

# Build your brand around the ballot.

Why Pinterest is the best way to get in on the action of the 2020 race, while simultaneously being the brain break people need.

# Table of contents

- Target Audience ..... 3
- The Political Junkie ..... 5
- The Escape Seeker ..... 7
- Overview ..... 9

# Target Audience

Pinterest is home to over 367 million global monthly active accounts. Affluent women make up the biggest group of Pinterest users. And most of these Pinnerers are under 40.

However, you can use sophisticated targeting to accommodate the possible shift in demographics during the time leading up to the election. Promote based on location, gender, age, search terms and more.



# There are two types of Pinners during election season.

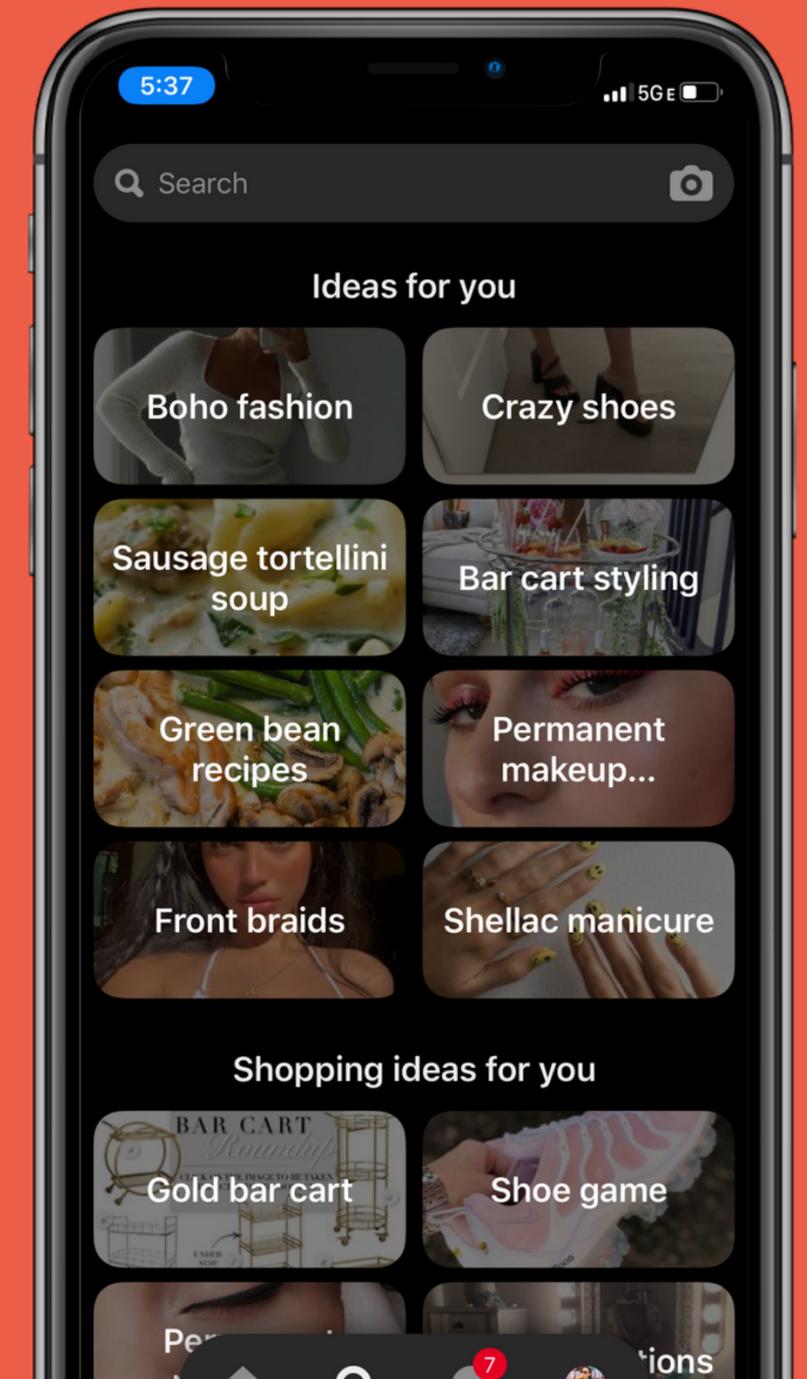
And both present great targeting opportunities.

## *The Political Junkie*

Addicted to the news, searches for political conversation in all aspects of life, and uses Pinterest as additional outlet.

## *The Escape Seeker*

Just needs to get away from the 24/7 negativity and stress surrounding the election, and uses Pinterest as a temporary retreat—a short vacation from reality.

