

**Date :** August 2, 2015



---

1 / 2

With Buyable Pins, Pinterest is simply extending something affiliate marketers have been doing for a while, and formalising it into an ad unit that they can overlay with demographic data.

Pinterest has always been a home of creative ideas that have effectively sold products, with Millward Brown finding that [87% of pinners report Pinterest engagement has helped them decide what to purchase](#). All this new development will mean is that consumers will be able to click a 'buy it' pin, and make a purchase without leaving the app.

At present the offering will be free, unless brands choose to promote their pins in native ads within the app. This will afford them the benefit of overlaying Pinterest data, allowing for sophisticated targeting based on tastes and interests.

So what does all this mean? Ultimately, reducing the friction between browsing, product discovery, purchase and delivery is fast becoming the key to winning big online. So it's crucial for advertisers to understand where each of these new features fits, and to take full advantage of the opportunity at hand.

Read more: <http://wallblog.co.uk/2015/07/29/buy-it-now-but-what-are-brands-buying/#ixzz3hdQwcsRV>

Follow us: [@brandrepublic on Twitter](#)