

Courtney: Most people are going to think that Pinterest is top of funnel, but we're finding that Pinterest absolutely can drive conversions as well. And with the right campaign structure, you can really have that full-funnel approach on Pinterest.

Narrator: This is AdLab Performance Marketing dissected, decoded and delivered.

Gavin: What's happening, listeners?, thank you for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers. Before we jump in, head over to AdLab Podcast for a free marketing review from the team here at LP, plus a special listener discount if you decide that we're the right fit to manage the project.

Gavin: Now let's get into today's episode. Pinterest has quietly become one of the most valuable platforms for brands looking to reach customers before they're ready to buy. While other channels compete for existing demand, Pinterest helps brands create it later in the show. I'm joined by Courtney Roberts, executive account Manager here at LP, to discuss what makes Pinterest different, which brands are seeing the biggest wins, and how marketers can use it to drive discovery and long term growth.

Gavin: But first, in classic fashion, I'm going to be joined by Karly Scott, Manager of Client Services for this week's Hot Headline. Karly, thanks for joining us for this week's Hot Headline.

Karly: Thanks for having me, Gavin.

Gavin: So we've got an interesting update on ChatGPT ads and some of the optimization capabilities that are now available within the platform. I know that you keep up to speed on some of these updates as they're rolling out what in this round of updates really stood out to you as either a bellwether for where ChatGPT is taking ads as a whole, or maybe some more specific ideas around leveraging the specific targeting capabilities.

Gavin: Curious your thoughts there?

Karly: honestly, when I was looking at this, I think the things that stood out the most to me were the conversion-optimized campaigns. So you can basically, track your conversions and optimize towards conversions within the platform. So I thought that was interesting. Definitely not surprising because I've not heard the greatest results for ChatGPT ads yet.

Gavin: I'm with you.

Karly: So, I think that's pretty intuitive that it would come around. Same with like the average daily budgets, people are going to need to be able to control their how they spend on that platform. So I think it's really just indicative that it's going to be moving more and more in a direction like Meta ads or Google Ads or Microsoft Ads.

Karly: It has to in order to get more adoption.

Gavin: Have you played around on your own time with doing test searches on GPT to see maybe where the ads populate? Where are you seeing them pop up, and how have you seen the targeting match up with maybe the queries that you're putting in?

Karly: Yeah, I'd say I use it mostly for like when I'm shopping for something specific and like asking for recommendations. So for a while there I was researching fitness rings or like tracking rings, trying to decide if I should get that expensive Oura Ring. Yeah. And so yeah, I was having it weigh options and it was just like kind of embedded as like a product ad in there.

Karly: Yeah, that's what I've seen the most.

Gavin: And I've also seen them at the bottom of the, the page, which is kind of interesting thinking about it in context of how pay per click ads on Google traditionally operated, where it was that top band. It seems like while we're in this testing phase, it's still at the bottom and it still populates after the full response.

Karly: Which I kind of like, because then it feels like I'm getting a more like authentic answer from ChatGPT because it's looking at everything across the web, and then it's got the ads at the end. I kind of like it.

Gavin: Yeah. And one of the recurring things that I've been chatting with people about on the pod has been how a lot of these moves, whatever your thoughts are on as a whole, it seems like the recommendations that are being given to clients based on reviews, recommendations and third party social chatter are actually pretty good, and that having the ads housed at the bottom of the results page is still giving that visibility to the paid efforts.

Gavin: But it's leading with maybe more social proof recommendations, which I think

Karly: Think that's the thing. That's what changed. And like these, these new platforms are bringing it's about the social proof more than anything. It's no longer you are not in control of what your brands. overall sentiment is because you're not in control anymore. This ChatGPT is going to be looking at everything on the internet, across Reddit and all of those things.

Karly: So you're way less in control. So, making sure your reputation is unified across the entire web is important.

Gavin: And I think we're still in a place where this ad tool isn't widely adopted. No. And the interesting thing is, until it's widely adopted by brands and companies, we're still going to see maybe tangentially related ads populating in, because the targeting capabilities aren't as tight as a traditional Google structure. Yeah. So I've even seen in my testing tangentially related ads, almost like an old school broad match format.

Gavin: where you're seeing ads that are related to the topic but not related to the query itself. Yeah, and we're still early enough where I think that's going to shake itself out over the course of the next six months to 18 months. Yeah. And my recommendation would be for brands at least open up the ads platform to explore it a little bit, even if you aren't ready to start putting a lot of budget into it, it's still good to log in, look at the capabilities, become familiar with how to navigate the platform totally so you are ready to hop in.

