your boards.

Pro Tip

Use collages to mix, match, and save elements from any image—turn Pinterest into your playground for creativity and exploration!

Availability: Global, mobile only



Remixing Collages

What

You can now enable remixing on your collages, allowing others to build on them as starting points for creativity. With remixing, you can put your personal spin on others' creations.

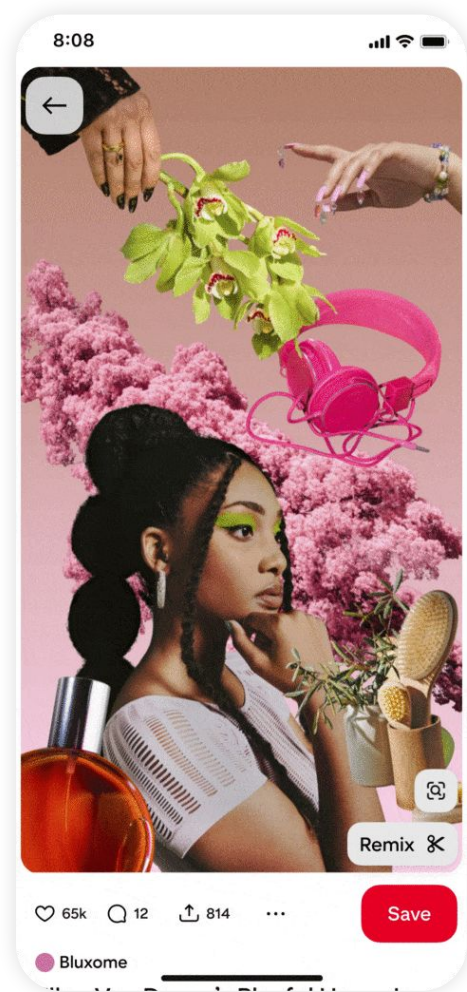
Where

Tap Remix in the bottom right corner of collages, or navigate to the library in the collage composer tool to browse and find collages to remix.

Pro Tip

Use collages as remixable templates to inspire and stretch your creativity. For advertisers, it's a great way to engage your audience and drive creation of shoppable, branded collages

Availability: Global, mobile only



Collage sharing

What

You can now effortlessly turn your collages into rich, inspiring videos that you can download and share on social platforms.

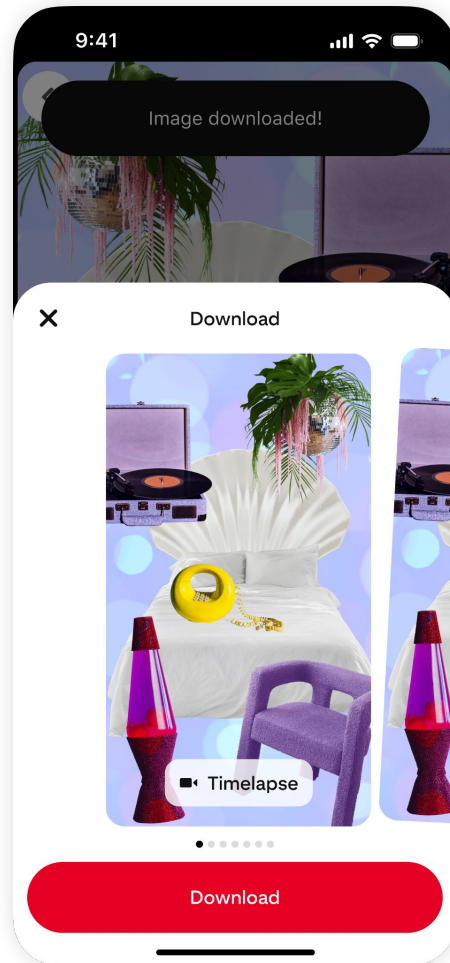
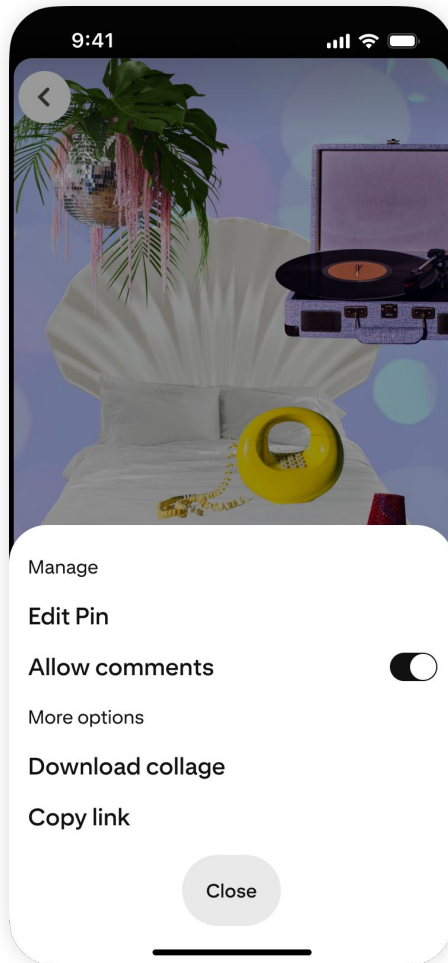
Where

Tap the overflow menu to download your collage, then choose what format you want to use to export.

