Printify Announces Proven Playbook: How To Make Money Consistently Using Pinterest

New data shows shoppers on Pinterest are primed to buy and spend more, while Printify helps creators convert Pins into on-demand product sales without inventory.

Wilmington, Delaware Jan 7, 2026 (Issuewire.com**)** - Pinterest has evolved into a high-intent discovery engine where people plan purchases, save ideas, and shop. For U.S. creators and small businesses, that adds up to a dependable revenue channel when paired with a low-risk print-on-demand model. This release outlines what works now on Pinterest, the metrics that matter, and how putting Printify at the core lets sellers turn engagement into consistent sales.

Market context: why Pinterest drives dependable revenue

Pinterest reported record user growth through 2025, reaching roughly 570 to 578 million monthly active users globally, with the United States at about 90 million users, reinforcing the platform's scale for American sellers.

Ecommerce intent on Pinterest is strong. Independent analyses show 85 percent of weekly users have made a purchase based on a brand Pin, and Pinterest ads deliver about 32 percent higher return on ad spend compared with other digital platforms.

Pinterest's Q2 2025 revenue grew 17 percent year over year, underscoring advertiser demand for shoppable content and shopping tools that surface products to users with clear intent.

What works now: monetization paths that compound

High-intent niches perform best, including weddings and events, home and lifestyle, fitness and wellness, learning resources, and hobby communities. Pinterest users conduct mostly unbranded searches, which creates discovery opportunities for new brands and products.

Practical playbooks include affiliate links in helpful Pins, shoppable product feeds, downloadable printables that build email lists, and print-on-demand storefronts where top-saved designs become physical goods. Pinterest sellers who post consistently, optimize for Pinterest SEO, and refresh creative around seasonal trends see steadier traffic and sales.

U.S. case-study snapshots (anonymized)

A California creator built a wedding inspiration board strategy, then linked to a Shopify collection featuring matching stationery and decor. After shifting to bundle Pins that showed full tablescape looks, saves and outbound clicks rose, and weekly orders stabilized around engagement season. Category momentum for weddings and gift planning aligns with Pinterest shopping behavior.

In Texas, a fitness microbrand launched motivational apparel with Printify and ran low-budget Pinterest ads targeting interest keywords. With ads benefiting from higher ROAS benchmarks on the platform, the shop scaled winning designs from organic Pins into paid, then refreshed those Pins monthly to maintain consistency.

A Florida teacher-creator posted classroom routine printables and checklists that linked to a lead magnet. Email subscribers received coordinated physical stickers and tote designs produced via Printify. Combining digital files with on-demand merch increased average order value while keeping operations lightweight. Platform growth and shopping features supported predictable weekly traffic.

Why put Printify at the core

Start digital, scale physical. Creators validate concepts with Pins, then add low-risk physical products only after data shows demand. Printify handles production and shipping, so sellers expand without inventory or upfront costs.

Mockups and speed. With a large catalog and automated fulfillment, creators convert trending Pins into product pages quickly, keeping up with fast-moving Pinterest trends.

Stackable revenue. One design can drive multiple SKUs across apparel, home decor, and accessories, turning each viral Pin into a broader product line.

"Pinterest users arrive with intent, and that is a major advantage for creators," said Davis Sārmiņš, Director of Growth Marketing at Printify. "Pair that intent with Printify's fulfillment and you get a repeatable system: test ideas with Pins, double down on what saves and clicks, then expand into on-demand products without inventory risk."

A 30-day kickoff, 60-day scale, 90-day system

Days 1–30: Set up or convert to a Pinterest business account, research unbranded keyword demand, create five themed boards for one niche, and publish three to five fresh Pins per day linking to a focused product or collection. Use a simple Pin template system to keep output consistent.

Days 31–60: Introduce shoppable feeds where possible, add idea and video Pins for top products, and

test a small ads budget to amplify winners. Send traffic to a streamlined product page, then expand the hero design into two or three complementary Printify products. Benchmarks indicate Pinterest ads can deliver efficient clicks and strong ROAS when creative stays native to the platform.

Days 61–90: Build bundles and seasonal variations, launch a monthly creative refresh, and schedule content ahead of peak shopping moments. Track saves, outbound clicks, and conversion, then retire underperformers while launching fresh takes on high-engagement Pins. Growth in platform revenue and users suggests room to scale proven creative systems.

Key statistics sellers can cite in decks and listings

578 million global monthly active users in 2025, with roughly 90 million in the U.S., Pinterest's largest market.
85 percent of weekly users have purchased based on a brand Pin, highlighting high shopping intent.
Pinterest ads show about 32 percent higher ROAS versus other digital platforms in third-party analyses.

Expert perspective

"Consistency is the unlock," said Davis Sārmiņš, Director of Growth Marketing at Printify. "Post fresh Pins, make every Pin useful, and track what people save and click. Once a design proves itself, expand it into coordinated products with Printify so you capture more revenue from the same audience."

About Printify

Printify is a global print-on-demand platform that enables creators and brands to design, sell, and ship custom products without inventory. By connecting sellers to a network of print providers and ecommerce integrations, Printify helps entrepreneurs turn Pinterest engagement into reliable, scalable sales.

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