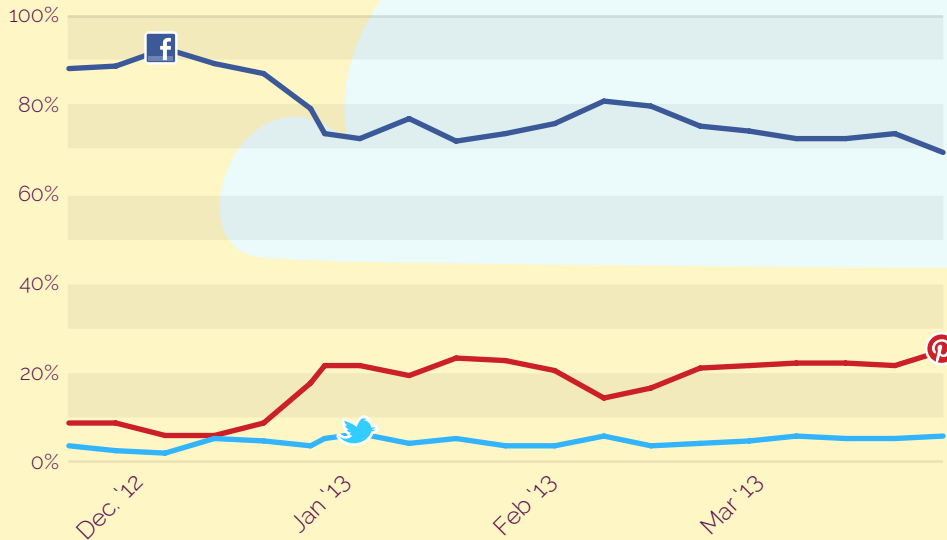


# Spring is Pinteresting

Facebook's share of traffic to retail sites hit a high of **92%** in mid-December 2012 and a low of **69%** in the week leading up to Easter Sunday.

## WEEKLY SHARE OF SOCIAL SHOPPING SESSIONS



In contrast, Pinterest's share of traffic grew from **6%** to **25%** over the same dates.

## AVERAGE ORDER VALUE

Pinterest shoppers spend significantly more, averaging **\$140 - \$180** per order compared with **\$75 - \$100** per order for Facebook shoppers.

The gap widened in the run up to Easter, with Pinterest shoppers spending **\$194** on average (versus **\$84** for Facebook).



## METHODOLOGY

This RichRelevance Shopping Insights™ study is based on data gleaned from more than 1.5 billion shopping sessions that took place between November 20, 2012 and April 1, 2013, on select US sites which have deployed RichRelevance's retail recommendation software in continuous operation for the duration of the study. The study includes only browser-based shopping sessions and does not include shopping that may originate from mobile app versions of these platforms. Sessions are defined as Facebook, Pinterest, or Twitter, respectively, if the referrer for that session originated from that site's domain.

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