

From Taste to Relevance: How Pinterest Uses AI to Rethink Cultural Relevance for Brands



**Dorothea
Meyer**

Senior Client Partner,
Pinterest DACH





Best airlines to fly

3M
hotels on
Expedia

Which phone case style is most “me”?

100m
songs on
Spotify

Can I DIY this home project?

Which playlist is best for a Friday evening?

17k
titles on
Netflix

What shade of white is right for my walls?

We live in a world of

infinite choice

What toddler toys?

14B
videos on
Youtube

Recipes to impress my friends

Budget hotel or short term rental?

45k
products on
Sephora

What's the best skincare routine?

Which podcast should I listen to on my commute?

Can I pull off this shade of eyeshadow?

600m
products on
Amazon

Should I buy these jeans in black or blue?

People are making
0
decisions every single day

We're overwhelmed

This isn't just a problem for consumers.
It impacts businesses, too.

51%

of consumers
have abandoned a purchase
because they couldn't decide ¹

70%

of consumers' carts
are abandoned
before checkout ²



Sources: ¹. Talk Shoppe, US, Core shopping survey commissioned by Pinterest, April 2025; ². Baymard Institute, "49 Cart Abandonment Rate Statistics 2025", 2025

🔍 Ask your prompt



🔍 Ask your prompt



**And when we use search
to support decisions, we
already need to know
what we are looking for**

Ask your prompt



🔍 Ask your prompt



🔍 Ask your prompt



🔍 Ask your prompt



**When you want a
vibe or personalization,
modern text-based
search falls short**

Ask your prompt



🔍 Ask your prompt



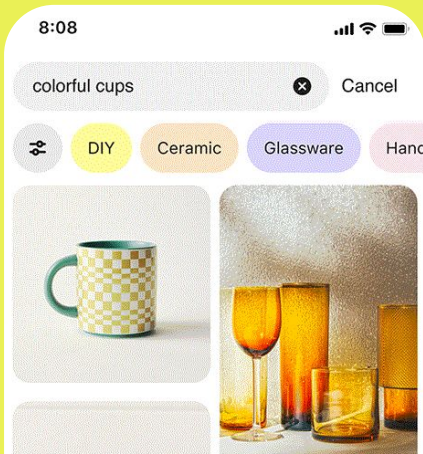
Pinterest in a Nutshell.

Blending Visual Search and Discovery

The beauty of Pinterest is that it blends the best of browse and search.

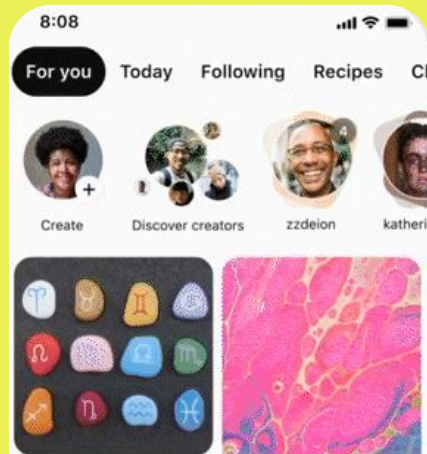
Search

In this *more efficient* search behavior, people seek answers to their problems, find needed information or advice, or get perspective on topics they care about.



Discover

In this *more leisurely* search behavior, people search broadly to discover new ideas, encounter broad topics, and explore within wide categories of inspiration.

