Visual Discovery

Transforming the shopping experience

Amy Vener
Head of Retail
Vertical Strategy

Retail is rooted in creating inspiration in people’s lives



People physically browsed stores to discover possibilities for their life

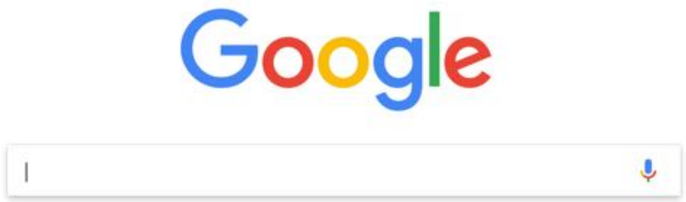


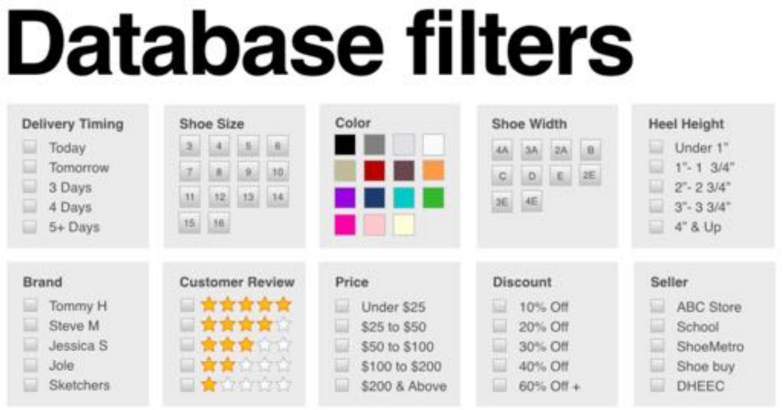
The shopping spectrum





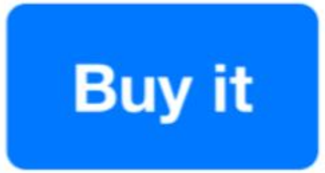
Ecommerce changed retail, in service of convenience





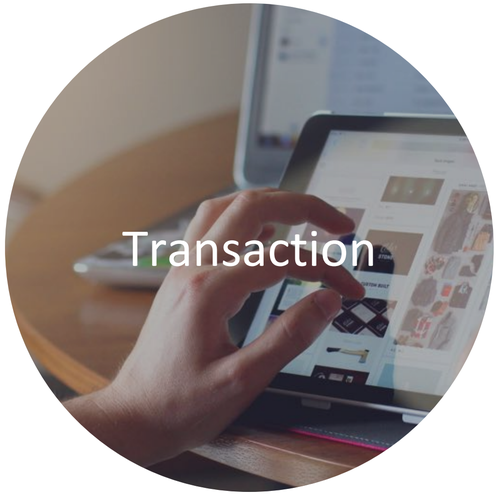






We overly optimized to the transaction and consumers lost the magic of discovery





Retail headwinds

— WEARABLES
























Laura Caraiso
Seattle, WA

Bikes



























Henrik Niehus
Berlin, Germany

Beauty Shtuff

























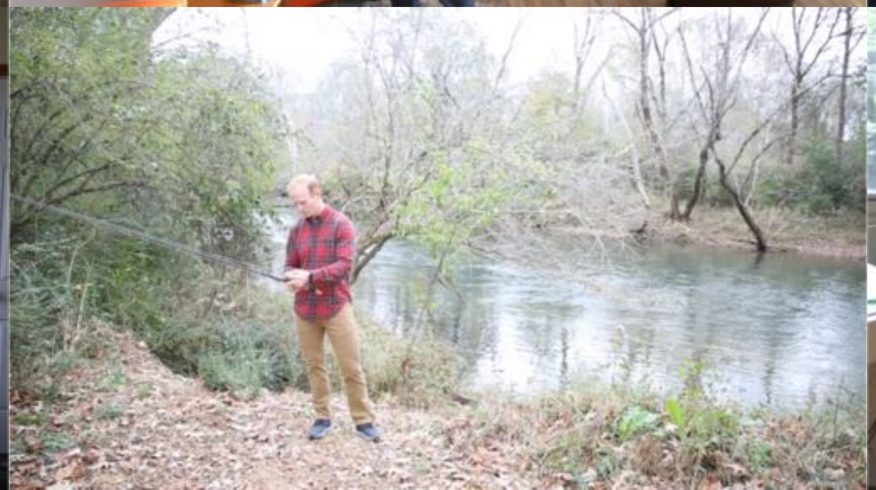
Alyssa Worley
Chico, California


Re:

