

SHOPIFY AND PINTEREST EXPAND PARTNERSHIP TO HELP UK BUSINESSES REACH NEW CUSTOMERS

- Partnership expands to the UK and 26 other new countries worldwide
- Enables Shopify stores to organically reach 450+ million Pinterest users
- UK merchants have access to Pinterest shopping features including tag deployment, catalog ingestion, and advertising buying interface

London, 21st April 2021: To help merchants easily bring their products online and reach new customers, Pinterest and Shopify are expanding their partnership to the UK and 26* other countries across the world.

The partnership will enable Shopify merchants across the UK to use the Pinterest channel to sell more effectively by automatically placing a tag, creating a catalog, receiving organic distribution, and launching Traffic, Conversion, and for the first time, Dynamic Retargeting campaigns. Beyond this, merchants will have access to two new products for the first time: [dynamic retargeting and multifeed support for catalogs](#).

Discoverability has become a growing priority for Shopify merchants and social commerce provides an opportunity for independent businesses to grow their audience. Shopify's [2021 Future of Commerce report](#) found that 54% of younger consumers globally discover brands via social media.

Over 83% of weekly Pinterest pinners have made a purchase based on a pin they liked. The expansion of Shopify's partnership with Pinterest will increase the potential for both discovery and sales for more than 1.7 million Shopify merchants worldwide and turn their products into shoppable Product Pins that are discoverable across the platform by Pinterest's 450M+ monthly users.

Shopify merchants advertising for the first time on Pinterest through the Pinterest app and using a credit card billing will benefit from a USD \$100 (around £73) in ad credit which will be automatically converted to the local currency.

Shimona Mehta, Managing Director, Shopify EMEA, added: *"Brands are having to compete like never before to get the attention of buyers. Over the last year in particular, Shopify merchants have recognised that they need to show up wherever their customers are spending time. Since February 2020, we've seen installs of our social commerce channels grow 76% globally. Our partnership with Pinterest means that Shopify merchants across the UK can now tap into the purchasing power of over 450 million Pinterest users by building thoughtful, targeted marketing campaigns."*

Shopify has seen high growth in the UK market over the past year with the number of new store creations on Shopify increasing 106% vs. 2019 while gross merchandise value grew 116% year-on-year. Some of the UK's fastest growing brands use Shopify's all-in-one commerce platform to sell online, from high-growth companies such as Gymshark, All Birds and Lounge, as well as the next generation of small and medium-sized businesses (SMBs)."

Bill Watkins, Global Head of Mid-Market and Small Business Sales at Pinterest, said: *"Pinterest is an inspiring place to shop and we're excited to expand our partnership with Shopify to help merchants in 27 more countries grow their shopping presence on Pinterest globally. Small and medium businesses in particular have the opportunity to thrive on Pinterest because they connect with consumers in a positive environment when they are*

early in their decision-making journey and full of purchase intent. With the retail ecosystem profoundly evolving over the past year, we're committed to supporting merchants of all sizes by providing them with a quick and easy access to our shopping features without the need to edit code or deploy resources so they can inspire consumers for what to do or buy next."

Brands already interested in taking part

Darina Garland, Co-founder/ Chief Experience Officer at Ooni, said: "Over the past year, we've seen rapid growth and social has allowed us to reach new people who share our passion for pizza. Pinterest is a key channel for us as it is a platform where we can create authentic content to help people learn the basics of pizza making and introduce them to Ooni. The partnership between Shopify and Pinterest will allow us to more easily utilise data from our online store, help us grow awareness of our brand and ultimately reach more pizza lovers around the world!"

Izaak Amanna, Marketing Director at BOXRAW, said: "The Pinterest and Shopify partnership will allow us to seamlessly upload products from our catalogue and make it easy for our customers to shop with us through the platform. As we add more and more products to our store, this will mean we won't have to undertake this process manually so it really sets us up for scale. It will also make integrating expansion stores in the future quick and pain-free".

Ends

Notes to editors:

*New markets include the UK, Ireland, France, Italy, Spain, Germany, Belgium, the Netherlands, Sweden, Austria, Switzerland, Portugal, Denmark, Finland, Brazil, Greece, Hungary, Cyprus, Luxembourg, Norway, Poland, Romania, Slovakia, Czech Republic, Malta, Australia, and New Zealand.

Future of Commerce report methodology

- *A total of 10,055 consumers aged 18+, in APAC (Japan, India, New Zealand, Australia), Europe (France, Germany, Italy, Spain, United Kingdom) and North America (Canada, United States) completed this survey.*

Definitions of Dynamic retargeting and Multi-feed support for Catalogs:

- **Dynamic retargeting:** enabling them to re-engage with Pinners who have already expressed interest in their products on Pinterest.
- **Multi-feed support for Catalogs:** a new feature allowing businesses to easily upload their products in multiple feeds within the same Pinterest Business account. Multi-feed support for Catalogs gives retailers the opportunity to engage more easily with customers all over the world, allowing them to upload a specific feed for each market they sell products in but also to upload feeds to serve different advertising strategies such as prospecting or retargeting

About Shopify

Shopify is a leading global commerce company, providing trusted tools to start, grow, market, and manage a retail business of any size. Shopify makes commerce better for everyone with a platform and services that are engineered for reliability, while delivering a better shopping experience for consumers everywhere. Shopify powers over 1.7 million businesses in more than 175 countries and is trusted by brands such as Allbirds, Gymshark, Heinz, Lounge and many more. For more information, visit <https://www.shopify.co.uk/>