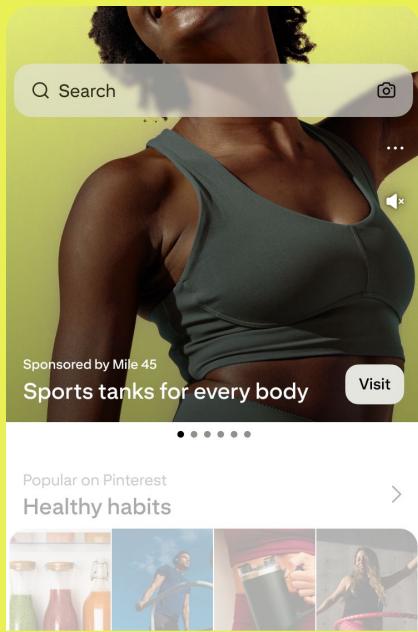


Visual Search & Discovery in Action

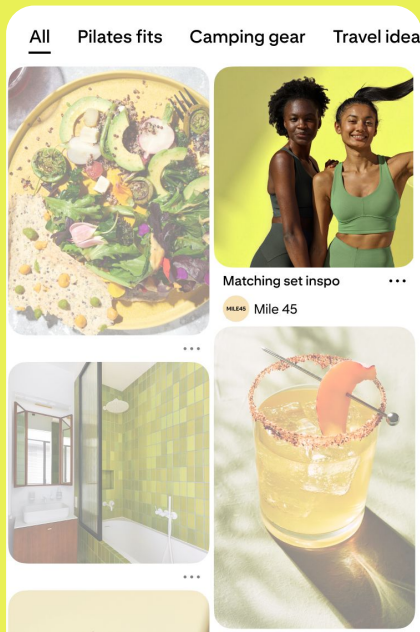


“Help me find a spring workout outfit”

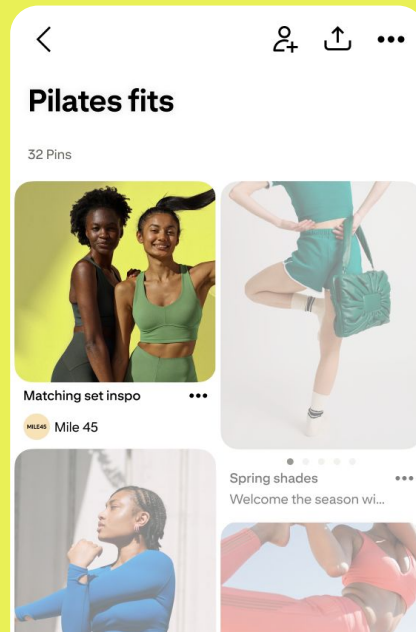
Search



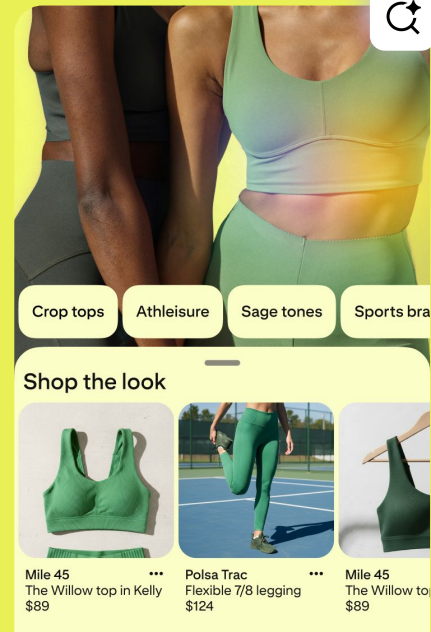
Home feed



Boards



Shoppable formats



Understand unique behavior and how to activate on it >96%

of text-based searches
on our platform
are unbranded¹

tennis core

playful paddles

badminton outfits



The Pinterest mission: To bring everyone the inspiration to create a life they love

People come to Pinterest to

Find inspiration



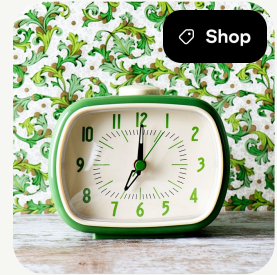
Curate ideas



Colourful decor

123 Pins · 4 sections

Decide what to buy



People come **Pinterest** with intent to discover what's next and do things in real life.



**Unbranded
discovery**

More than

~80+

Mrd.

monthly searches.¹



**High intent
audiences**

~50%

+

commercial intent.²



**Lasting value
and brand loyalty**

61%

users are 61% more likely
to recommend a product
they discovered on Pinterest.³

Sources: 1. Pinterest internal data, Global, Q4 2025. 2. US NCSolutions Sales Lift, now a Circana solution, Dashboard Overall Tab with Total and 2023, 2024, & 2025 Filters, benchmarks provided by NCSolutions, now a Circana company. New Buyer statistic includes only 2023 & 2024 data. New Buyers = Did not purchase in the most recent 52 weeks leading up to the campaign start. 3. The Decision Lab, Empowered Decisions Power Performance (commissioned by Pinterest), Global, May 2025. Randomized controlled trial with assignment to Pinterest condition in experiment.



