

Pinscaler

Pinterest isn't social media — it's a visual search engine

Scale Your Reach on Pinterest

Curated content placement across 132 verified accounts

Organic reach for e-commerce brands on the world's visual discovery platform

2M+

Daily Impressions

842K

Total Saves

10.99M

Total Audience

3.8%

Engagement Rate

132

Active Accounts

+85%

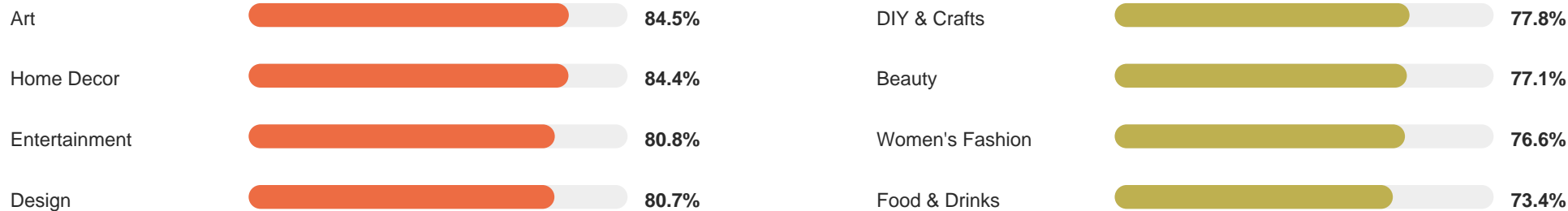
Growth / 12 weeks

Our Network at Scale

132 active accounts across top Pinterest verticals



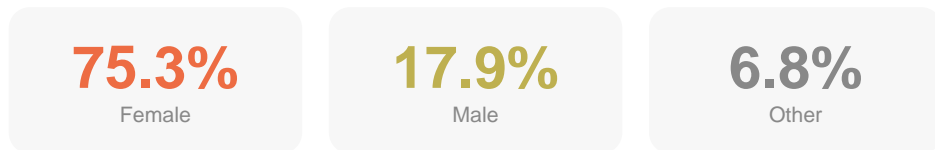
Verticals & Affinity



AUDIENCE

Who We Reach

US-focused, female-dominant, 25-34 peak age group



Peak Age Group: 25 - 34

Geographic Distribution

United States	1.48M	13.5%
Brazil	0.53M	4.9%
Russia	0.49M	4.4%
India	0.45M	4.1%
Germany	0.42M	3.8%

Top Interests



Where We Place

SRR = Save Rate | ERR = Engagement Rate | 12-week rolling averages

● Home Decor

0.80% **4.06%**
Save Rate Engagement

● Beauty & Hair

0.74% **3.41%**
Save Rate Engagement

● Fashion & Outfits

1.05% **4.39%**
Save Rate Engagement

● Art & Design

0.64% **3.60%**
Save Rate Engagement

● DIY & Crafts

0.87% **3.70%**
Save Rate Engagement

● Food & Drinks

1.16% **3.68%**
Save Rate Engagement

● Weddings

0.69% **4.61%**
Save Rate Engagement

● Travel

0.93% **3.93%**
Save Rate Engagement

Placement Formats

Choose the right format for your goals

Try risk-free

Free Trial

- ✓ 1-2 curated accounts
- ✓ 5-10 total placements
- ✓ Distributed posting over 7 days
- ✓ Impression reporting

Most Popular

Core Package

- ✓ 3-6 relevant accounts
- ✓ Up to 60 total placements
- ✓ Distributed daily placements
- ✓ Up to 30 days duration
- ✓ Full analytics dashboard

Flexible

Custom Campaign

- ✓ Custom account selection
- ✓ Flexible placement volume
- ✓ Custom duration & schedule
- ✓ Weekly performance reports
- ✓ Creative consultation

Request a Placement Brief

VALUE

Why Pinterest? Why Pinscaler?

The platform advantage + our edge

88%

of users who discover products on Pinterest purchase them

96%

of searches are unbranded — products get discovered organically

3-6 mo

average pin lifespan (1,680x longer than Facebook post)

80%

of traffic is new to your brand

2x

higher spend per shopper vs other platforms

32%

higher ROAS than other channels

The Pinscaler Advantage

● **Launch in 24 hours**

From brief to live pins in a single day

● **Organic reach, not ads**

Native content that lives and compounds over time

● **Curated network**

132 verified accounts across top verticals

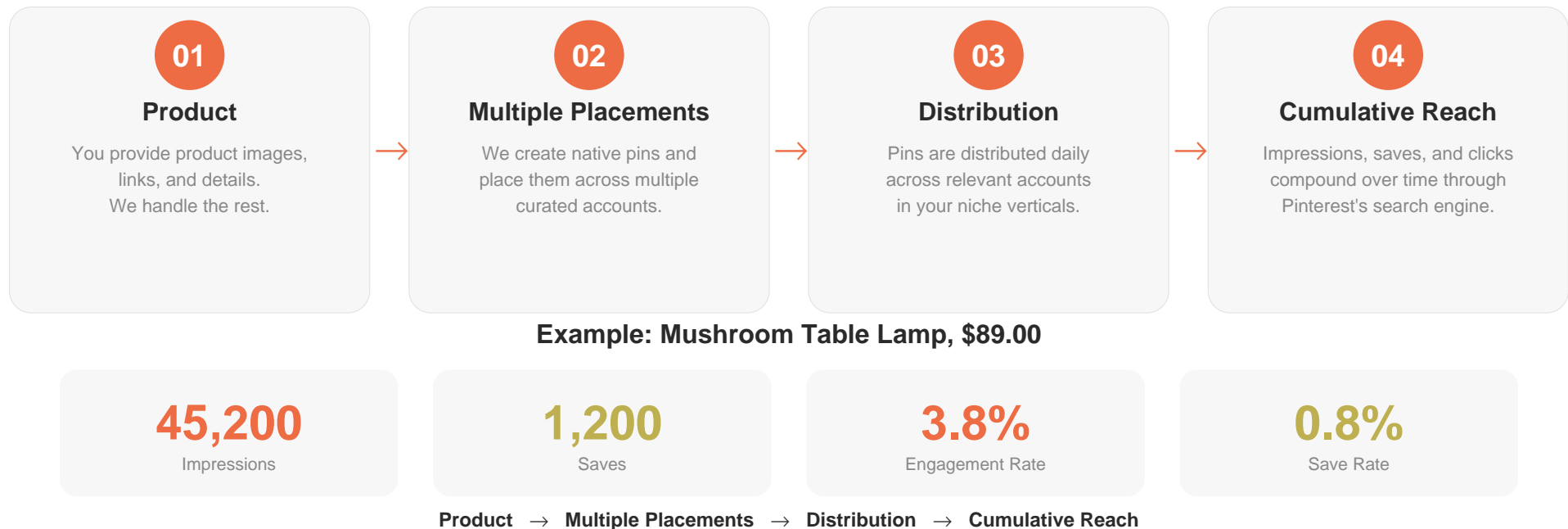
● **Real analytics**

Full transparency on impressions, saves, and engagement

EXAMPLE

How Placement Works

From product to cumulative reach in 4 steps



Pinscaler

Let's Get Started

Ready to scale your Pinterest reach?

[Request a Placement Brief](#)

hello@pinscaler.com

pinscaler.com

Start with a free 7-day trial

No commitment required