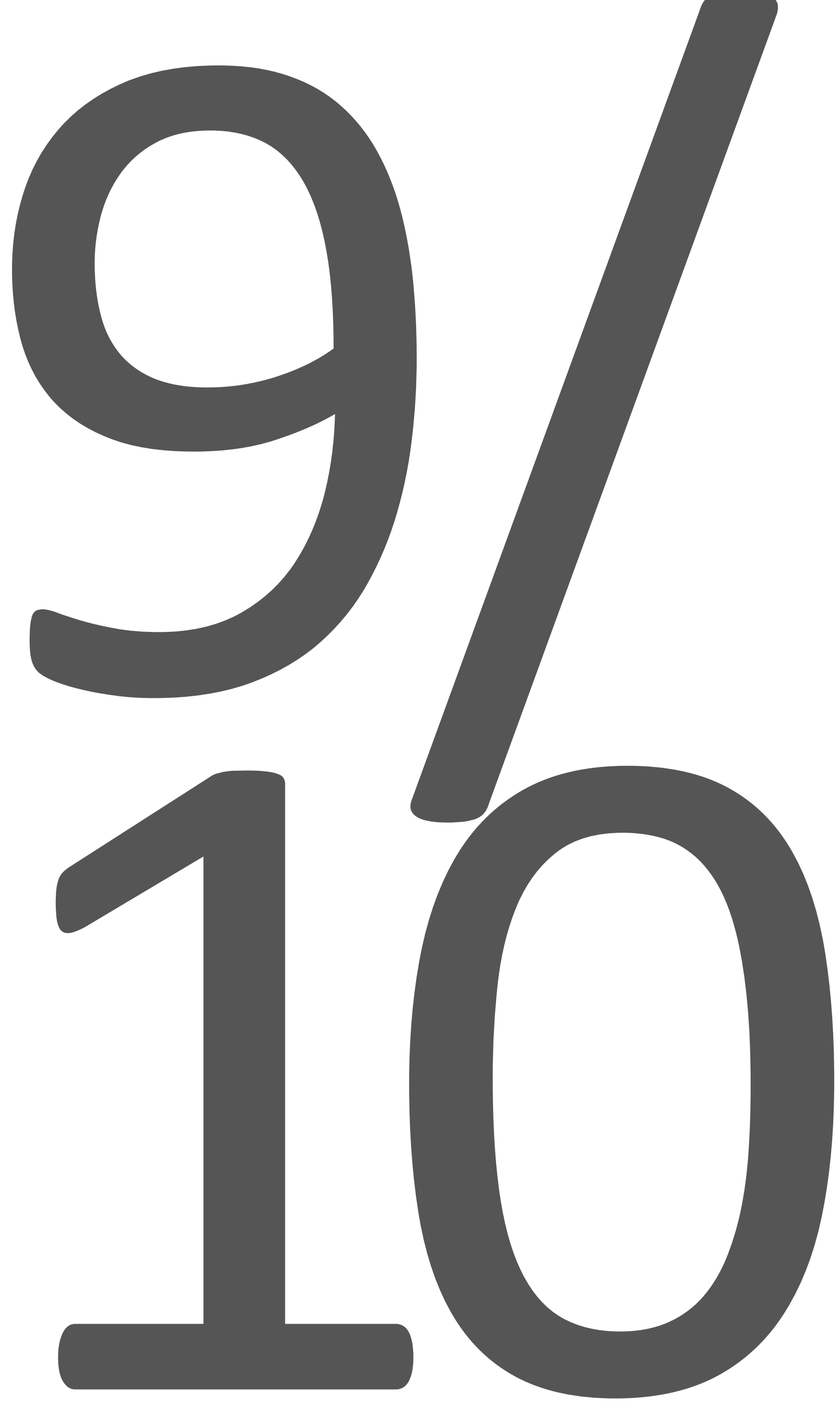




PINK FLOYD




People say that Pinterest helps them decide what to buy



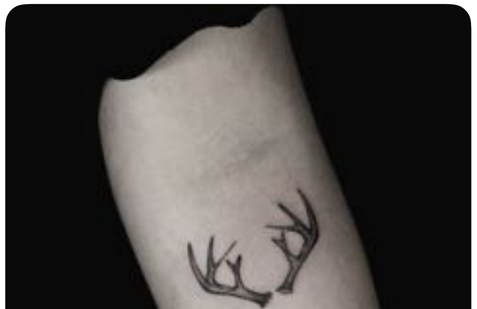










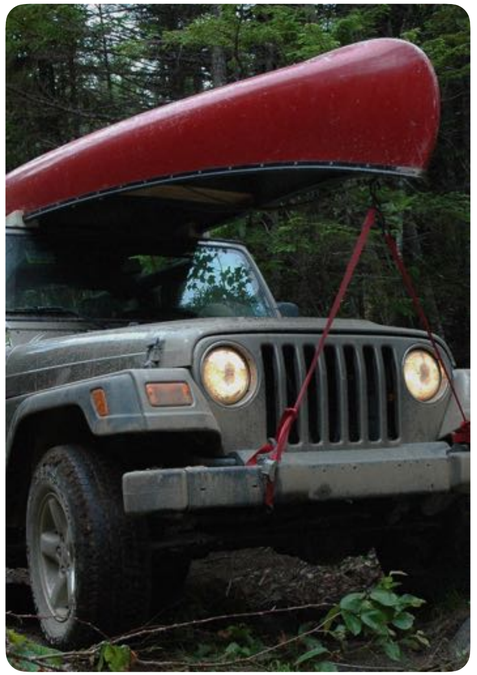