+50% of Pinterest's 640 Mio. users Are Gen Z

over
half!



**That's your answer to
continued growth**

Pinterest reaches
28%²
of the online population
in Austria .

Pinterest reaches
55%²
of Austrians age
18-24.



Sources: 1. Pinterest internal data, Global, Q2'2026, 2. Global Web Index, Core Survey, Austria, Q2 2026.
Based on third party data which may not correspond to actual Pinterest data.

Pinterest 2026



How much slower do you think users scroll on Pinterest vs. other Social Media platforms?

(EMEA Data, Lumen Study 2022 - 2024)

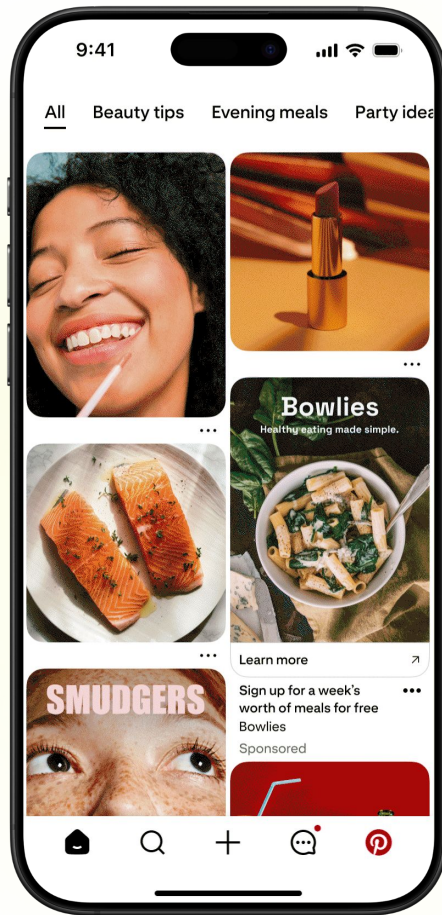
Simply raise your hand.

The first person who gets it right / is close,
gets a Pinterest Merchandise Package!

People on Pinterest scroll **3x slower** than on similar platforms ¹



1. Lumen x Pinterest Attention Studies, EMEA, 2022–2024.



Pinterest 2026

What are the top topics that bring people to Pinterest?

Simply raise your hand.

The first two persons who get 1 and 2 right, get each a Pinterest Merchandise Package!



Top 5 searched categories on Pinterest



Q Food, Beverages & Events



Q Home Decor



Q Health & Beauty



Q DIY & Crafts

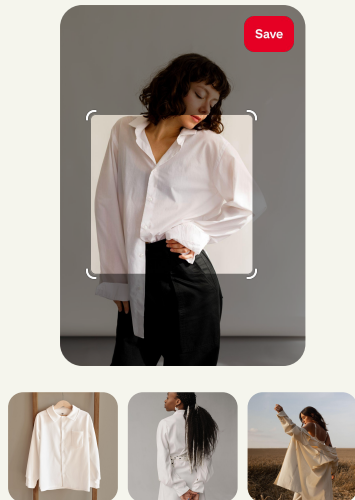


Q Fashion

Search on **Pinterest** is visual — and powered by AI

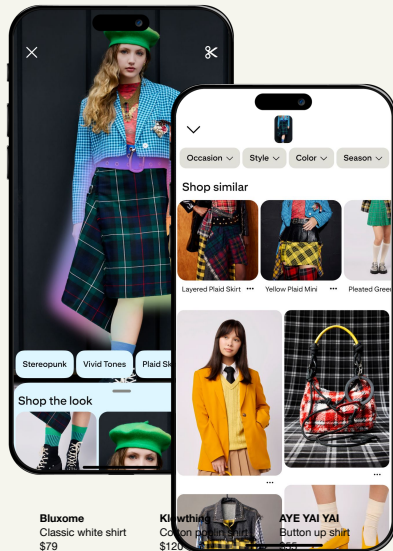
Image search

Zoom in on an image.



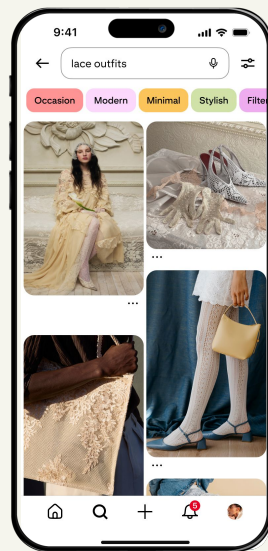
Multimodal search

Pair words with images.



