

It pays to be positive



Jon Kaplan

Chief Revenue Officer, Pinterest

Negative online spaces are draining your advertising dollars

awareness

Positivity drives impact at every stage of the purchase funnel

6 in 10

agree that they're more likely to:

Remember

brands they encounter online when they feel positive.

Feel positive

toward brands they encounter in positive environments.

Trust

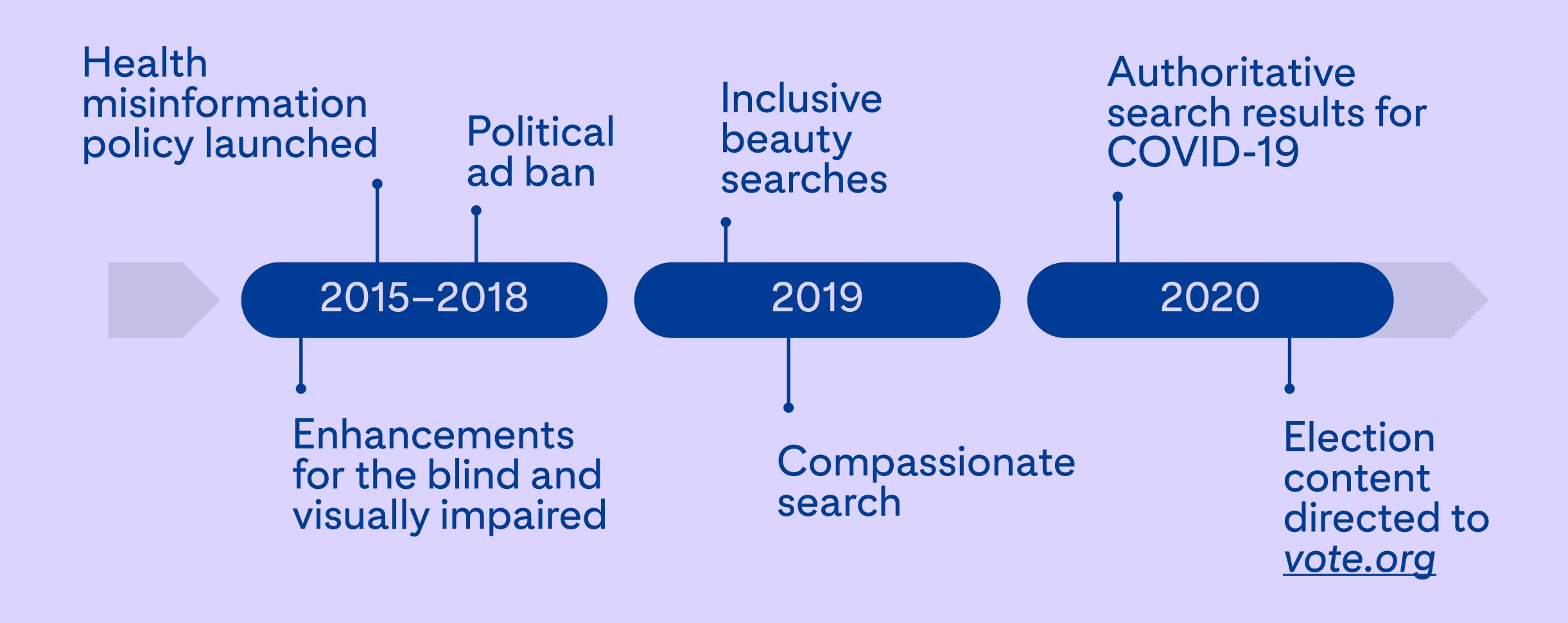
brands that they see in a positive space.

Purchase

a brand when they see it in a positive space.

conversior

Positivity starts with policy.





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