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Pinterest eCommerce Strategies Resulting in Sales
~ Venda Clients See Spike in Sales by Implementing a Pinterest eCommerce Strategy ~

New York – While social media networks come and go, Pinterest has cemented itself in society by providing a new twist on social interaction. The picture pinning site is also a natural fit for ecommerce, and Venda (www.venda.com), the world's leading provider of on-demand global ecommerce technology, has been implementing Pinterest ecommerce strategies for its clients with great success.

On average, Venda clients are seeing a .62 percent increase in sales by simply having a Pinterest strategy, and that jumps up to a 1.47 percent increase if they implement a Venda optimized Pinterest strategy.

While Facebook can be an effective ecommerce medium, it requires a significant amount of legwork and resources. On the other hand, Pinterest is just as attractive and works well with the "shop the lifestyle" society that we live in. Shopping the lifestyle is the shift that consumers have taken to literally buy the items that represent their identified lifestyle whether it be geek, urban, celebrity or the countless other lifestyle sets.

Creating a Pinterest ecommerce strategy is new to many companies so Venda is providing three tips and considerations to maximize a Pinterest ecommerce strategy:

1. Create lifestyle boards with images that portray your brand's persona mixed with brand product images that drive users back to the ecommerce site. Make sure your pin descriptions and board titles are written in your brand's voice.
2. Engage with your Pinterest followers by requiring a call-to-action in return for an incentive. For example, promote five product pins and tell your users that the pin which receives the most 'likes' will be discounted for a limited time. This drives action and increases community engagement and sales.
3. Pinterest contests are a fun way to generate buzz around new products. Encourage users to create a board that incorporates pins of your brand's products along with their 'own' inspired pins to create a unique board that can be judged and entered to win a prize. Make sure to tie in a campaign hashtag and require your contestants to tag each pin with that hashtag as a requirement to enter. You can later type in your campaign hashtag and track the success of your campaign performance.

"As Venda works with clients to expand their digital storefront across social media networks, Pinterest is becoming a valuable source of discovery and sales," said Venda Vice President of Sales and Marketing RJ Stephens. "Venda clients are finding that Facebook is great for brand loyalty and interaction, both important elements, but initial interactions and sales shine with Pinterest."

Venda provides social ecommerce solutions and consultation on many platforms including Facebook, Twitter, and YouTube. To learn more about Venda's social ecommerce strategies, visit venda.com/social.

About Venda
Venda is the world's leading provider of on-demand global ecommerce technology. Processing over $1Billion of transactions annually, its highly flexible convergent cross-channel platform offers retailers the scalability, stability and security for deploying world-class ecommerce sites. With over ten years' experience and a presence in the UK, US and France, Venda helps global retailers increase revenues and deliver a return on investment faster than traditional 'buy and build' methods. Its expertise in multi-channel commerce and knowledge of payment regulations in different countries allows retailers to expand quickly into new markets. As of March 2012, over 100 brands of all sizes use Venda's platform to handle millions of

transactions each month. This includes brands such as Wonderbra, Uniden, Anthropologie, Urban Outfitters, Jimmy Choo, Royal Doulton, Tesco, Metropolitan Museum of Art, and the TKMaxx.

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