Pro Tip

Showcase your creations by downloading and sharing your collages as rich videos!

Availability: Global, mobile only



Shopping

Shopping

Shop the look

What

Shop what you see in lifestyle images and videos on Pinterest.

Where

After you click on a women's fashion or home decor Pin, scroll down to see a carousel of shoppable items.

Pro Tip

Turn your Pinterest inspiration into action by clicking on shoppable Pins to purchase directly from the retailer's site.

Availability: US, UK, DE, FR, AU, mobile & web



9:41

<

65 89 23 ...

Save

Fisherman-Chic Beach Looks

● AYE YAI YAI Straw accents and utilitarian sandals put a fresh spin on the nautical aesthetic.

Visit

Shop the look

9:41

65 89 23 ...

Save

Fisherman-Chic Beach Looks

● AYE YAI YAI Straw accents and utilitarian sandals put a fresh spin on the nautical aesthetic.

Visit

Shop the look

| | | | | |
|-------------------------------------|-----|--------------------------------|-----|-----------------------------------|
| | ... | | ... | |
| Zipped Brown cropped pants \$129 | | Bluxome Tote beach bag \$80 | | AYE YAI YAI White sandals \$28 |

Shop the look

Shopping

Shopping modules

What

Get personalized shopping recommendations in your home feed.

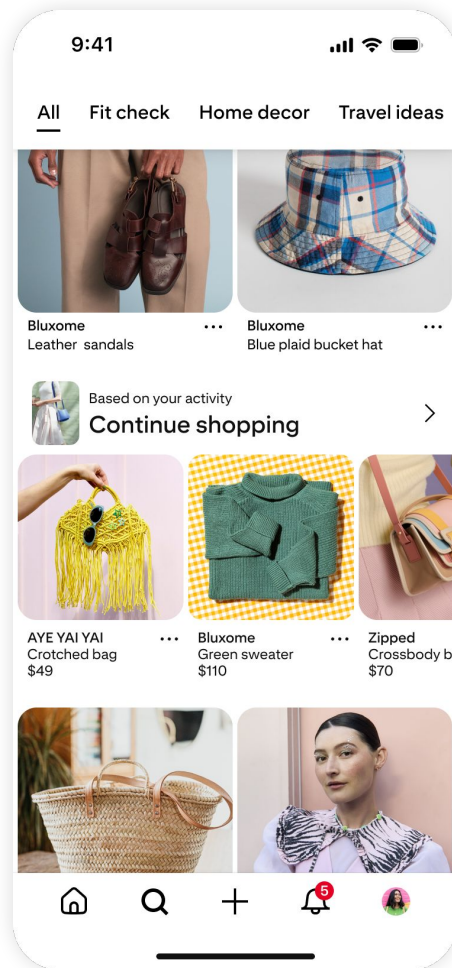
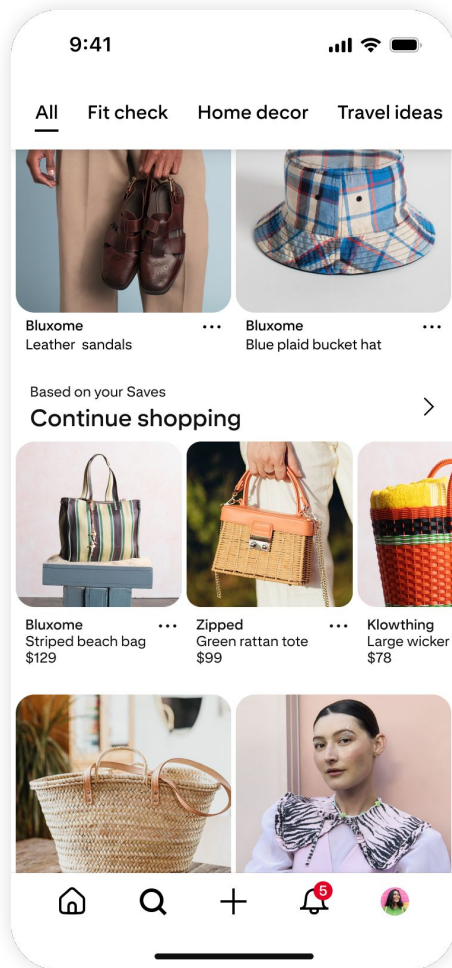
Where

Modules on the home feed.

