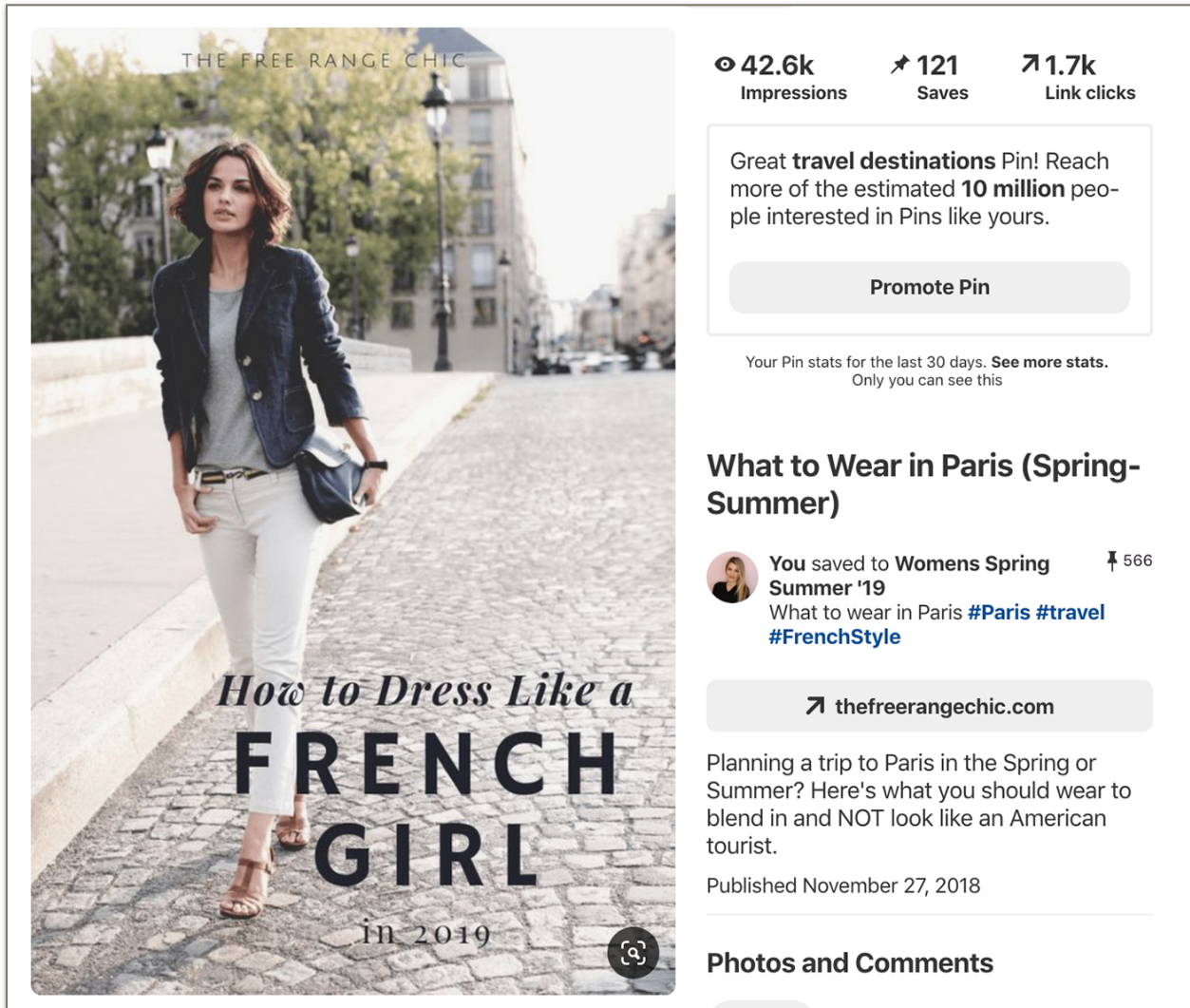


Case study, Pinterest Marketing, 2019

The Pin:



