Merchants on Shopify Get a Dedicated Pinterest App

|
13 hours ago
Pinterest teamed up with Shopify to create an application via the Shopify platform that enables merchants to upload their catalogs to Pinterest and turn products from those catalogs into shoppable product Pins.

Pinterest/Shopify

The app provides merchants with easy setup and access to distribution across Pinterest, with or without ads, and adding a shop tab to a merchant's profile on the platform provides an additional product discovery conduit.

Merchants do not need to edit code or add development resources.

Users of the app gain access to Pinterest shopping features including tag installation, catalog ingestion, automatic daily updating of products and an ads buying interface, as well as reporting and results to help them maximize their reach.

Shopify merchants in the U.S. and Canada can install the tag starting today, and the integration will be available to merchants globally in the coming weeks.

Pinterest senior vice president of technology Jeremy King said, "As we make Pinterest more shoppable, Shopify is the perfect partner for bringing access to catalogs, product Pins and shopping ads to merchants so they can get in front of the millions of Pinners looking for unique products that match their taste. With the new Pinterest app on Shopify, in just a few clicks, retailers can take the products on their virtual store shelves to the recommendations Pinners see as they shop. Merchants are adapting to new realities and looking ahead to the future of retail, which is why we're focused on making both our ads and organic features available and impactful to businesses of all sizes."

Shopify vp of product Satish Kanwar added, "Partnering with Pinterest to create the Pinterest channel is adding another powerful marketing tool for merchants to share their products with a new audience. The channel allows merchants to easily turn their Shopify products into shoppable Pins for Pinterest's over 350 million users to discover, allowing Pinterest users to purchase the item directly from the merchant's store. The channel also makes it even easier for

merchants to advertise to and acquire new customers, which is a huge win for businesses.”

https://www.adweek.com/digital/merchants-on-shopify-get-a-dedicated-pinterest-app/