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Pinterest Beats Facebook, Twitter in Online Shopping

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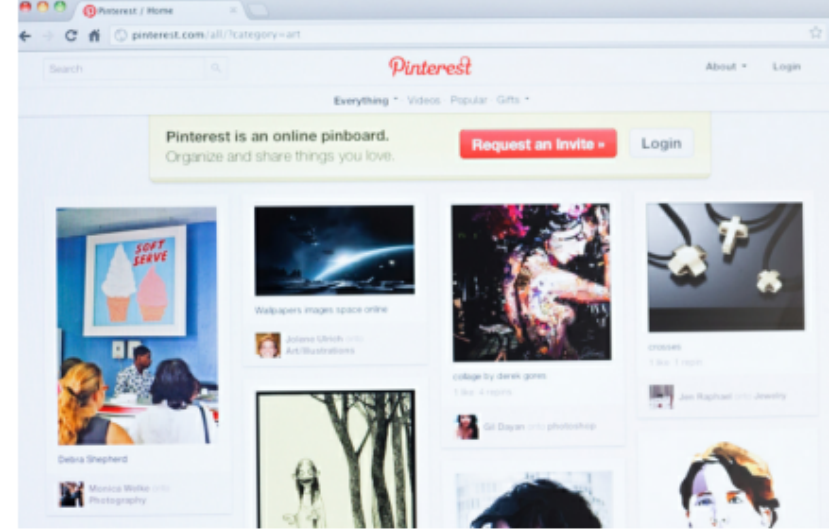
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APRIL 09, 2014

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Source: Thinkstock

A recent Shopify [study](#) analyzing 37 million visits driven to its client stores from social media traffic revealed the unsurprising news that **Facebook** ([NASDAQ:FB](#)) still firmly dominates the landscape, driving almost two-thirds of social media traffic to Shopify-owned stores in the 101 countries the e-commerce site operates in. The study examines worldwide performance but does not detail results by country of the traffic's success.

Research focused on U.S. consumers, including Shopify-generated data, indicates that for the second quarter in a row, **Pinterest** is leading in U.S. e-commerce conversion rates. Digital marketers are eyeing these stats as Pinterest begins to roll out its sponsored pin program and stores decide where to allocate their social media budget, which is projected to account for 18 percent of retailers' total advertising budgets within the next five years.

[Seventy-one percent](#) of U.S. adults online have a Facebook account, a massive number of users that partially drives the social media platform's high rate of overall traffic to advertisers and is seen as the obvious choice if a company is making an announcement such as introducing a new brand. But according to data technology firm BloomReach, which researched the conversion rate of advertising into sales, domestically, Pinterest beat all other social media sites and accounted for [22 percent](#) more sales than Facebook.

Advertisers are considering these metrics as they voice concerns about Facebook's recent [decision](#), first reported in *Valleywag* and highlighted in Eat24's now-viral "breakup" [letter](#), to drop advertisers' organic page reach from [16 percent](#) two years ago to 1 or 2 percent now. Seen as a move to steer advertisers into its paid model, retailers and other companies that previously allocated a significant portion of their advertising budget to gain Facebook followers are unhappy that they are now being asked to pay to communicate with their fans.

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