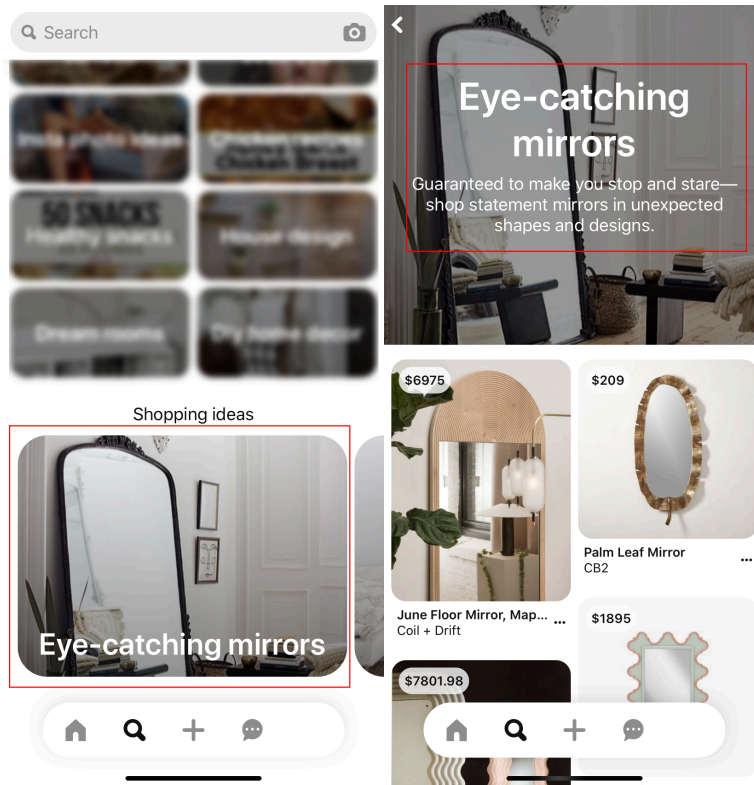


Pinterest Shopping Spotlights: an in-product experience



Purpose

Shopping Spotlight is a shoppable feature that brings on-trend and seasonal content to one of the most trafficked surfaces on Pinterest.

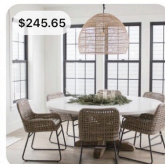
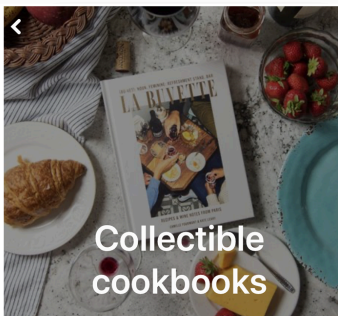
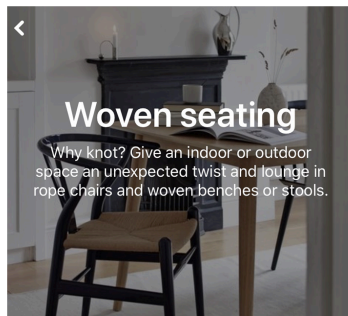
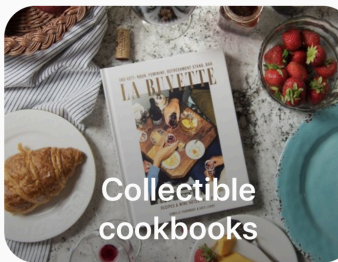
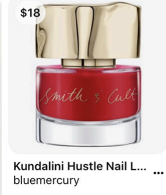
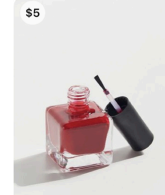
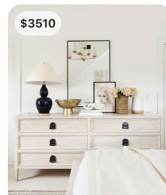
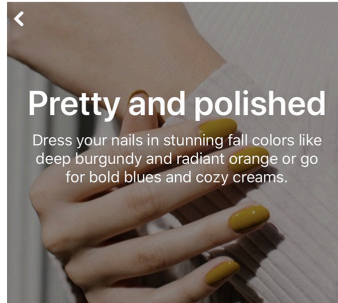
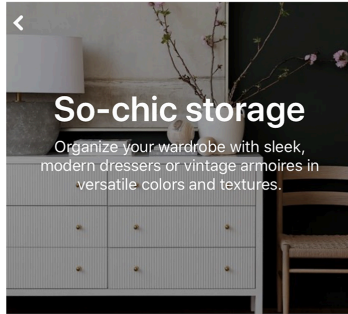
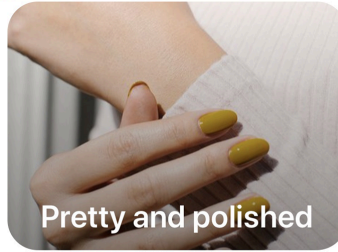
Shoppable ideas and products, showcased as Pins, appear on the search landing page for people on Pinterest to not only discover new ideas but also act on them. It's a place that captures the full shopping experience, from tutorials and how-tos to product roundups and picks, created in partnership with Pinterest users and brand partners.

Process

I created catchy titles and descriptions for various Shopping Spotlights to attract Pinterest users to click into a Spotlight and view the shoppable board to action on a Pin. Spotlight topics ranged from on-trend topics to seasonal content for the US market.

I viewed the related cover image for the topic and crafted a related title and board description around the image. Each title and description had character limits and had to adhere to content guidelines set forth by the content team.

Examples



Results

In 2021, I created 100+ unique article titles and descriptions resulting in:

- 66M article impressions
- 138K opens
- 79K Pin close-ups
- 14K Pin click throughs
- 11K re-Pins

Skills/Techniques

- Content strategy
- UX Writing
- Stakeholder management (Content Managers, Product Managers)

Tools

- Google Documents
- Google Sheets
- Google Analytics