Pro Tip

Scroll your home feed for shoppable Pins and personalized picks tailored just for you!

Availability: US, UK, DE, FR, IT, ES, AT, CH, NL, AU, BR, MX; mobile.




Shopping

Shopping in search

What

Find shoppable results with search filters and guides.

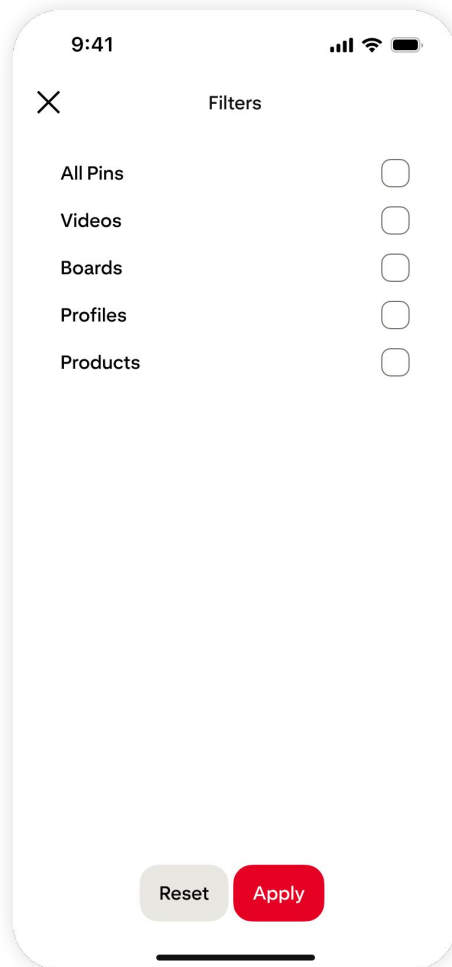
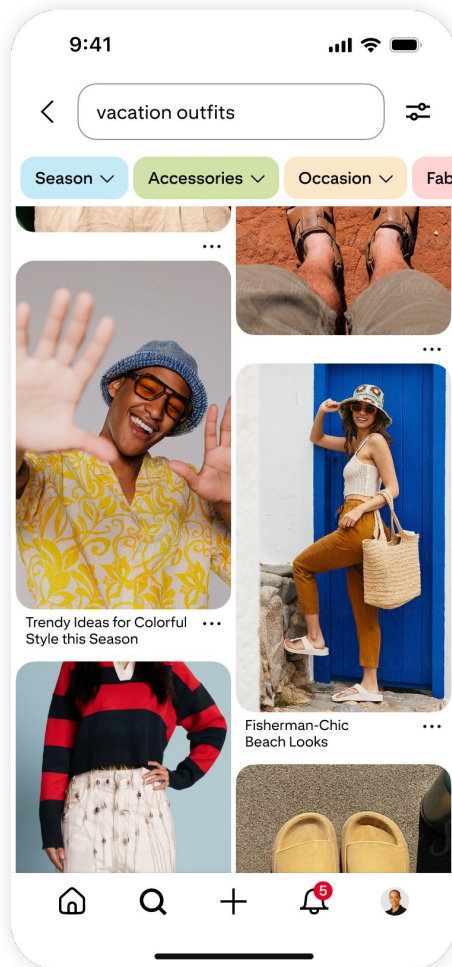
Where

Tap the  at the bottom of the screen. Use the guides below the search bar to fine-tune your aesthetic and filter for “products” to see shoppable Pin results.

 Pro Tip

Search Pinterest to uncover trends, explore ideas, and shop smarter with guides and filters!

Availability: All shopping markets, mobile & web



Shopping

Shoppable boards

What

The “**shop**” tool and **module** serve shoppable product recommendations on women’s fashion and home decor boards. You can shop recommended items based on the Pins you’ve already saved, directly from your boards.

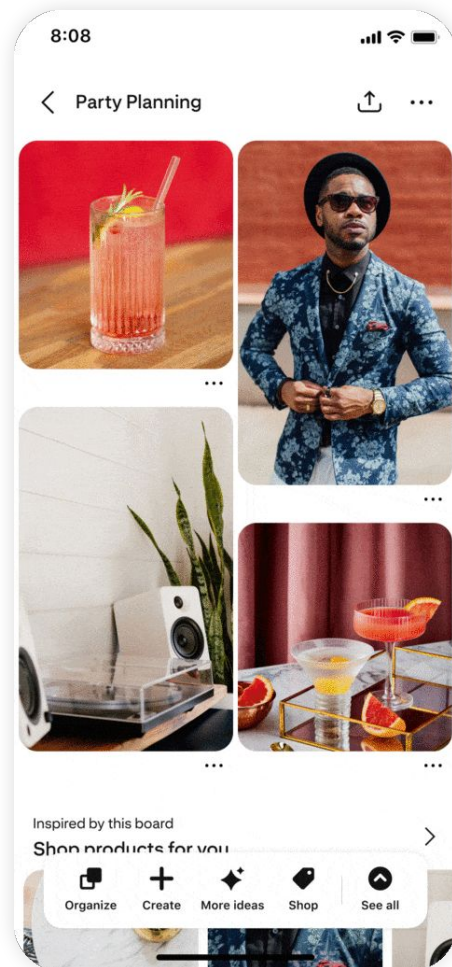
Where

On boards with women’s fashion and home decor Pins, tap the “shop” tool in the toolbar or scroll through the board to see the shopping module.