Gavin: Once the tools have developed to the point where you as a brand are ready to jump in.

Karly: Yeah, and if you have a little extra ad spend yet, play around with it because like in reality, these aren't going away. They're going to continue to evolve and grow. And if it's a very impactful way, particularly with the time of year we're in, to get that top-funnel exposure. People are using this for their research, so it's a great way to get in front of folks.

Gavin: Yeah. In that holiday season piece that you mentioned, I also think is important to mention for the evergreen services, even like HVAC companies or stuff like that, more local service based. This particular update with the geo exclusions will hone in the ad targeting a little bit more. It has in the past. So if you're a local merchant out there who's looking to target locally for a local service.

Gavin: I would say that ChatGPT ads are probably a little closer to what you're looking for now than prior to the date. So yeah, open up the account. If you're if you're any listeners out there, start playing around with it. Start thinking about budgets. Start thinking about, yeah, putting this into your marketing stack because it will become an essential part.

Gavin: Yeah. Moving forward definitely. Well, yeah. Any last thoughts or any big picture takeaways from where this update is taking us?

Karly: If you are not there, you're going to be left behind. That's my opinion. I just and it's not about it's not that Google's going away. Google searches are continuing to expand quarter by quarter. This is just shifting and expanding the opportunity. So if you're not on these platforms where people are doing their natural language searches instead of their short-form searches on Google, then your opportunity for discovery is essentially eliminated.

Karly: So I will say take this seriously, but also dip your toe in a little bit. Experiment with it. It's it's still early.

Gavin: Great thoughts to end on. Thank you for coming on Karly.

Karly: Thank you for having me.

Gavin: Thank you, Karly. That was great. Hearing a little bit about updates on ChatGPT advertising platform. Now let's dive into our deep dive this week. I'm excited to welcome Courtney Roberts to the show. Courtney has spent more than five years helping brands grow at LP, and has become one of our go-to experts on Pinterest advertising. She's worked with several enterprise brands, helping them use Pinterest to drive product discovery, reach new audiences, and support performance across channels.

Gavin: In the conversation, we talk about why Pinterest is different than pretty much any other advertising platform out there. We talk about the biggest misconceptions marketers have about Pinterest, and how creative should be approached on Pinterest's ad platform. Let's head into the lab.

Gavin: Courtney, thank you so much for coming on the podcast.

Courtney: Thanks. Thanks for having me, Gavin.

Gavin: So we've got a lot to dive into today because we're talking Pinterest. We're talking Pinterest, ad management. And actually to start things off, I was going to read off an interesting stat that I saw that I think was actually pretty eye opening for me personally, and I wanted to connect this into kind of an intro question. my thing with Pinterest has always been, what's the user base and how many people are using Pinterest?

Gavin: I will admit, me personally, I'm not a Pinterest user, but doing a little bit of cursory research we're talking about. Pinterest doesn't publish reports on daily active users or user counts, but what they are pulling in regards to weekly active users. We're talking over 250 million weekly active users, so it's a massive channel, but I don't know if it gets the shine that some of these other social platforms do.

Gavin: So what I wanted to start with was, are you a Pinterest user and if so, how do you use it? How do you incorporate Pinterest into your either daily activity research phase for products? I was curious if and how you use the platform personally.

Courtney: Yeah, yes, I absolutely am 100% a Pinterest user. I think I am probably the ideal demographic. I use it a lot for inspiration. It is am I looking? I get my nails done all the time, so if I'm looking for nail inspo, I will go to Pinterest. If I'm looking for outfit inspiration or redecorating a home, or even just a room like I'm trying to refresh my office, I'll go to Pinterest and get inspiration there.

Courtney: More recently, just a plug for the personal life wedding planning. I'm getting married here next month, so it's. I've been living deep, deep into the Pinterest world just looking for all things wedding planning. So really just inspiration is what I use it for mainly. And I think that's a pretty common, common source for a lot of people.

Gavin: Oh yeah, and actually I can relate to that directly, even though I personally wasn't using it in my wedding last year, it was definitely heavy usage for design and decorations. Now that brings up kind of an interesting an interesting point because I don't know if there's always I don't know if there's currently a clear vision from all brands around what Pinterest is.

Gavin: Is it a social platform? Is it a search engine or is it something in between? If you were going to define Pinterest, maybe to a new brand, who is thinking about exploring it as a potential option for advertising dollars, how would you conceptualize how Pinterest is used for a brand looking to use it for advertising purposes?