Traditional text search

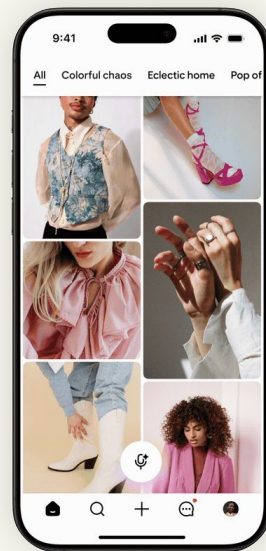
Type out what you are looking for.



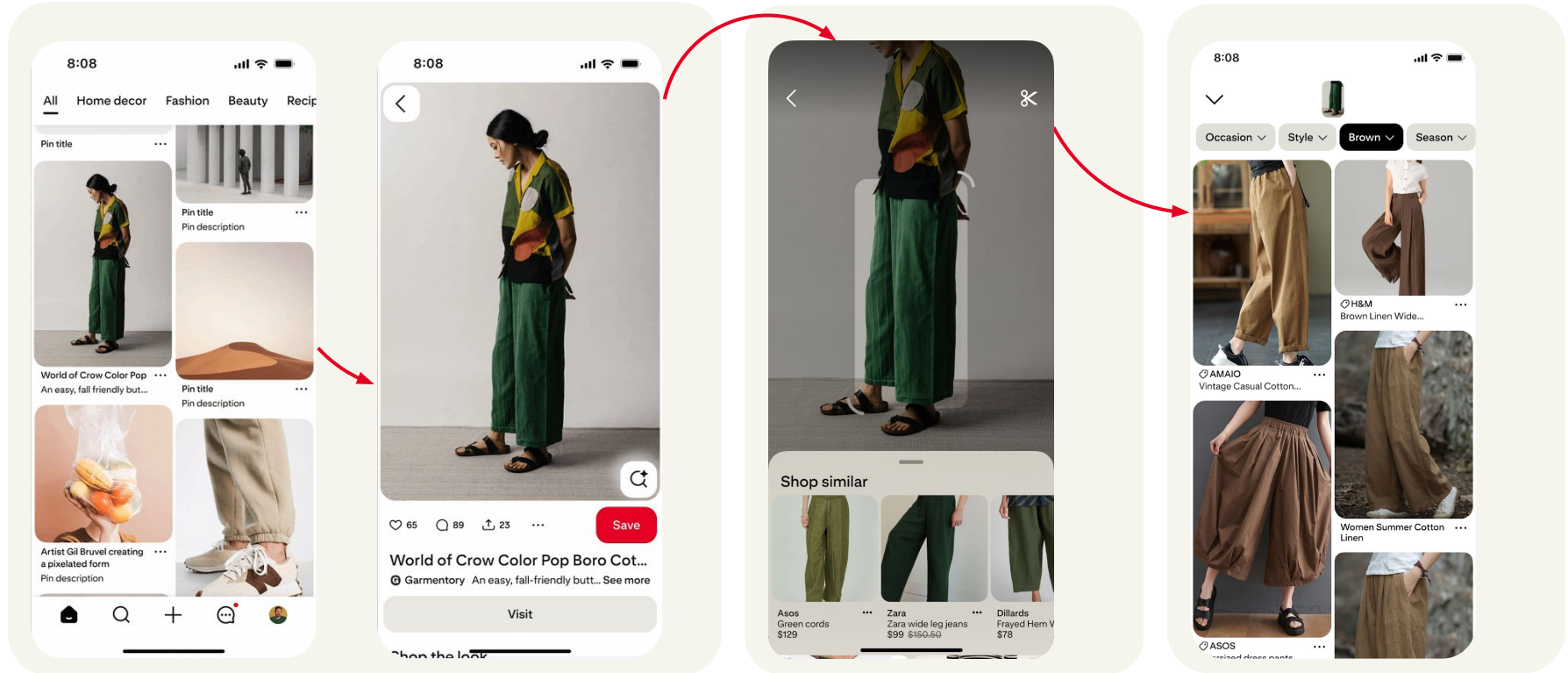
On roadmap for Austria

Pinterest Assistant

Use voice and have a conversation.



