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PINTEREST INC. SWOT & PESTLE ANALYSIS

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Company Name : Pinterest Inc.

Company Sector : Image Sharing and Social Media

Operating Geography : United States, North America, Global

About the Company :

Pinterest is an image sharing and social media website based in the United States that allows users to save and find information (particularly "ideas") on the internet via pinboards made up of photographs and, on a lesser scale, animated GIFs and videos. The company is headquartered in San Francisco. Pinterest's development started in December 2009, and the prototype was released in March 2010 as a closed beta. Ben Silbermann, Paul Sciarra, and Evan Sharp established the site, which had over 478 million global monthly active users as of March 2021. It is a free website that requires the user to sign up to use it. Currently, the service is available via a web browser and apps for iOS, Android, and Windows 10 PCs. Pinterest's developers describe the service as a "library of ideas" that motivates users to "go out and do that thing," although it is not a "social network" based on images. It has a sizable fashion following as well. Pinterest was later dubbed a "visual search engine" in the future. It is mostly made up of "pins" and "boards." A pin is an image that has been submitted or linked to a website. Boards are groups of pins organised around a common theme, such as quotes, travel, or weddings. Numerous idea boards can be divided into parts, each of which has multiple pins. Persons can follow and unfollow other users and boards, which will populate their "home feed." "Outside of Pinterest, content can be located and uploaded to a board using the "Save" button, which can be downloaded to a web browser's bookmark bar or integrated by a webmaster directly on the website. With the opportunity to make their Idea Pins shoppable, earn commissions through affiliate links, and partner with brands on sponsored content, Pinterest introduced new ways for Creators to grow their businesses and earn money in July 2021.

Pinterest's Unique Selling Point or USP is that it reaches clients at a different stage of the purchase cycle than other platforms, and it has the world's largest dataset of ideas, with over 100 billion recipes, home hacks, style inspiration, and other things to try. The mission statement of Pinterest reads, "Pinterest's mission is to bring everyone the inspiration to create a life they love".

Revenue :

\$ 1,693 million - FY ending 31st December 2020 (y-o-y growth 48%)

\$ 1,143 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Pinterest Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Highly differentiated website due to inspiring content 2.Ensures transparency of takedown of offensive content 3.Continuously increasing large active userbase 4.Providing strong value proposition to Pinner (users) 5.Numerous innovations in software technology 	<ul style="list-style-type: none"> 1.Hostile and discriminatory work environment 2.Dependent on few large advertisers for revenue
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing internet penetration in Asia Pacific 2.High growth in advertising audience 	<ul style="list-style-type: none"> 1.Censorship bans for unacceptable content 2.Competition from tech giants in internet industry 3.Boycott by advertisers over controversies 4.Third party websites using Pinterest data are vulnerable

PESTLE Analysis :

The PESTLE Analysis for Pinterest Inc. is given below:

Political	Economical
1.EU-US privacy shield proposal aids industry 2.Digital tax by European Commission may increase tax rates	1.Adverse global economic and financial conditions in United States and global markets 2.Phasing out of LIBOR may cause increased finance costs
Social	Technological
1.Increased trend of women users 2.Changing preferences of users during Covid-19	1.Computer vision technologies can enhance social media 2.Augmented Reality will transform social media
Legal	Environmental
1.Intermediary guidelines in India will increase the screening of content 2.GDPR increases compliance burden	1.Public polarization increased over climate change due to social media

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