Courtney: Yeah, no. Great question. I would personally kind of categorize Pinterest as a visual search engine, so it's not going to work like typically like a normal social platform. Because of that, it's almost like Google, just with pretty images. That's that's typically how I like to look at it. And I like to look at it in the broader marketing ecosystem and the way that Pinterest fits in, because I think a lot of people don't fully understand how it can be such a large piece of the puzzle.

Gavin: Yeah, because even for the wedding piece that you mentioned, while you are using it for visual inspiration, there's still a search component to it. And oftentimes what you're looking for for esthetic design might also be tied into a potential product purchase. And that's where the advertising meets up with some of those more kind of high funnel research phase queries that are going through.

Gavin: Now, that being said, that's just one example of, I think, maybe some misconceptions that brands have around the platform. I was also curious, since I know that you talk with brands pretty often about the platform. What are other common misconceptions about Pinterest as a platform? What are some common, maybe confusions or misconceptions that people have on Pinterest?

Courtney: Yeah, no, I think that's such a great question. I think that probably the number one misconception is that when people think Pinterest, they immediately think recipes or weddings, and if they don't fit into those categories, they're like, what's the point? Those obviously are two very major categories on the platform, but we really see strong performance in different categories like home goods, fashion, beauty and wellness, travel, fitness, even parenting like babies, that category as well.

Courtney: So I think the categories people kind of tend to forget about that, that do well on Pinterest. But another I think common misconception is that Pinterest is only for women. Yes, definitely. Women make up a large part of the Pinterest audience. I think naturally we're probably more planners than the male audience, but the male userbase has been growing pretty steadily.

Courtney: I've even noticed that in some of the accounts that I personally manage, we've been paying very close attention on the audience base and males versus females. And in the time that we started to implement our Pinterest campaigns, we started to see that male user base grow a little bit. So I think it's just getting in front of the right people with the right content.

Courtney: If you look at categories like automotive, technology, finance, even DIY, think like home renovations, you'll start to see kind of the male user base uptick there. So I think that's a big one.

Gavin: Know it well and I'd love to hear if you had any others. But what it also reminds me of is TikTok's reputation currently in the marketplace, where there's a concept on the brand side, and specifically on the paid marketing side, where it's youth only, it's like you're either under 25 years old or you're not on the platform. And what I think we have information on as marketers is a little bit more data from the platform that shows that those misconceptions, well, might hold at a large scale.

Gavin: Sure, there might be trends within the platform. It doesn't mean those other audiences aren't there. Which which I think is important for people to remember. Now, I'm also curious when you're thinking about Pinterest in the larger marketing funnel, right? Because oftentimes Pinterest isn't the sole channel and likely isn't the first channel that a brand has tried out. How do you think about Pinterest's placement within Meta, within Google, within YouTube?

Gavin: Where does Pinterest sit there, and what role does it play within that larger paid marketing funnel? I was curious.

Courtney: I will say, I think most people are going to think that Pinterest is top of funnel and strictly just top of funnel, just because, like I said, it's kind of that visual search engine. Yes, absolutely. That's 100% its initial nature, but I think you can be pretty full-funnel with it. I think Pinterest can work in that awareness intent.

Courtney: You are going after people that already know what they're looking for. You're kind of meeting them. You're a little bit of a warmer phase of the customer journey. But I think kind of going into some of those misconceptions is Pinterest can drive conversions. I think a lot of people think that it can't, and it's not going to be a conversion driver, probably not going to be as large as your metas.

Courtney: And Google, of course, but we're finding that Pinterest absolutely can drive conversions as well. And with the right campaign structure, you can really have that full-funnel approach on Pinterest. You can tap into that awareness in those warmer audiences, but also work those audiences through conversion.

Gavin: Yeah, actually, what you mentioned there, actually, I want to put a pin in what you mentioned around campaign structure, because I think for brands out there that might not be super familiar with what the inside of a Pinterest advertising account looks like. Does the campaign build look similar to a Meta account that LP would build internally?

Gavin: I'm kind of curious how we do campaign segmentation, how we evaluate how to build out those campaigns. Kind of walk me through a little bit of a deep dive here, but yeah. What's a campaign breakdown look like in Pinterest? How do we do that?

Courtney: Segmentation for sure. It definitely is pretty similar to Meta. We are finding the strategies that work on meta can be mimicked and will work on the Pinterest side. It's just the nature of the two platforms are built differently on the back end, so it's kind of fun. People will be very familiar with Advantage+ campaigns on Meta.