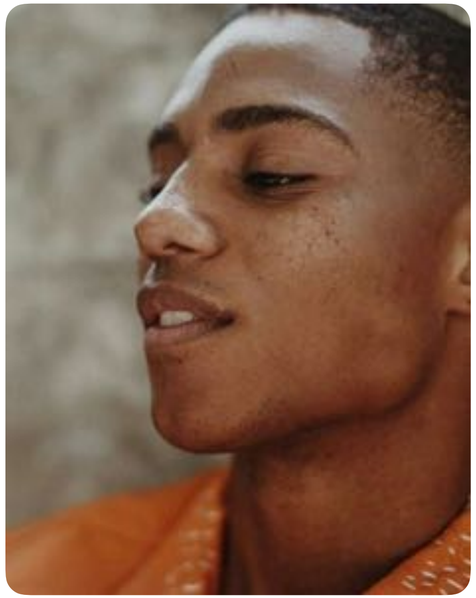














Personal

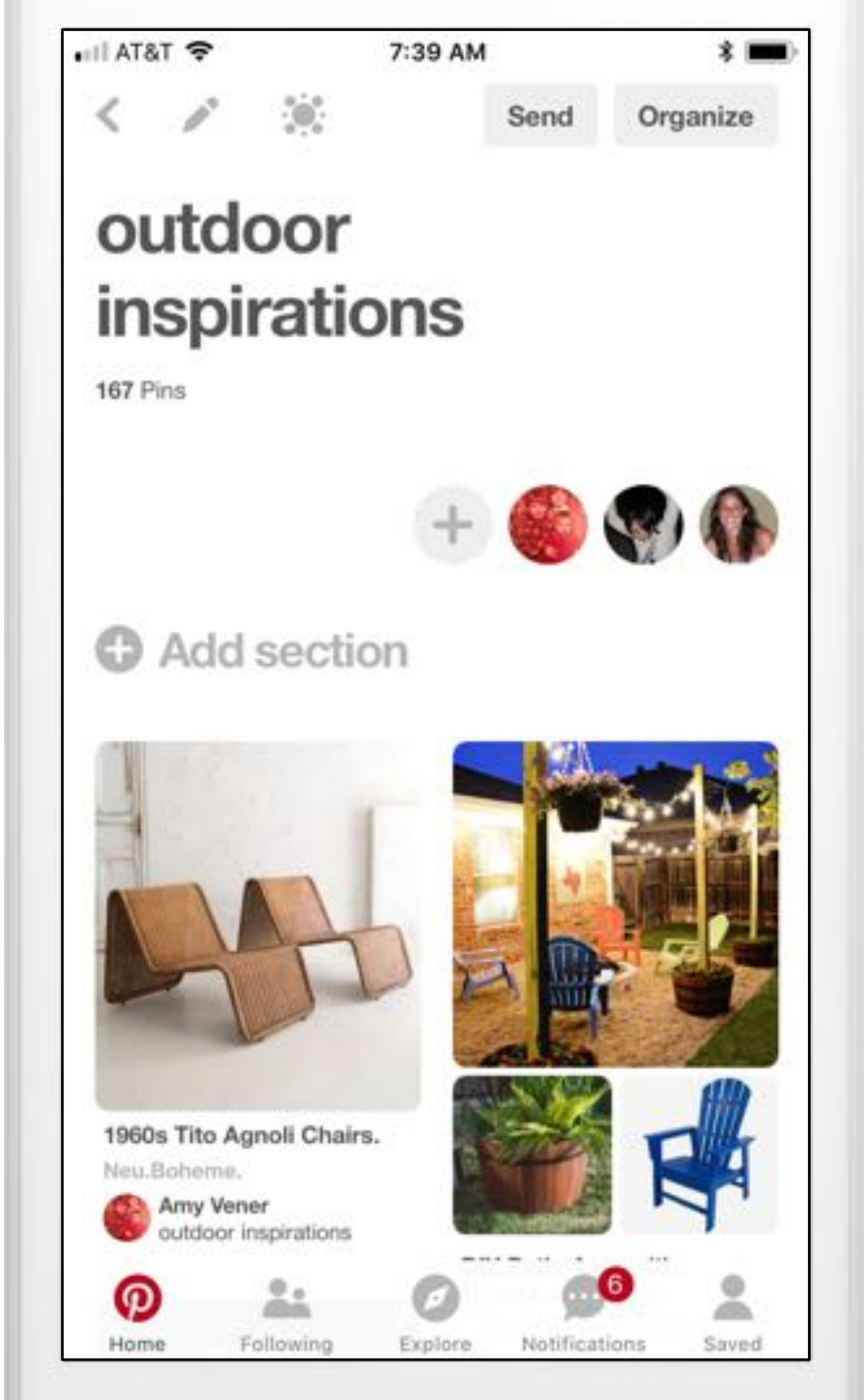
Contextual

Visual

Visual Discovery


Personal

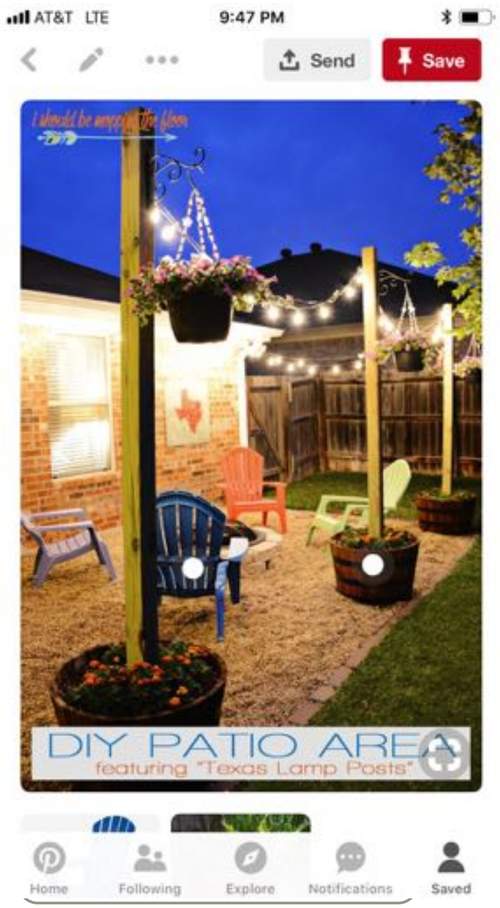
Pinners reveal possibilities as they curate boards