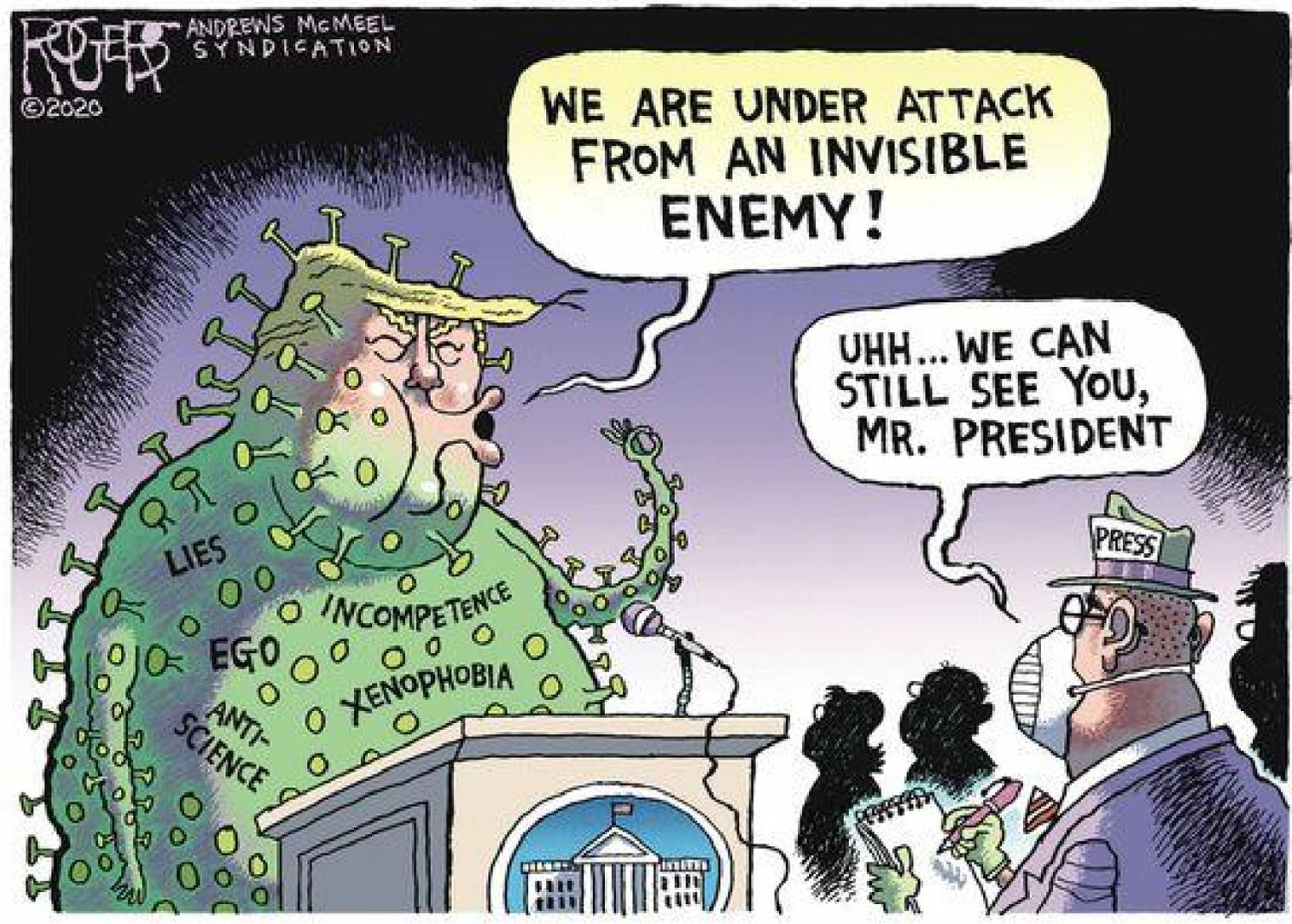


# The Political Junkie

Pinterest is not just the best place to get farmhouse kitchen decor inspo or Asian-fusion recipes. It has become a hub for all things politics—minus the toxic baggage other social outlets have.

In arguably the most politically charged year in decades, all online forums have become places for political expression. Including Pinterest.





Before the big day  
and beyond.

Lighthearted political cartoons, short text posts, and data figures are becoming more and more prevalent among pins as we inch closer to November 3rd, bringing more users onto the scene. And more chances to be seen.