The screenshot shows a Pinterest pin from 'THE FREE RANGE CHIC'. The main image features a woman in a dark blazer and white pants walking on a cobblestone street in Paris. The text on the image reads 'How to Dress Like a FRENCH GIRL in 2019'. To the right of the image, the pin's statistics are displayed: 42.6k Impressions, 121 Saves, and 1.7k Link clicks. Below the statistics is a 'Promote Pin' button. A text box below the button says 'Great travel destinations Pin! Reach more of the estimated 10 million people interested in Pins like yours.' Below that is another 'Promote Pin' button. Further down, it says 'Your Pin stats for the last 30 days. See more stats. Only you can see this.' The title of the pin is 'What to Wear in Paris (Spring-Summer)'. Below the title, it says 'You saved to Womens Spring Summer '19' with 566 saves. The description is 'What to wear in Paris #Paris #travel #FrenchStyle'. Below the description is a link to 'thefreerangechic.com'. The text below the link says 'Planning a trip to Paris in the Spring or Summer? Here's what you should wear to blend in and NOT look like an American tourist.' The publication date is 'Published November 27, 2018'. At the bottom, there is a section for 'Photos and Comments'.

30 day stats shown above

Originally Pinned Nov. 2018

Website: The Free Range Chic Travel Blog

Link: <https://www.thefreerangechic.com/what-to-wear-in-paris-spring-summer/>

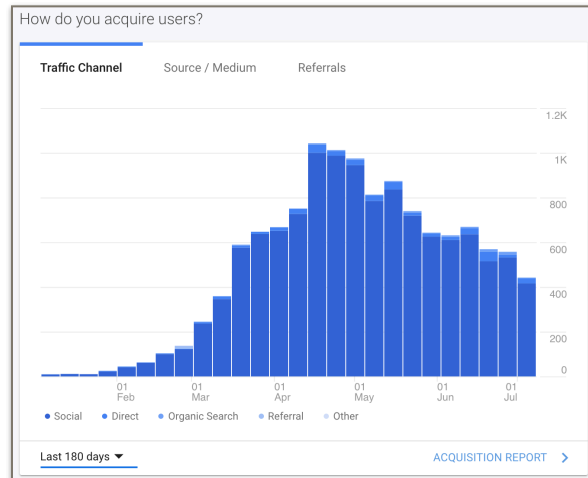
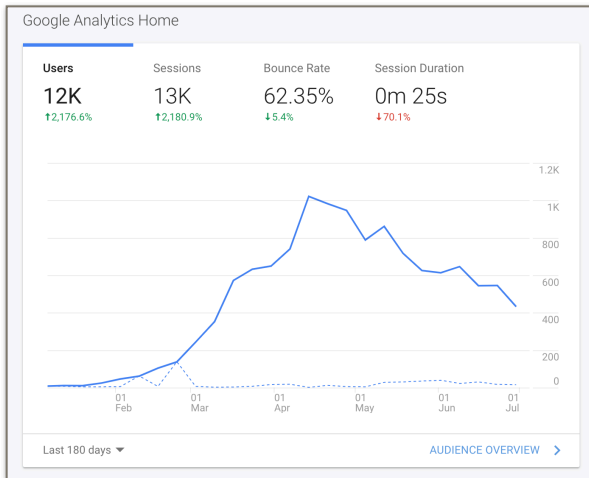
Traffic: 100% Free/Organic (Pinterest)

Traffic Count: 12,000 Users, 13,000 Sessions

CPC Value: .50 - \$1/ea.

Overall Estimated CPC Ad Campaign Value: \$8,000-\$12,000

Google Analytics Results (Jan-June. 2019/180 days):



What pages do your users visit?

Page	Pageviews	Page Value
/what-to-wear-in-paris-spring-summer/	6,934	\$0.00
/what-to-wear-in-paris-spring-summer/amp/	6,659	\$0.00
/what-to-pack-on-a-trip-to-paris/	236	\$0.00

