



It pays to be positive

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Jon Kaplan

Chief Revenue Officer,
Pinterest

*Negative online spaces are draining
your advertising dollars*

Positivity drives impact at every stage of the purchase funnel

Source: Morning Consult and Pinterest, US Adults, July 2020; 2. Usertesting.com, US adults and self-reported weekly social media users, July 2020. Exact percentages are as follows: Remember: 57%, Feel positive: 60%, Trust: 59%, Purchase: 56%.

6 in 10

agree that they're more likely to:



Positivity starts with policy.

Health
misinformation
policy launched

Political
ad ban

2015–2018

Enhancements
for the blind and
visually impaired

Inclusive
beauty
searches

2019

Compassionate
search

Authoritative
search results for
COVID-19

2020

Election
content
directed to
[vote.org](https://www.vote.org)



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