Pro Tip

You can shop recommend items based on the Pins you’ve already saved, directly from their boards.

Availability: [US, UK, FR, DE, CA, AU, iOS/Android/web]



**Pinterest isn't just a platform
to showcase your ideas—
it's a tool that can work for you**

Business Accounts

A business account is a great choice for people who are...



...looking to expand their reach

Creators, creative professionals, merchants, brands or publishers who tap into a unique audience on Pinterest.



...new to creating on Pinterest

Start your Pinterest journey on the right path, leveraging a business account to achieve success from the outset.



...wanting to create more intentionally

You might have been actively saving Pins but now you want start sharing your own inspiration to the world and build your online presence.

What's the difference between **business** vs. personal accounts?

[Create a new business account](#)

| | Business account | Personal account |
|-------------------------------|--|---|
| Purpose | <ul style="list-style-type: none">• Creators• Publishers• Brands/ merchants• Creative Professionals | <ul style="list-style-type: none">• Personal use• Inspiration seekers• Idea seekers• Shoppers/ customers |
| Create Pins | ✓ | ✓ |
| Create Boards | ✓ | ✓ |
| Add a cover photo | ✓ | ✓ |
| Creator Hub Access | ✓ | ✗ |
| Analytics & Audience Insights | ✓ | ✗ |
| <u>Trends Tool</u> | ✓ | ✗ |
| Integration & Verification | ✓ | ✗ |
| Rich Pins | ✓ | ✗ |

Grow your business and brand on Pinterest

1 Showcase your products and portfolio

Show off your best work and attract potential clients who are interested in your talents, products or services!



Indoor plants

4 Pins



Mirrors

3 Pins

2 Build brand awareness

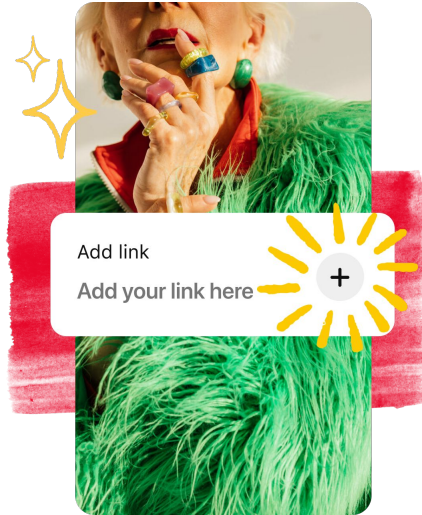
Your content can reach so many people. Not just your followers but also people who are interested in your content.



Grow your business and brand on Pinterest

3 Drive traffic

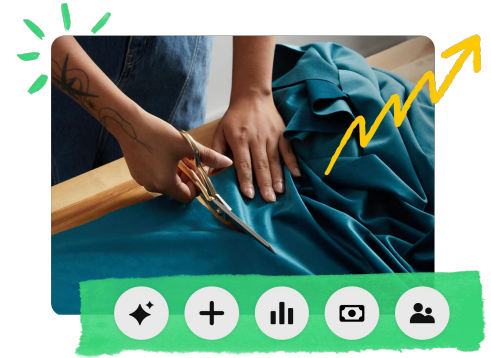
Growing your business with Pinterest is as easy as creating Pins and adding links to your website's product pages or blog posts in order to increase website traffic and sales.



4 Monetize your passion

Whether you're a blogger or content creator, Pinterest can help you turn your passions into a profitable venture.

You can create sponsored content and earn income through sponsored pins or join affiliate marketing programs and earn a commission when users click and make a purchase.



How Performance+ analyzes your ads to find relevant users

Performance+ is powered by an advertiser's creative. Our **visual search technology** analyzes each Pin's image, title, description, Board attributes, URL, etc. to identify relevant users who are most likely to take actions that drive your business results.

Pinterest's world class **visual search technology** understands the content of each Pin



Comfy Boots Unisex - Sz. 9 Carbon Gray Metallic

Unisex chelsea style boots, smooth leather, contemporary - Size 9



Harry Williams

Pin URL attributes offer further signals

Ensure **Pin title** and **Pin description** have rich descriptions

Descriptive keywords in **Board title** and **Board description** inform our algorithms



Unisex Boots

123 Pins · 4 sections

It's Possible.™