

## Online Consumer Pulse

Pinterest is not only for window shopping, nearly 1 in 3 buy

by Hayley Silver

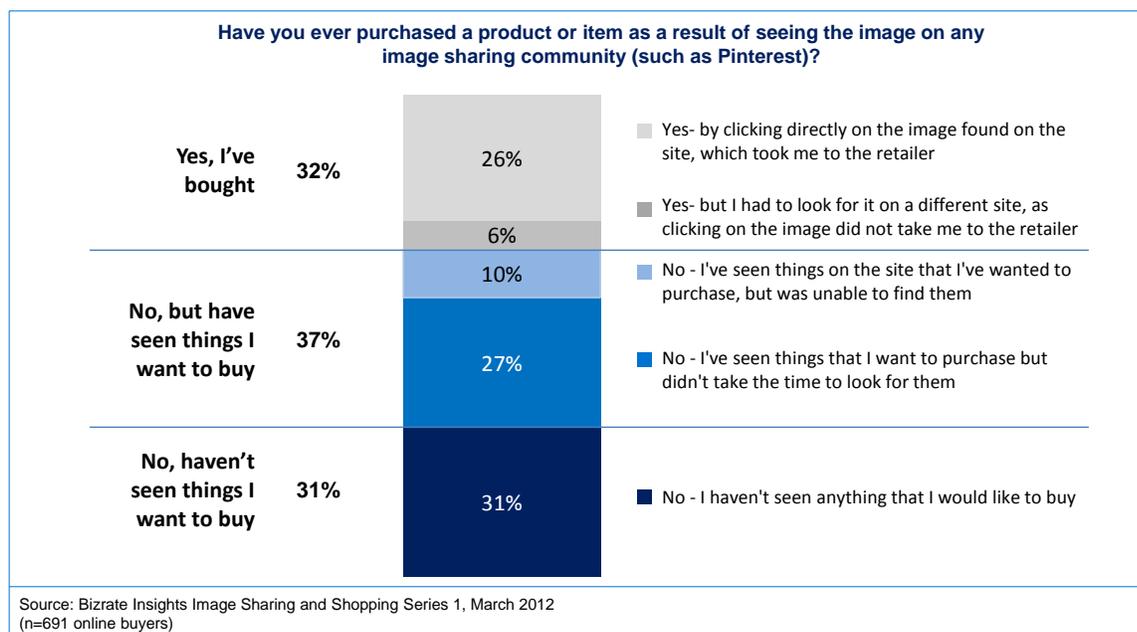
with Eileen Tan and Cory Mitchell

*This is the first in a series of Consumer Pulses on Social Image Sharing and Online Shopping by Bizrate Insights.*

The rise of Pinterest has brought much attention to the growing community of social image sharers, folks who collect and share images from around the web through social image sharing sites. Retailers are searching for how to leverage the new tool for customer acquisition and engagement. Bizrate Insights recently launched a new series of studies investigating how online consumers are shopping through this emerging channel.

### Social image sharing sites such as Pinterest are inspiring product consideration and purchases

Over 37% of online consumers have heard of at least one of the most popular social image sharing sites\*. Pinterest leads in both awareness and visitation, with 36% aware and 19% visiting. Of those who have visited at least one of the most popular social image sharing sites, nearly 1 in 3 have made a purchase based off of images found on the site. An additional 37% have found items they have wanted to purchase but did not at that time.



\*Social image sharing sites include: Pinterest, Juxtapost, Discoverredd, Fancy, Polyvore.

### Next up in our series: Who visits and/or buys more, women or men?

Thus far it is split, with women leading in participation and men leading in conversion to purchase. Please [email us](#) to make sure you get on our report distribution list for our second installment.

## About the Survey

The Bizrate Insights Social Image Sharing and Online Shopping Series is a set of surveys conducted via the Bizrate Insights survey platform and offered to online buyers immediately after purchasing from the Bizrate Insights Network of over 5,000 ecommerce retailers in the US and Canada. Data from this study was collected from 3,741 online buyers from March 22– March 26, 2012.

For over 12 years, Bizrate Insights has helped retailers listen to their customers in a way that is fast and measurable, resulting in insights, action, conversation, and customer loyalty. The Bizrate Insights customer feedback and ratings platform allows retailers to collect seller ratings directly from verified customers. Standard ratings are published across the leading comparison shopping site, [Bizrate.com](http://Bizrate.com), and syndicated across the web's largest search engines to help drive conversion and traffic. Collecting over 16 million surveys annually, Bizrate Insights is one of the largest sources of consumer-generated review content in the world, delivering actionable insights and valuable shopper data to key decision makers in e-commerce.

Visit <http://bizrateinsights.com> to learn more about our free and paid buyer and non-buyer survey and reporting products.

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