

Pinterest makes Shuffles collages shoppable

Article

This article was written with the assistance of ChatGPT.

The news: Pinterest is testing ways of integrating collage content from its standalone Shuffles app, starting with shopping features that would allow users to shop for products featured in collages, per TechCrunch.

How it works: Like with Pinterest's shoppable pins, users will be able to tap items in Shuffles collages to see brand, price, and other product information, as well as similar items for sale.

- The company noted that interest from Gen Z audiences has turned Shuffles into a “marketplace of trendy, shoppable ideas,” while the app’s “high-density nature” enables users to deepen engagement and explore other content using the same pins.
- Pinterest is testing ways to integrate Shuffles' collage content into the platform's shopping experience as it tries to retain and attract users.

Other developments: As part of its drive to make **every part of its platform shoppable**, Pinterest also announced the development of “Pinterest Premiere Spotlight,” a new advertising feature that will give advertisers additional prominence in searches.

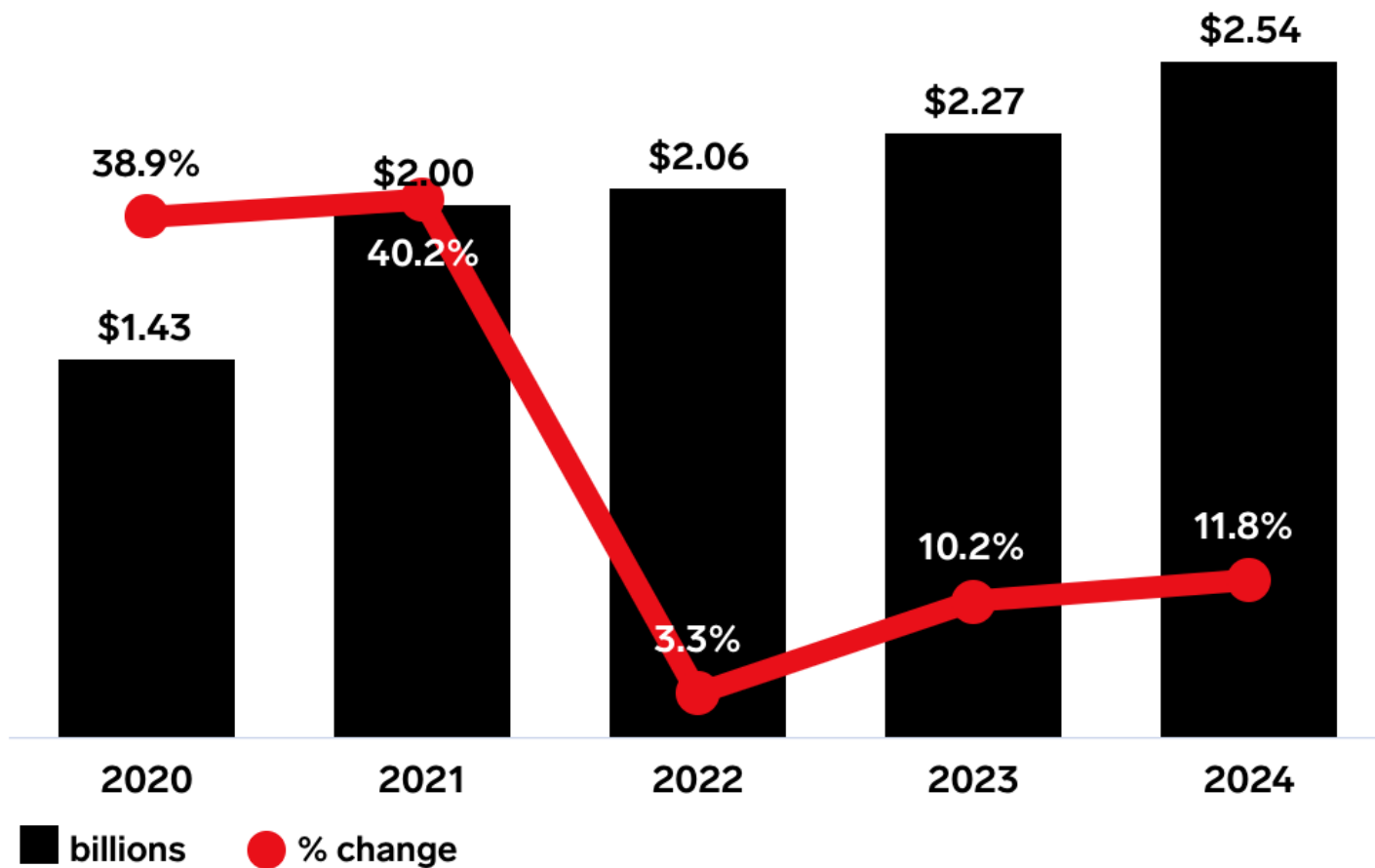
- Virtually all—97%—of top searches on Pinterest are unbranded, the platform said, presenting brands with a valuable opportunity to gain awareness and drive conversions.
- And Pinterest’s shopping features continue to gain traction among retailers, with 66% growth year-over-year (YoY) in the number of merchants using its Catalogs capability, and a 70% increase in active shopping feeds worldwide.

Our take: Pinterest is better positioned than most social platforms to profit from social commerce. That said, the combination of slowing user growth (just 0.4% in the US this year, **per our estimates**) and fierce competition from **TikTok** could dim its advertising appeal, making ad innovation and user engagement efforts all the more crucial.

Go further: *Learn more about [Social Commerce and the Path to Purchase](#).*

Pinterest Ad Revenues

US, 2020-2024



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites

Source: eMarketer, October 2022

eMarketer | [InsiderIntelligence.com](https://www.insiderintelligence.com)