Pinterest Tests Labels to Bring More Context, Information to Product Pins

Pinterest is testing the addition of information to Product Pins, and it detailed updates to its Shopping Spotlights curated recommendations under its search tab.

New “Popular” and “Best seller” labels are being tested on Product Pins so that Pinners can see which products are trending based on what other Pinners have been buying.

Updated sale prices will also be added next to the original prices on Product Pins so users can spot deals.

And Pinterest is testing the addition of product ratings and shipping information alongside Product Pins, helping users in the decision-making process. The company said aggregated product ratings will come from retailer websites.

Finally, the Shopping Spotlights section has been updated with more editorial options, including detailed information on articles so that publishers and influencers can lengthen article descriptions and better organize stories into sections and types of products.

With schools beginning to start up (virtually or otherwise), Pinners can shop back-to-school products curated by the Pinterest team for kids, teens and college students.

Pinterest said searches on its platform for homeschool desk ideas work stations are up 26 times year-over-year, while searches for kids desk chair are up four times and comfy

school outfits are up five times.

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