



**Disclaimer:** The following information was gathered after researching multiple online sources, talking to ex-Pinterest Product Managers, and compiling this research. In no way did any active Pinterest employees, including those featured in our culture interviews, provide these questions.

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## Company About

### Mission

Our mission is to bring everyone the inspiration to create a life they love.

### Vision

We envision connecting everyone in the world through the 'things' they find interesting.

### Values

- Put Pinners first
- Care with candor
- Be an owner
- Win or learn
- Act with integrity

## Inside scoop

- Employee reports have indicated that the company offers a great WLB and boasts a strong team culture and benefits including onsite workout and crafting classes.
- Some reports have indicated that there is little transparency in decision making and occasionally, office politics are involved in career advancement within the company, with little regard for middle and lower-level employees. Some have suggested that this issue is less prevalent in regional offices.
- Considered the 'nicest' Silicon Valley company, Pinterest promotes inclusion and treating employees with kindness. While this provides an opportunity for employees to thrive, it loses the "creative conflict" that has been credited with the success of more turbulent companies like Amazon and Netflix.
- Pinterest's slower and more conservative decision making processes have allowed the company to avoid the fake news, inappropriate content and abuse of user data scandals that have plagued peers like Facebook and Amazon, making the company more drama-free.

## Recommended readings

- [Where Will Pinterest Be in 5 Years?](#) — Explores potential growth areas for Pinterest, including international markets, ecommerce, and video.
  - [Rarest of Tech Unicorns, Pinterest is Almost Profitable](#) — A quick analysis of Pinterest's financials and growth stats. The most interesting tidbits are around Pinterest's growth outside the US.
  - [How Pinterest Grew From 3,000 to 73 Million Users](#) — A recap of Pinterest's famous "growth hacking" strategies, along with a look at Pinterest's niche in the advertising space.
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## Competitive Facts

### Important facts

1. Pinterest's competitors include Snapchat, Twitter, Instagram, Google, Amazon and Facebook.
2. As of 2019, Pinterest reaches 335 million monthly active users, including 47% of US internet users and more than half of Millennials (age 18-34).
3. As of 2019, two-thirds of Pinterest users are female, with 8 out of 10 moms using the platform.
4. As of December 2019, Pinterest serves ads in 28 countries compared to only 7 countries the previous year.
5. The proportion of weekly active users to monthly active users is 57% as of 2019.

6. As of December 2019, average revenue per customer was \$3.81 globally overall, \$12.07 for the United States, and \$0.54 internationally, increases of 21%, 34% and 115%, respectively.
7. Interestingly enough, a single customer accounted for 10% of Pinterest's revenue in 2019.
8. As of 2019, 52% of Pinterest use their platform to develop their knowledge of great food and drinks, and 70% use the platform to find accessories, watches and jewelry.
9. While the United States accounts for the majority of Pinterest's revenue, more than 50% of Pinterest users live in other countries as of 2020.
10. As of 2020, 85% of Pinterest users utilize the service through mobile devices.
11. As of 2020, 98% of Pinners report trying new things they find on Pinterest while 85% of Pinners say Pinterest is where they go to start a new project.
12. In 2019, Pinterest had 96 requests for information from the US government, with the platform yielding some form of information 93 times. Out of the 112 accounts involved, only 33 were informed of this information being released.

## Financials

1. Revenue 2019: \$1.143 billion ( \$1.026 billion from The United States, \$117 million from international sources)
2. Merchant solutions accounted for approximately 89.8% of Pinterest's revenue in 2019.
3. Profit in 2019: -\$1.361 billion
4. Number of employees: ~ 2,217 people (as of 2019)
5. Average number of employees for Fortune 500 companies: ~ 60,629 people per firm

## New projects/Product roadmap

1. [Shop Tab](#): Launched in June 2020, the Shop Tab allows Pinners access to a feed of shoppable Pins based on the in-stock products identified in the image that links directly to a checkout page on retailers' sites.
2. [Shopify Partnership](#): This partnership, established in May 2020, allows merchants on Shopify's platform to upload catalogs to Pinterest and turn their products into shoppable Product Pins.
3. [The Today Tab](#): Rushed to launch in March 2020 due to the COVID-19 crisis, the Today Tab provides Pinners with curated topics and trending Pins that makes it easy to explore popular and timely ideas.
4. [Pinterest Lite](#): Released in January 2020, this feature allows users with slower internet connection to access most Pinterest features without taking up too much space on their devices.

5. [Try On by Lens](#): This feature released in January 2020 utilizes AR technology so Pinners can try on makeup, save for later shopping, or buy through the retailer's site.
6. [Pinterest Trends](#): Launched in December 2019, Trends allows Pinners to view the top US search terms within the past 12 months, and look into when top search terms peak.
7. [New Group Board](#): Updated in September 2019, the new Group Boards allows Pinners to include reactions to show feedback, the ability to sort Pins to prioritize favorite ideas, and a new way to communicate with members right on the board.