interests assigned to
to every Pin

100B Pins

X



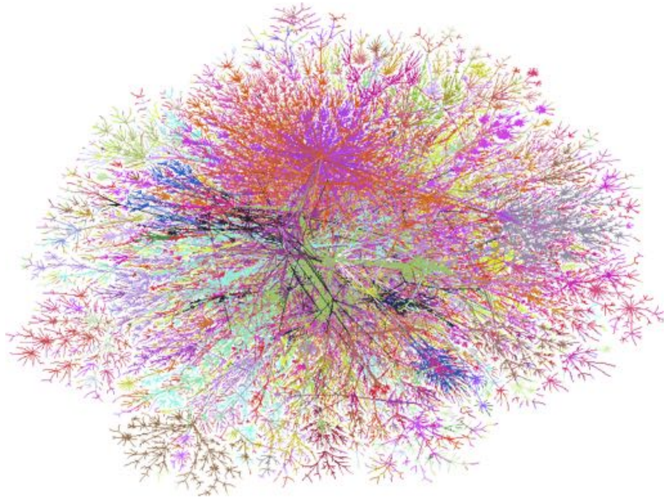
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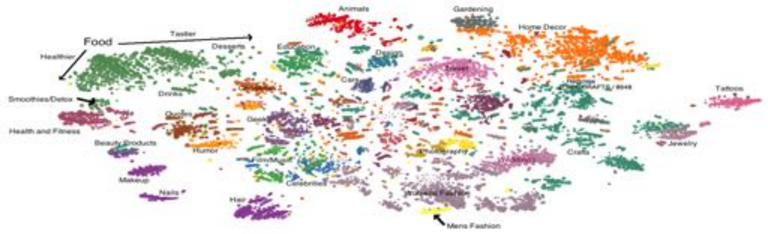
~1 Trillion