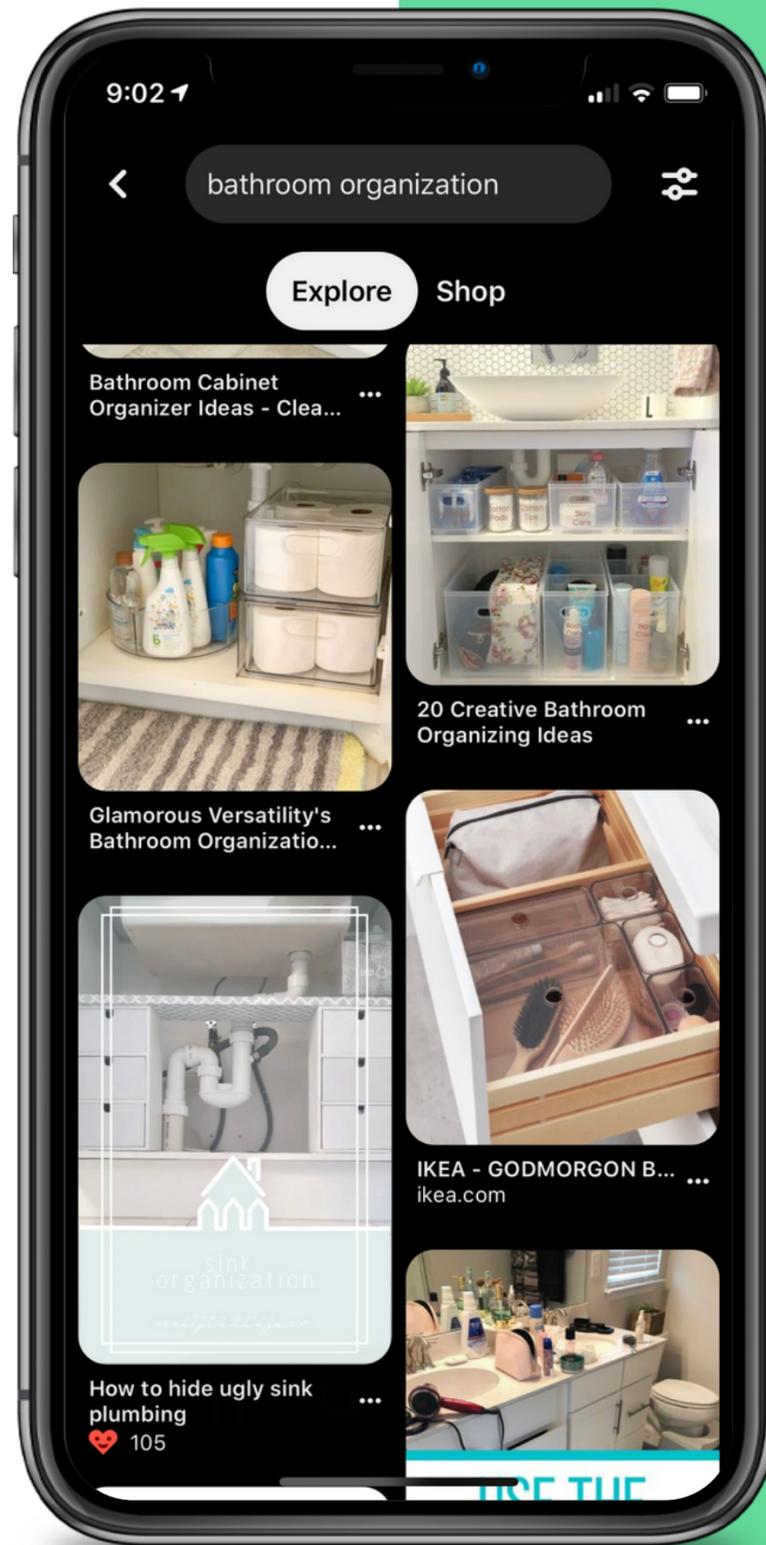
# The Escape Seeker

Facebook, Twitter, and Instagram are flooded with propaganda. They've become a sensory overload of donkeys and elephants.

Pinterest can be an oasis—an escape from all the craziness in the world.

*“One of the last  
positive corners of  
the internet”*





# Everyone needs a break from politics.

Sometimes, bathroom organization tips are just what the doctor ordered. And that's where Pinterest comes in.

Plus, as many companies pull their ads from Facebook, you won't worry about being affiliated with any fake news or offensive content on Pinterest.

# Pinners are purchasers.

Whether users are venturing to Pinterest to further saturate themselves in political content or hide from it for a few moments, promoted pins are the way to create awareness or make a sale.



**2 in 3 Pinners use Pinterest  
in the steps leading up to  
their most recent purchase.**

**Diversifying your marketing strategy is the best way to convert new customers. Period.**

And as a momentous election gets closer, in the midst of an indefinite quarantine, people are bound to their laptops and phones. Drawing more engaged users to Pinterest. Meaning more conversions for you. Exclamation point.