Search and shop everything you see



Visual Search Technology

to identify relevant users and Pin recommendations



Creative (Image, Video)

Title

Description

Board attributes

URL

Details in the Product or Creative Feed

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

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

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



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



Unisex Boots

123 Pins · 4 sections



**For illustrative purposes only.*

Pinterest 2026



Q outdoor gear

The **taste graph** is
all the intent data
on the platform



Matt Madrigal,
Chief Technology Officer

That's **AI tuned**
to personal taste

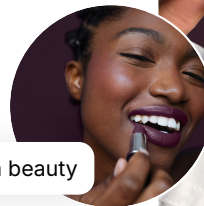
Not what's popular.
What's unique to individual taste.
It's your personal space.
People come with intent to Pinterest.



Shop



Q plum beauty



The advantage of **Pinterest's Taste Graph**

User behavior...

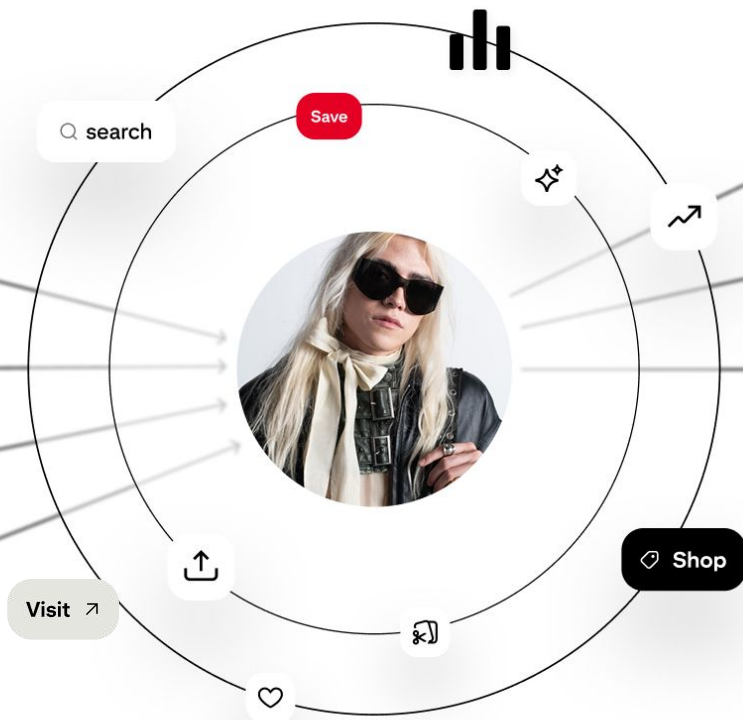
+ Click on Pins

+ saves on Pins

+ Names of boards

+ searches

+ ...



... fueling relevance

Steady flow of user intent signals

Feeding the algorithm with information

Constant update of user data

creating a highly personal content experience

How you can leverage these rich data in marketing for **planning with foresight**

Reactive model

- Chase viral hypes and attention spikes
- React to trends after they peak
- Spend against impressions, not intent

Proactive model

- Use behavior-based signals prior trends peak
- Distinguish hypes from durable trends
- Align with future-focused planning moments
- Buy into high-intent demand curves

Trends provide a valuable way in with consumers

Brands with high cultural relevance grow 6x more¹



GLAMOUR

TREND REPORT

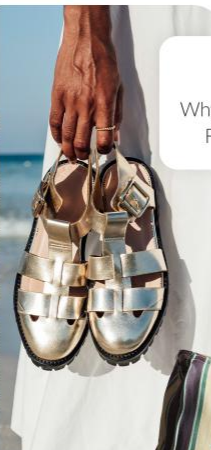
We're Seeing Summer's Fisherman Trend Everywhere—Here's How to Style It²



FOGGY GROVE

COASTAL
COOL

Shop now



AD

ARCHITECTURAL DIGEST

Why Is Everyone Hooked on Fisherman Aesthetics?³



Moments & Trends

The planning advantage

Predicts tells you what to build. Moments tells you when to activate.

