
MARKET FACTS!

MARKET FACT #341

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96%

of searches on PINTEREST are NOT brand-related, but thing-related.

Pinterest users are searching for things rather than brands.

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COMMENT: Pinterest is a Social Network that has been growing among **Generation Z and Millennials lately**. But the social network is seeing search activity that is about finding out things rather than brands: “rather than searching ‘Nike running shoes’ they’re looking for ‘new shoes’, for example.” **SOURCE:** [Marketing Brew Newsletter, July 29, 2024](#). This means that at the same time no single brand is getting targeted attention, brands have an advertising opportunity to explore on the Social Network.

A MESSAGE FOR BRANDS

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