



# Reaching Health Audiences on Pinterest

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*While social platforms are facing scrutiny from consumers and advertisers alike, there is a corner of the internet where people are finding refuge: 8 out of 10 people say they feel [positive on Pinterest](#) — a discovery engine where people connect with things they love.*

Pinterest evolved its policies around pharma advertising in Q3 2023 to allow ads promoting pharmaceutical manufacturers, prescription drugs, online pharmacies, and prescription telehealth providers (if they have prior approval by the platform) — categories that had been restricted for advertising on the platform previously. With Global Monthly Active Users having increased 12% year over year to 522 million<sup>1</sup>, and 3 in 4 Pinner saying they have discovered new health brands and products<sup>2</sup>, pharma marketers were eager to pilot Pinterest.

Publicis Health Media (PHM) shared those ambitions — but it was important for the agency to understand audience composition, user behavior, and Pinterest’s new policies to help articulate the value proposition of Pinterest for pharma to its clients.

## Here’s what they learned:

- According to MARS, people are turning to Pinterest to manage their health conditions by pinning recipes and other wellness-related information<sup>3</sup>
- Pinner are planners and come to the platform with intent. Pinterest is where people come to discover new ideas, to save them to boards, and to act when they’ve found the ones they love
- There is gender diversity on Pinterest, but the platform skews 69% female (18+)<sup>4</sup>. Pinterest reaches all age groups with a large audience composition among ages 55+ (31%)<sup>4</sup>
- Pinterest is a visual search engine, with search functionality at its core. As people browse Pinterest content, the algorithm helps them fine-tune their tastes and perfect their ideas
- Targeting mechanisms available are similar to other social platforms: demo, location, interests, and custom segments like engagement retargeting and actalike audiences. Pinterest’s targeting differentiator is strong intent signals that enable accurate keyword targeting (though they do have a sensitive targeting policy in place to consider).

<sup>1</sup>Q2 2024 per earnings report

<sup>2</sup>Talk Shoppe, *Wellness on Pinterest for weekly Pinterest Users* commissioned by Pinterest, US, December 2022

<sup>3</sup>MARS 2022/2023 Consumer Health Study Doublebase

<sup>4</sup>comScore, United States, August 2023

# Alpha Test Launch

Pinterest started its venture into the broader pharma space with a closed Alpha for a select number of brands, followed by Beta testing, and has since rolled out to general availability. As the largest health agency in the category, PHM was one of the key drivers of the Alpha program — its social media team partnered with the Pinterest health team to shape its go-to-market strategy and ultimately launched 4 out of 7 of the Alpha test campaigns.

With the majority delivery and performance data managed by the agency, PHM has an unmatched understanding of what works well on the platform for pharma advertisers.

**PHM's Hypothesis:** Leveraging Pinterest's native targeting and ad products with effective messaging will drive awareness among target audiences.

## Results

**Cost:** Pinterest is a source of low-cost reach, driving a 75% more cost-efficient CPM compared to other social media platforms.

**Creative Format:** Static and standard-width video formats performed similarly. While slightly more expensive, max-width video produced a 50% higher CTR than standard-width video demonstrating this high-impact placement is effective at driving engagement. This is in-line with best practices on other platforms — engagement is typically highest when maximizing available real estate.

**Targeting Type:** Engagement retargeting audiences had the highest engagement metrics and lowest CPC & CPM across all campaigns. Keyword targeting was the most expensive in terms of CPC & CPM when compared with Interests targeting; however, campaigns that used keyword targeting had stronger engagement and video view rates.

**Campaign Messaging:** Both branded and unbranded campaigns performed above Pinterest's CTR benchmark of 13%. Unbranded content outperformed branded by 20%, but advertisers can achieve similar engagement levels for branded campaigns using max-width video.