Pinterest 2026 DE Moments

Pinterest Moments

Maps those trends to Calendar (seasonal), and Life (milestone) planning windows

Informs: Media timing, campaign architecture, moment-specific creative

Pinterest Predicts™ 2026

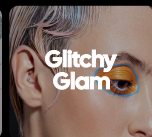
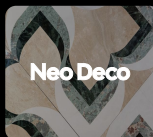
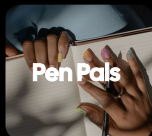
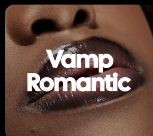
Pinterest Predicts™

Provides the behavioral trends and cultural drivers for the year ahead

Informs: Product roadmap, creative platforms, portfolio strategy



Pinterest Predicts™ 2026



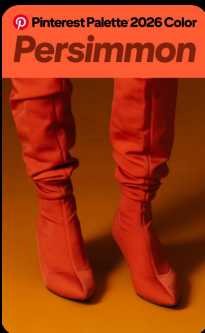
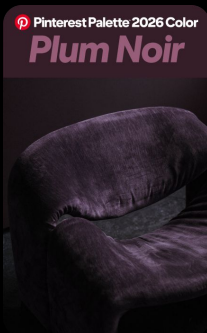
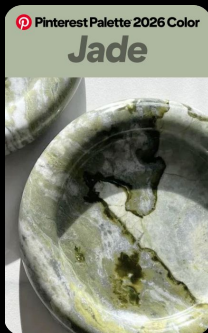
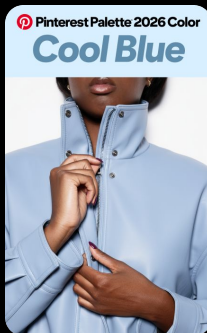
Big Predicts Trends of the Year



Colors of the Year



Festive Gifting Trends 2026





What percentage of the Pinterest Predict Trends came true over the last 6 years?

Simply raise your hand.

The first people who gets it right / is closest,
gets a Pinterest Merchandise Package!



Eclectic clothing style +130%²



dark cherry red +235%³

88%

of our trends have come true, showing lasting relevance with growth across search, saves and shopping.¹



modern surrealism +70%⁴

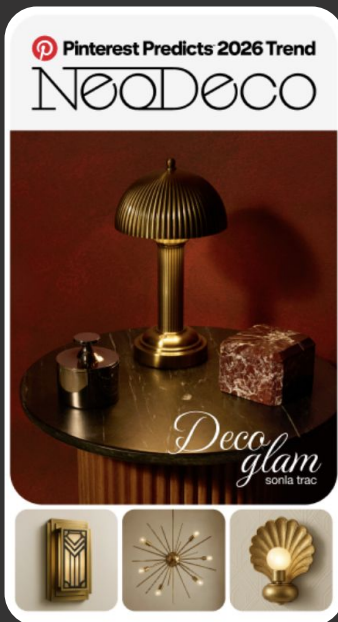
Small scrap wood projects diy +1,220%²



Sources: ¹ Pinterest internal data; Global searches, related Pin Saves and Product Pin outbound clicks; July 2018 - July 2025; ² Pinterest internal data, English language search data, Global, analysis period September 2021 to August 2025; ³ Pinterest internal data, English language search data, Global, analysis period September 2022 to August 2024, Gen Z (18-27), Millennials (28-43); ⁴ Pinterest internal data, English language search data, Global, analysis period September 2022 to August 2024, Gen X (44-59), Boomer (60+)

Think bigger for your audience

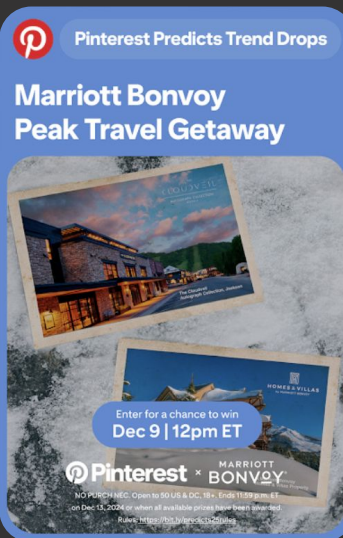
Add the badge to
your campaigns



Produce or reconcept
content for a trend



Plan omnichannel
activation



Produce products
based on trends



Success Story

Marriott Bonvoy

Marriott Bonvoy taps Pinterest's Peak Travel trend to drive brand awareness

Marriott Bonvoy identified outdoor destinations as a growing trend among their target audience. Tapping into key messaging around the transformative power of outdoor travel, the brand wanted to make sure travelers knew Marriott Bonvoy offered a variety of dream destinations.