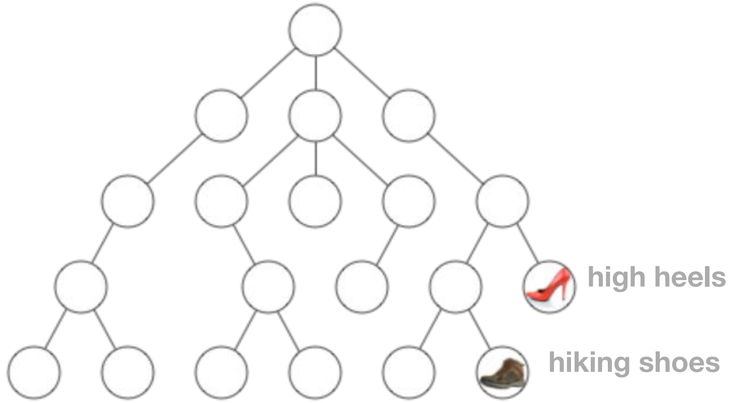
interest
data points

confidential

Building our taste graph







Raw data

Utilize our curation/engagement graph (100's billions Pin-board connections, trillions engagement signals)

Patterns

Extract/cluster concepts/features, 10's millions of entities

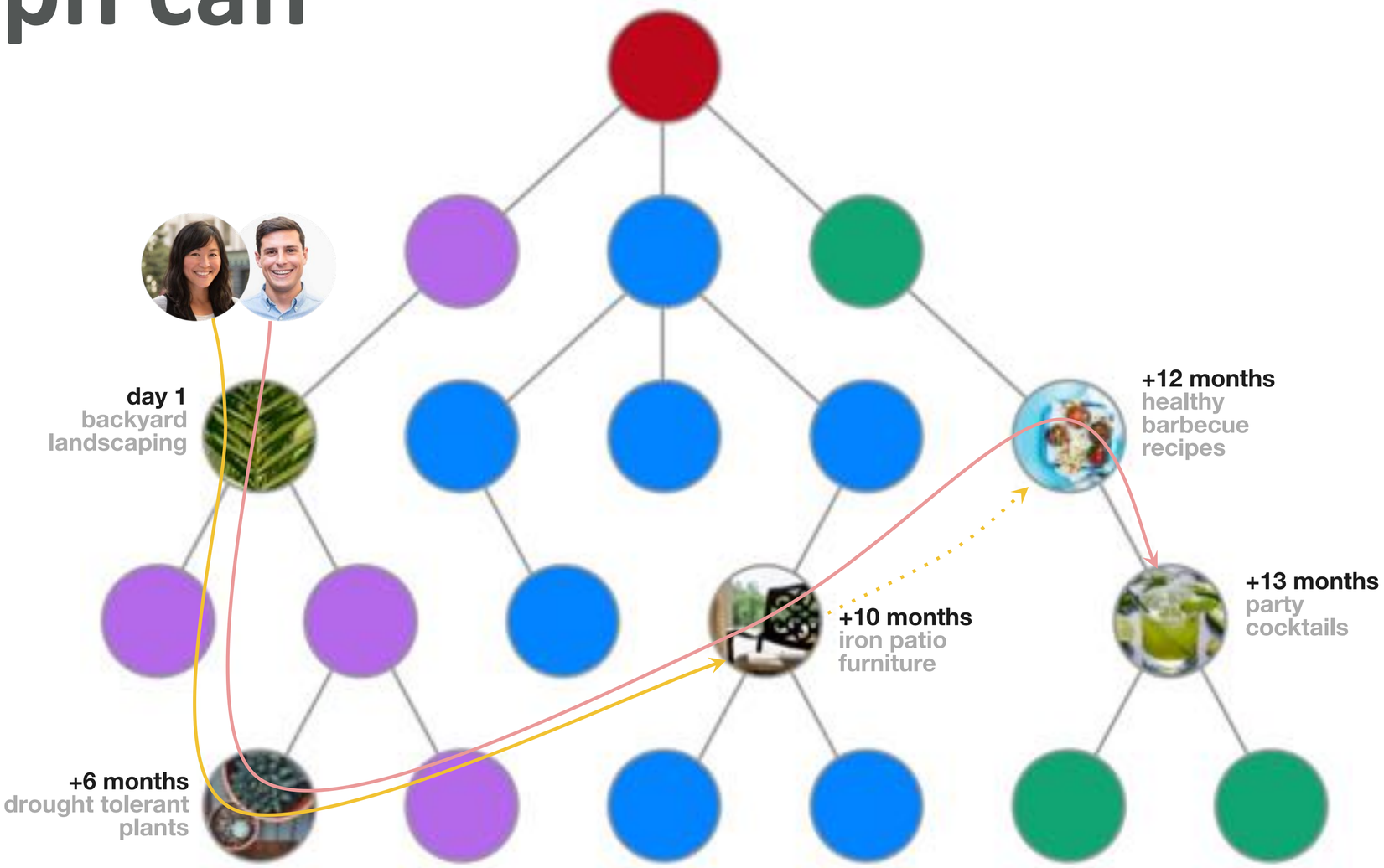
Taste graph

