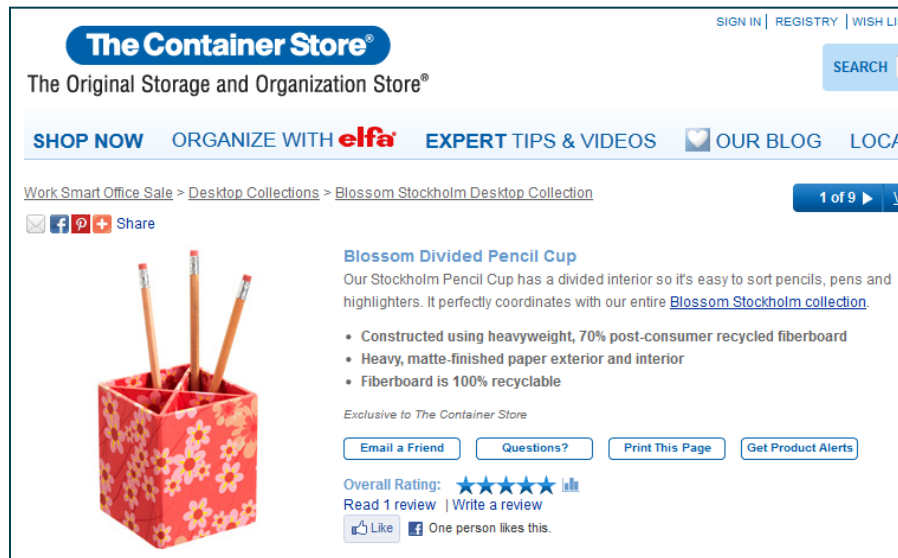


Pinterest Added to List of Social Buttons

[Pinterest](#) is a rapidly growing site with a significant traffic rank of #16 in the US and #62 globally¹ among the top sites on the web. This site allows users to easily post or “pin” their favorite media – photos, videos, products, etc. on their pinboard and follow collections of other users. A study by [RJ Metrics](#) found that over 80 percent of pins are “re-pins”; this makes Pinterest a highly valuable source for amplifying brand awareness.

Bazaarvoice now makes it easy for your customer to share their favorite products from your site on their Pinterest board.



Workflow

1. User clicks on the Pinterest icon on your product page.

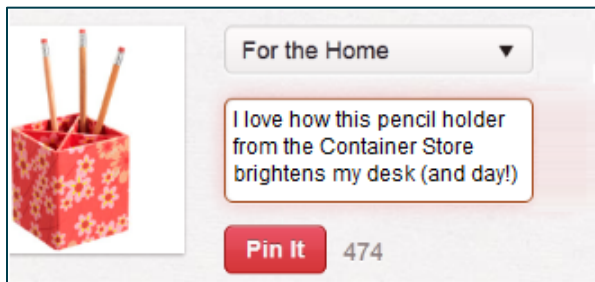


¹ According to [Alexa](#) traffic-ranking.

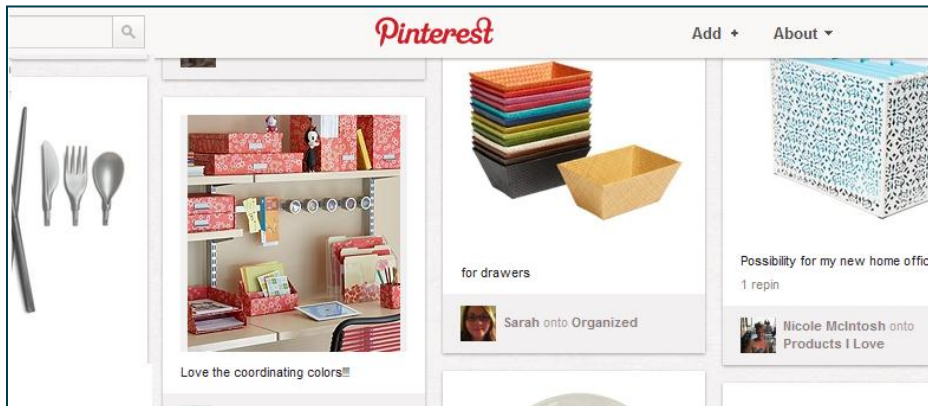
2. User logs in using Facebook or Twitter credentials.



3. User selects category and text for pin.



4. Product is pinned on the Pinterest user's board with the potential to be repinned by other users.



Prerequisites

Your existing XML product feed must include product image URLs.