To reach high-intent outdoor travel audiences, Marriott Bonvoy sponsored the "Peak Travel" trend from Pinterest Predicts, the platform's annual forecasting report that identifies what will be trending in the future based on growing data signals. Using Pinterest's Trends Tool, robust affinity data from search and engagement, a high-impact Premiere Spotlight ad format, and an immersive pop-up experience, Marriott strategically reached their target of prospective travelers.

Results were outstanding: Brand Awareness rose 15x higher than industry benchmarks, with Message Association achieving a 5x higher lift when compared to the industry average.

5x

lift in message association compared to industry benchmarks

15x

Higher lift in aided brand awareness compared to industry benchmarks

Awareness, Consideration

Vertical

Travel

Ad Types

Static ads, carousel ads, max width video, video ads, Premiere Spotlight

Product Features

Trends Badge, Performance+
Pinterest Tag, CAPI / Conversions API

"Partnering with Pinterest to co-launch the 'Peak Travel' Predicts trend allowed Marriott Bonvoy to engage travelers seeking outdoor destinations, achieve strong lifts in priority brand metrics and ultimately drive lower-funnel results. This campaign highlights the power of our partnership with Pinterest to tap into trends based on data signals, helping to create authentic connections with our audience and deliver exceptional results for our portfolio of brands."

Terri da Silva

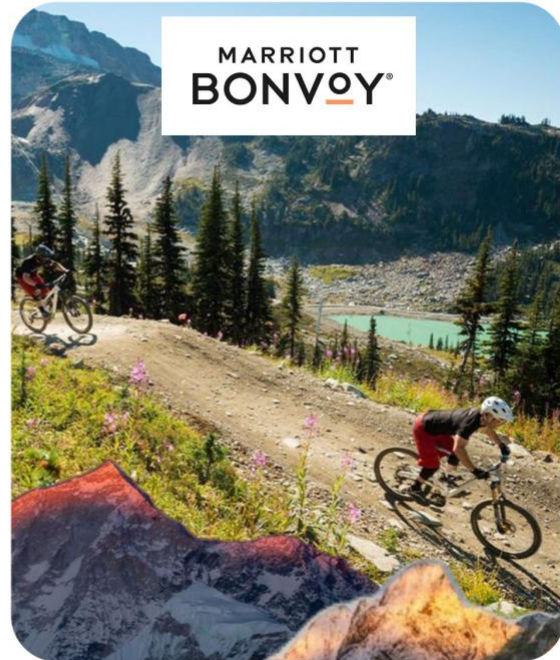
VP, Global Portfolio, Brand and Content Marketing

**MARRIOTT
BONVOY®**



Pinterest Predicts 2025 Trend

PEAK TRAVEL



Marriott Bonvoy

Success Story

YSL Beauty achieves flawless sales lift with Pinterest

In the highly competitive luxury makeup segment, it is particularly important for beauty brands to be top of mind with their target audience—and Pinterest is the perfect platform for this. The “luxury” category has grown by 42% in Germany compared to the previous year and is particularly popular with Gen Z and millennials.¹

YSL Beauty's first makeup campaign achieved strong results across the entire funnel: a 2.1 percentage point increase in action intent among the main audience of people aged 25-34 and a 5.3 percentage point increase in ad recall through Premiere Spotlight prove that the campaign was appealing and left a lasting impression.²

+5.3pp

Increase in ad recall through Premiere Spotlight²



¹ Pinterest, internal data, DE, November 1, 2023 – October 31, 2024 vs. 12 months prior

² Pinterest 6Q Brand Lift Study for YSL Beauty, DE, Q2 2025

+2.1pp

Increase in action intent among the main audience (aged 25-34)²

Campaign objective

Multi-objective: full funnel

Sector

CPG: Beauty

Ad formats

Standard, image, video, collages, premiere spotlight

Product features

Direct links,
Pinterest Performance+, Creative Connect

"Pinterest is the ideal platform for reaching and inspiring luxury shoppers. After several successful campaigns, the impact studies exceeded our expectations and showed a significant increase in all brand and sales metrics across the entire funnel. We are absolutely thrilled with these results."