Place in a hierarchy and label- classify users / Pins / engagement metrics, products, ideas / tastes

Targeting 100k nodes (releasing first 10k)

STRICTLY CONFIDENTIAL

The taste graph can be used to predict future interests



STRICTLY CONFIDENTIAL



Contextual

I love that style, what do you call it?

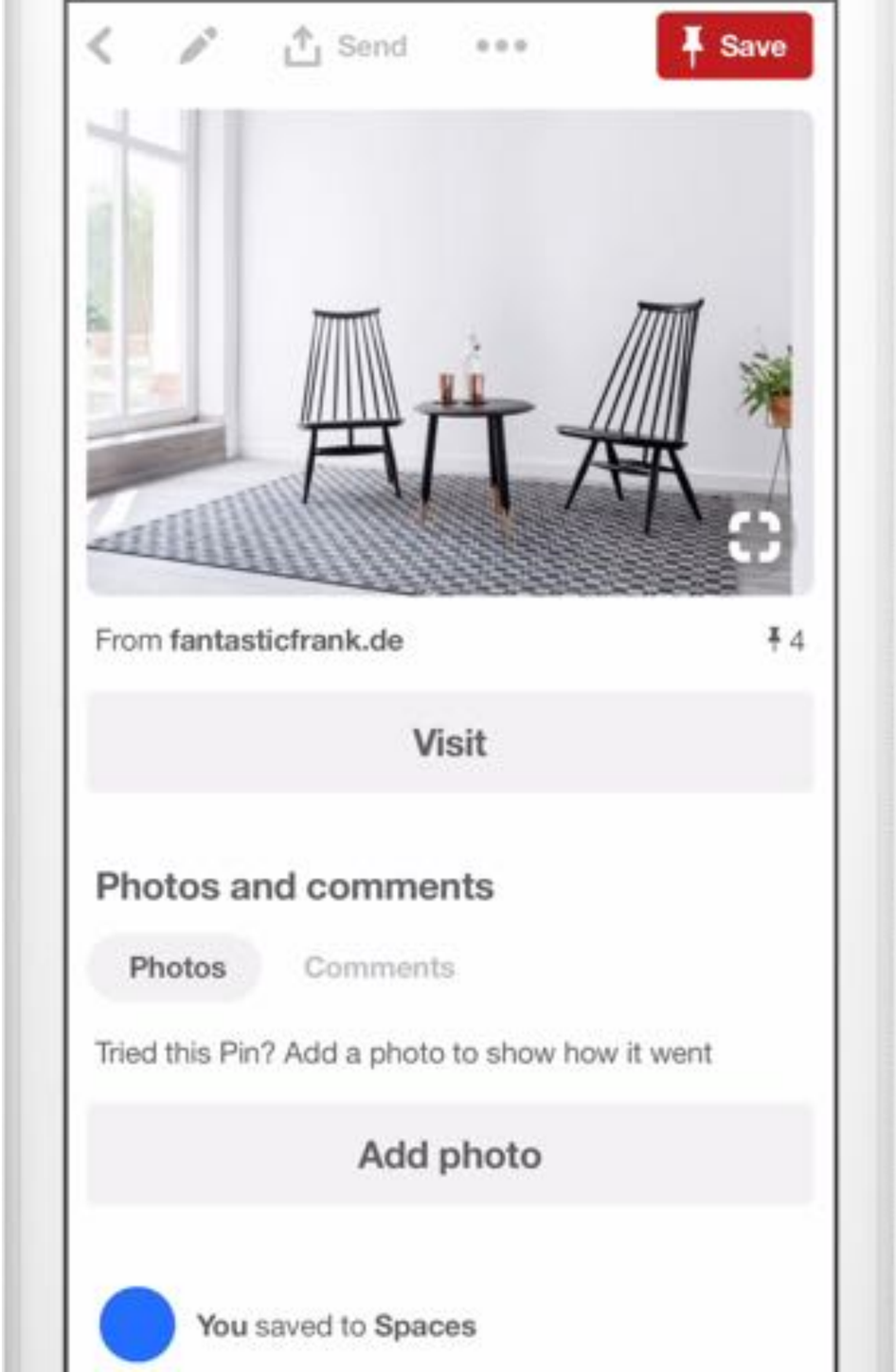


And where can I buy it?