Courtney: Pinterest has its own version called Performance+ campaign, so they work very similarly. And it's taking those strategies that we know work on meta and working them into Pinterest and having that full-funnel approach. So it will look pretty similar to what you would see in a typical Meta campaign where you've got kind of that type of photo consideration campaign moving into conversion campaigns and maybe utilizing that Performance+ exactly.

Courtney: Top to bottom. It's going to look braiding similar obviously varies by the client and their goals. And do you guys want to focus more on brand awareness. Do you want to do just conversions or are you looking for that full-funnel. And Pinterest really does have options for all of those.

Gavin: What role does creative play in Pinterest compared to other channels? And part of the reason that I asked the question is almost even more so now than ever. These different social platforms have very different standards of what the content looks like. TikTok looks very different from YouTube, which looks very different from Meta. I'm kind of curious on the creative side.

Gavin: How do you think about Pinterest content, and what's the best practices to make sure that content is working on the Pinterest platform?

Courtney: I think the first thing anyone will tell you is that creative is the new targeting. I think every everybody is going to tell you that whether it's Meta, TikTok, Pinterest, and I think that very much holds true for Pinterest as well. I think it's a little bit different on Pinterest because it's so visual. It is going to be your number one priority when it comes to Pinterest campaigns.

Courtney: Instead of though trying to stop the scroll because I think a lot of people will be like, well, yeah, creative matters everywhere on Meta and Instagram, you're in a completely different environment with the user than you are on Pinterest. On Instagram, they're there for entertainment. You have to stop the scroll.

You're competing for the attention on Pinterest. Your users are going in there with intent, so you don't necessarily have to worry about stopping the scroll, but you do need to stand out in the feed.

Courtney: There's a lot that comes up when you're searching on Pinterest, but you want your creative to feel native. I think that's probably the biggest difference between other platforms. You want that content to not feel like an ad. You want someone to go for it and save it for later for future use. So that's probably the biggest differentiator, is just feeling a little bit more native.

Courtney: You don't want it to feel like an ad. You want your content to inspire, educate, help solve a problem because these people are already going and looking for something. So now it's kind of like closing that gap. How could my clothing solve whatever problem you're looking for? Maybe it's a baby cover for a mom, and a mom is looking for a cover, and I need to make my product stand out.

Courtney: Outside of the general messaging, like the visual parts, you want to be bright things are so heavily vertical as well. If you're thinking about the format and clear text overlays, a little bit of lifestyle to make it feel native, things like.

Gavin: That, it's going to say, I think, I think the title for this episode might be creative is The New Targeting. So that's.

Courtney: So I like it.

Gavin: So so that's actually been, that's that's actually I think a point that I even want to want to pause on there. So that's actually been kind of a recurring motif on the social platforms these days. What does that mean to you. Creative is the new targeting. How do you interpret that?

Courtney: I think of it as just like we're at the world of social is so busy. If you're going to stand out, you need to speak to the right person. So if it's me and I'm scrolling right now, wedding mindset, that's what's going to stop me from scrolling. You have to meet your customer where they're at, and I think that's something that sometimes falls to the side with social advertising.

Courtney: Make your creative for each individual audience. You've got different buckets of audiences you should have created for each of those buckets, whether it's looking for brand new customers or you've got separate, buckets for existing customers. Just having language, the copy that you're using, the overlay that you're using, but then also the content, the lifestyle versus UGC should really meet your audience that you're trying to, to target and get to convert.

Courtney: That makes sense.

Gavin: No 100%. And actually, I'm I'm happy that we made it this far into the conversation without bringing up AI, but it's bound to come up on any conversation with digital marketing these days. When we're talking about creative and we're talking about matching the creative to your audience to get into that space of creative. Is the new targeting. Have you seen brands lean into AI, content variation or testing?

Gavin: I'm kind of curious your thoughts on some of those creative tools to expedite volume of content variety? Where are you at with the AI content and how that lives on Pinterest right now? Don't don't hold back. By the way, I want the honest. opinion here because.

Gavin: I've seen some really good content. I've seen some pretty bad content. That's AI for sure.

Courtney: 100%. I'm going to be honest, I feel like everyone you're probably doing yourself a disservice if you're not utilizing AI in some way, shape or form. That's how you're going to keep up with everything that's ever evolving, especially in the world of social advertising. I think it's just using it mindfully. So what I'll see a lot is that clients will utilize AI and creating their their raw content that then comes to us and we add text overlay logos, things like that.