Jehona Redzepi

L'Oréal Austria, Germany, Switzerland,
Senior Media Manager

YSL Beauty



Volkswagen T-Roc rocks Pinterest with a first-of-its-kind total takeover

Volkswagen wanted to put the new T-Roc front and center with a bold, digital-first launch that combined high-impact visibility and efficient reach with measurable impact on brand awareness and action intent among Pinterest users.

This first-of-its-kind mix of Spotlight, editorial, keyword and video formats created a true “Total Takeover” for the T-Roc on Pinterest.

VW ran a multi-format takeover that owned both discovery and inspiration around the launch with elements like Premiere Spotlight Takeover, editorial placements sponsoring a board to deepen storytelling, keyword takeover owning of high-intent, culturally relevant “color & music” searches and breakthrough video creatives bringing in the final touch maximising awareness and engagement with our user.

“This campaign set a new benchmark. Together with Volkswagen and Pinterest, we translated the initial brief into a fully integrated launch strategy that was seamlessly executed at go-live. The T-Roc ‘total takeover’ was not only first in its kind on Pinterest, it also showed how innovative formats can systematically drive awareness and action.”

Jean Guerrieri, Director PHD Germany

Campaign type

Awareness
Consideration

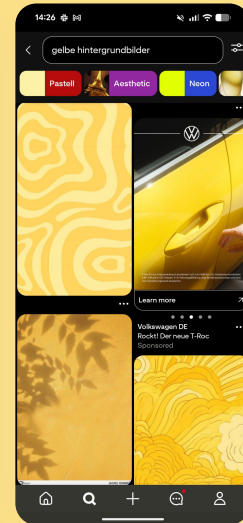
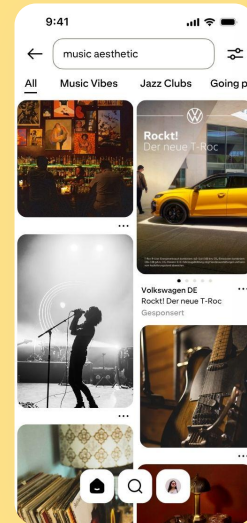
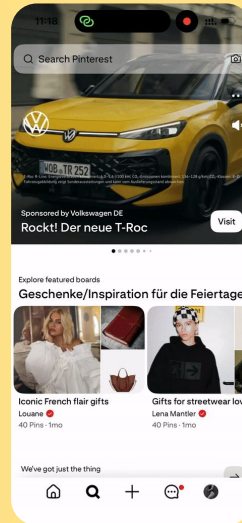
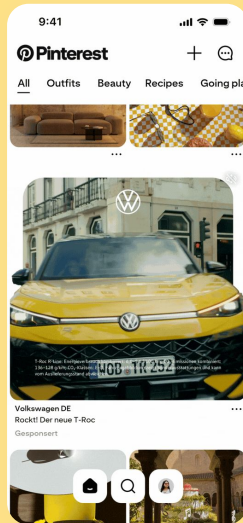
Ad types

Spotlight
Video, static ad,
Breakthrough video

Product features

Editorial
Sponsorship
Keyword Takeover

Volkswagen



+241%

More impressions and **+413% higher open rate** for the editorial sponsorship compared to the editorial benchmarks

+1.5%p

Action Intent uplift with the Spotlight takeover

+2.1%p

Uplift in Action Intent and **+1.6%p TOM Awareness** with Color and Rock keyword takeover.

Experience 2026 Trends in real life



Personalisierte, hochwertige vegane **Lederanhänger prägen oder bemalen (z.B. mit Initialien)**. Für Koffer oder Taschen. Als Geschenk oder für sich selbst.



Energie auftanken zwischendurch in der Pinterest **Gimme Gummy Snackbar**. Für alle was dabei: süß, salzig, verspielt.



Personalisierte, hochwertige **Broschen**. Ob auf der Kleidung, Taschen oder Schuhe: On Trend. Als Geschenk oder für sich selbst.

Because the best thing you can find online is a reason to go offline.



vivid tones

vegan leather

green pants

Thank you!



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Meyer**

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Connect on LinkedIn