Visual

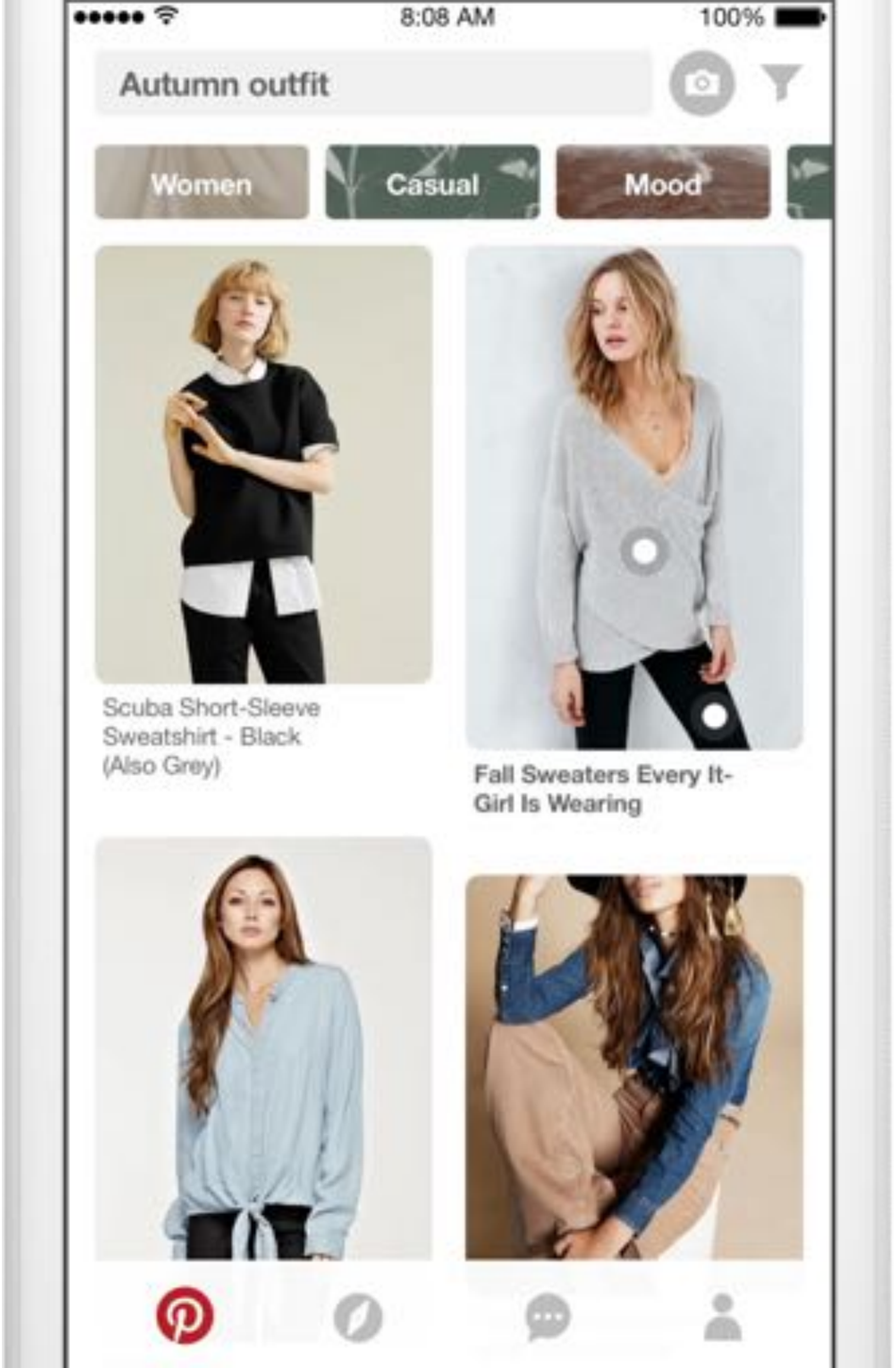
Visual search



Shop the look



Lens

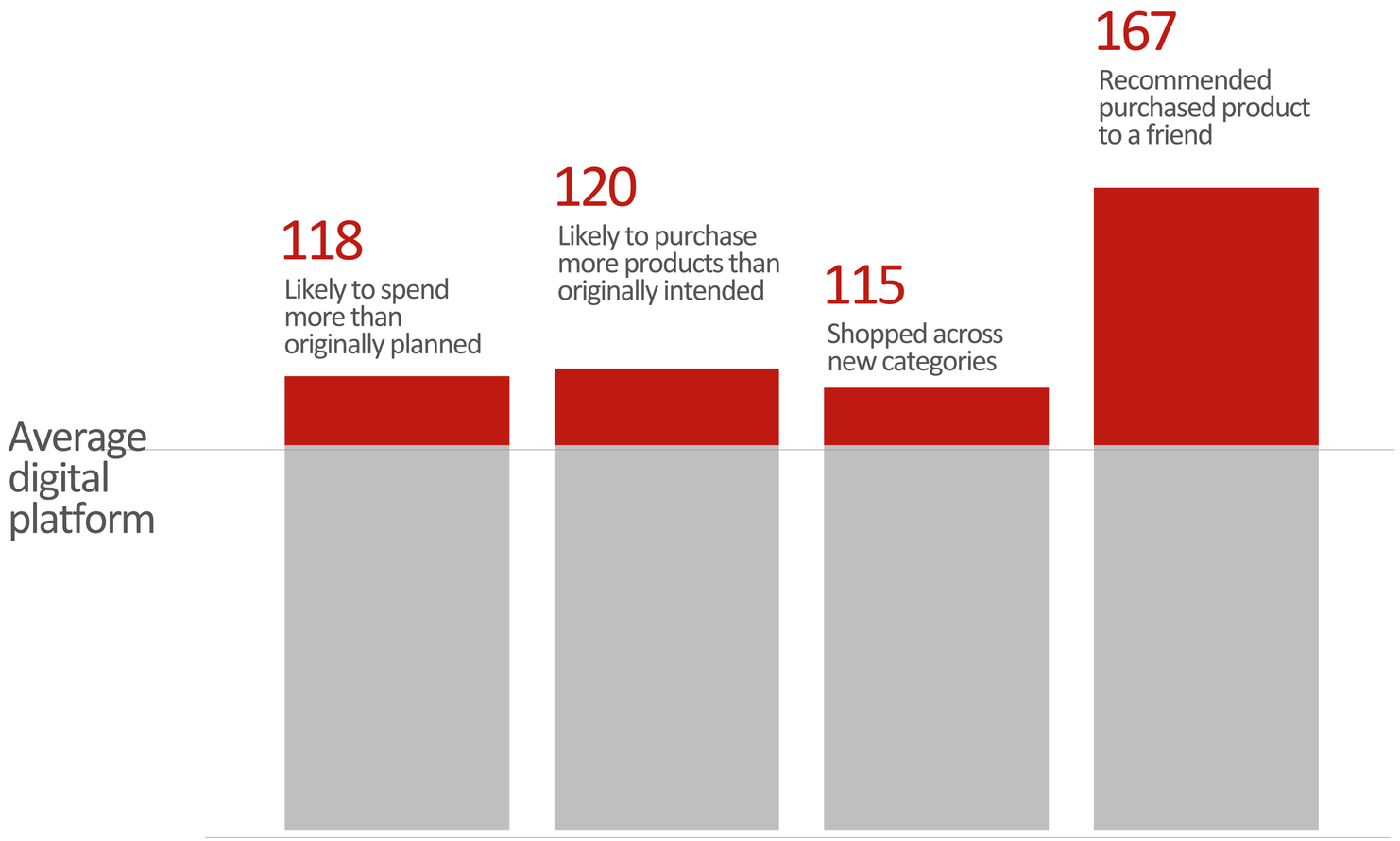

8:08 AM
100%
Autumn outfit
Women
Casual
Mood
Scuba Short-Sleeve Sweatshirt - Black (Also Grey)
Fall Sweaters Every It-Girl Is Wearing

How do you know Visual Discovery matters?



“I

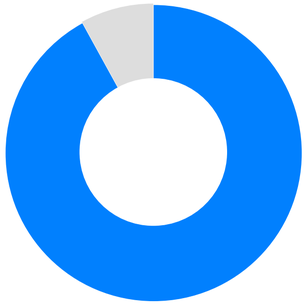
Shoppers are more committed and spend more than planned



Source: Deep Focus, Path to Purchase study, 2016



And continuous demand is generated



92%
of campaigns generated incremental sales lift[1]

4X
in-store sales lift compared to ODC norms

6X
higher penetration for new customers

Grow your business with