Courtney: So that's where I will see it. Most is just giving us the baseline to work from. But then you have the AI within platform where there's the different tools in Meta. You've got Advantage+ toggles, you've got Performance Plus toggles on Pinterest that will allow you to take any whatever that final creative is. So say we take that AI baseline, we add the overlaid branding.

Courtney: Now we're putting it to our campaigns, and now we're going to turn on some platform toggles that are going to boost the algorithm. So it can be like adding different variations of text overlay if we want to allow that different backgrounds. It's really kind of up to individuals brands and what they're comfortable with. Because sometimes, as we all know, AI isn't always reliable.

Courtney: It's gonna spit out some weird stuff sometimes, but just simple tools like that where we can elevate what we already have. And help to your point, produce more volume from one single ad.

Gavin: Yeah. Well, and what you're mentioning there around the volume side, it seems like also the ability to A/B test small edits has greatly increased where you don't have to go all the way back to the drawing board. You don't have to go out and shoot the content again, where you can make those small tweaks to see, hey, how does this new background impact view-through rates or click-through rates, whatever metric you're looking to track?

Gavin: And it seems like the ability to make those tweaks allows agencies and brands to do more testing, which I think is encouraging. I do think the at the end of the day, like you mentioned, around having the content feel native and platform because Pinterest has a lot of real images and it's a lot of, if you have a paid ad in that space, you definitely want to make sure that it doesn't stand out as like clearly AI creative, but those small tweaks and variations and A/B testing all seem like they're on the table in a different way than maybe like video creative on streaming TV might be a little bit different.

Gavin: It seems like Pinterest's ability to make those variations is even is even ahead of the ahead of the game there. There's a few things that you mentioned there that actually had had me curious. You mentioned some of the preparation process that brands can take even prior, I think, to getting on Pinterest. And one thing you mentioned was thinking about your audience, thinking about how the creative matches up with that audience.

Gavin: If there was a brand who was considering, hey, should we advertise on Pinterest? Should we get into this paid ad channel? What sort of internal questions should these brands be asking themselves? What sort of checklist should they go through prior to making that decision? What would be those foundational pieces you would recommend a brand take stock in before making the jump to investment?

Courtney: That's an awesome question. I think the first and foremost, what's your goal? What are we trying to accomplish here? What role is Pinterest going to be playing in your bigger picture? Is it a supplement to your other advertising efforts? Are you trying to make it a more primary effort? Is your focus brand awareness or you're trying to get conversions, or are you trying to do both?

Courtney: I think that's going to be the number one. Does this make sense for me? And then that will kind of help you put yourself into a specific bucket of what you'll be able to use Pinterest for. If it's brand awareness, great at that. That's probably what Pinterest is most known for. It's great for that top of funnel awareness, the traffic.

Courtney: Or are you looking for conversions? Are you trying to get more conversions from a specific audience? Kind of secondary is is the audience who are you trying to reach? So you've got this goal, but what, how and who are you trying to achieve that goal with? Are you looking for new customers, existing customers? I think that's going to be a really important barrier, whether or not it makes sense, especially with Pinterest been so top of funnel, it's going to be more awareness, probably going to be more female skewed.

Courtney: It's going to be a little bit younger. Again, not that those audiences, other audiences don't exist, but that's, I think, an important consideration for whether or not Pinterest kind of makes sense. It's kind of kind of those two things I would say, and then everything falls into place.

Gavin: And it is on a spectrum because I think what what I heard there was the likelihood of success on the platform depends on these variables. And you might have a better chance of having a successful run on Pinterest if everything's teed up and the brand audience platform fit is there. But the testing could uncover potentially some surprising, some surprising results, potentially for clients.

Gavin: Quick, quick, quick aside, have you seen any surprising advertiser success on Pinterest, either within your own experience or maybe with team members? Has there ever been a brand that you said really that actually is performing relatively well? Have you seen anything like that?

Courtney: Yeah, there's been a couple. I've got a home appliance company that has kind of surprised me. We weren't totally sure how it was going to work. We immediately like, yeah, this makes sense. Home appliances for Pinterest, but we weren't sure what audience was going to strike. Are we going to do really well with awareness? Are we going to be able to drive conversions?

Courtney: And we've kind of found for them specifically, they're kind of like somewhere in the middle where Pinterest works really well at getting the eyes and the engagement. Sometimes we get some conversions, which I like to call bonus conversions. I'm like, look at us. We're getting some conversions too. But what we're finding is the halo effect that we're getting from Pinterest.

Courtney: When we started Pinterest advertising and we got that immediate awareness, we got the immediate engagement. We started to see lifts in other channels. So one example from this brand specifically is we use recipe ads, Pinterest and recipes - who knew? Those ads are getting people to this client website because they're interested in the recipes. They have the recipes on site.

Courtney: And then there's the added layer that once you're on the recipe page, here's a list of the products that you need to make this, and whether they end up making a purchase or at least, purchase intent is there from that Pinterest ad, then they're falling into our other channels, whether it's Google or marketing or Meta. And then we start to see lifts in Google and Meta.

Courtney: The conversions are coming through there, so maybe they don't come through Pinterest immediately, but Pinterest is getting people further into the funnel and then the conversions happen elsewhere. So I think that's a really big win that I've seen even just across the board. Is, is that a halo effect of Pinterest?

Gavin: And I'm actually happy you brought that up, because I think we're in a time, and not that this is a new time. I think that this is kind of a cyclical trend that happens is brands are so focused on bottom-of-funnel conversion attribution and what you can directly tie to either a purchase or a or a conversion through a lead generation site, whether it's a phone call and you can miss out on potential lifts and other channels because you're too focused on bottom-of-funnel and you don't realize that actually you need that full-funnel.

Gavin: Those mid and top-funnels oftentimes can be the first to be yanked. If there's budget cuts or you're looking to pull back expenses. But that has a larger impact. And I'm happy you brought that up. If anybody is having a hard time, maybe distinguishing any listeners, distinguishing and parsing through that data, because as we know, GA4 can be a little bit cumbersome to identify those lists.

Gavin: There's a lot of other great third party tools out there to look at that data. Triple Whale, one that comes to mind to understand where Pinterest can actually see overall brand lift. So we got into a lot of like really great, like actionable, direct, like factual things during this convo. To close us out, I wanted to get your big picture thoughts on the future of Pinterest as a platform.

Gavin: Now this is a big question and you can take this any direction you want to take it. But do you see Pinterest getting into any new spaces in the future? Do you see it as a growing channel? Do you see it as I'm just kind of curious where you think the future of Pinterest lies in the next couple of years?

Courtney: No, I think it is very scalable. I see it growing from here just in my time working on Pinterest accounts from the very beginning where we've had those, mindset that this is just awareness. We're not getting far, that we started to see all this new development, whether it's the way that we structure our campaigns or the new tools that Pinterest, the platform itself is releasing.

Courtney: Its allowing us to have that more full-funnel. So I think because we're working towards that full-funnel on Pinterest, Pinterest itself is working towards having those tools available that it's just going to continue to grow from here. I think we also live in a world that can be very overwhelming from an advertising perspective, especially with everybody glued to their their phones and social networks.

Courtney: And I, I think we're going to enter a time where we are sick of the ads and people are going to get overwhelmed. And I think that's where Pinterest and other platforms like it are going to really thrive. Where going back to that native comment, where anything that feels native and not interrupting your daily flow is going to start to thrive.

Courtney: And that's where I really kind of start to see a lot of opportunities for Pinterest. It's not something you see on a lot of other platforms.

Gavin: Yeah, no. What a great note to close out on, because I think we've all heard the sentiment around, oh, that people are leaving Meta, and people might be leaving these other social platforms because of ad saturation. And there's talk around. Well, it's I can't really even see my own follower people I'm following because I'm so inundated with paid content.

Gavin: And it's going to be interesting because that does mean people might migrate to other platforms, as they change their browsing behavior. So it's always worth brands looking into these other channels that they might not have thought of or might not be in the top two or three top-of-mind social platforms. But I think Pinterest is definitely something for brands to consider in the future and moving forward.

Gavin: Thank you so much for coming on. There's a bunch of great advice in there, a lot of actionable things that brands can think about and take away. Yeah. Thank you so much for coming on.

Courtney: My pleasure. Thanks for having me.

Gavin: Big shout out to Courtney for joining us and sharing her insights on how brands can use Pinterest to reach customers early in their buying journey and build stronger, full-funnel marketing strategies. Before we wrap up today. Don't forget to visit [AdLab. Com](https://adlab.com) to claim your free marketing review and special listener discount. If you're wondering where your biggest growth opportunities are.

Gavin: We would love to help you find them. If you enjoyed today's episode, be sure to subscribe and leave a review! It really helps more marketers discover the show. Thank you for listening and we'll see you next week in the lab.