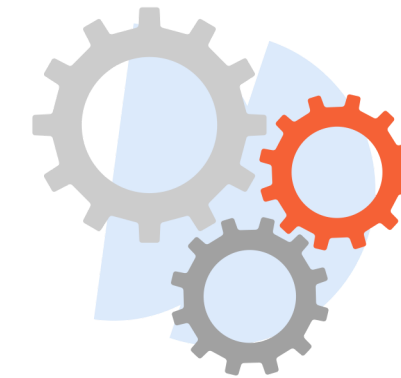


Revamped Pinterest's Ad Manager: Scaled Engagement from 5 to 233 Devs



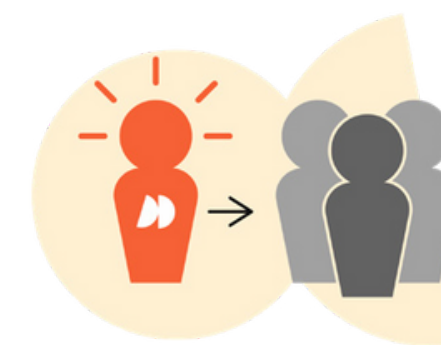
Industry

Internet & Technology



Solution

WebsiteApp, Mobile App, QA



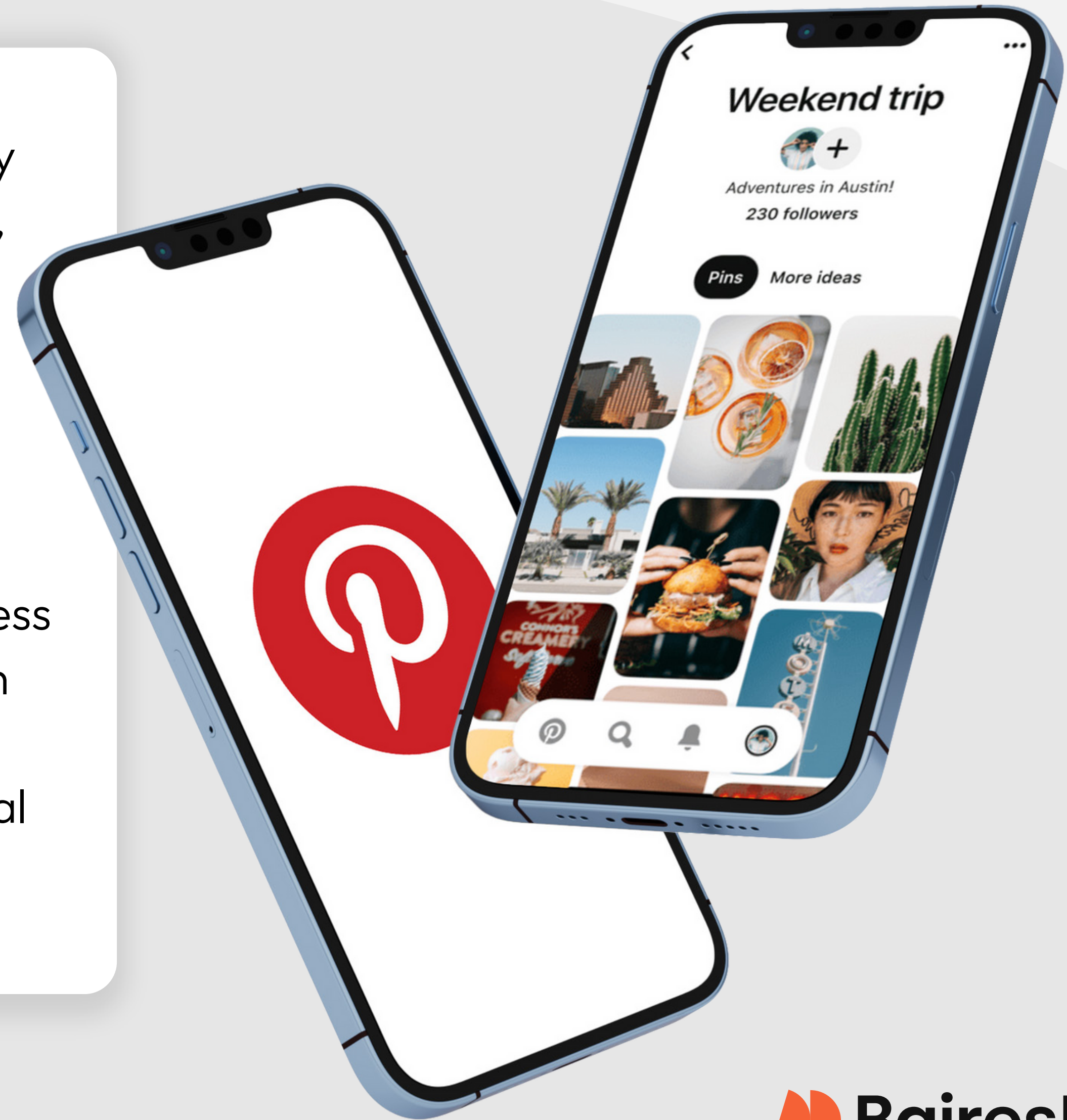
Engagement Type

Software Outsourcing
Staff Augmentation

About Pinterest

Pinterest is a visual discovery engine. 482 million monthly users rely on Pinterest to find inspiration for projects, DIY, hobbies, and recipes. Its annual revenue is \$2.8B USD. Pinterest is the 14th most active social media platform.

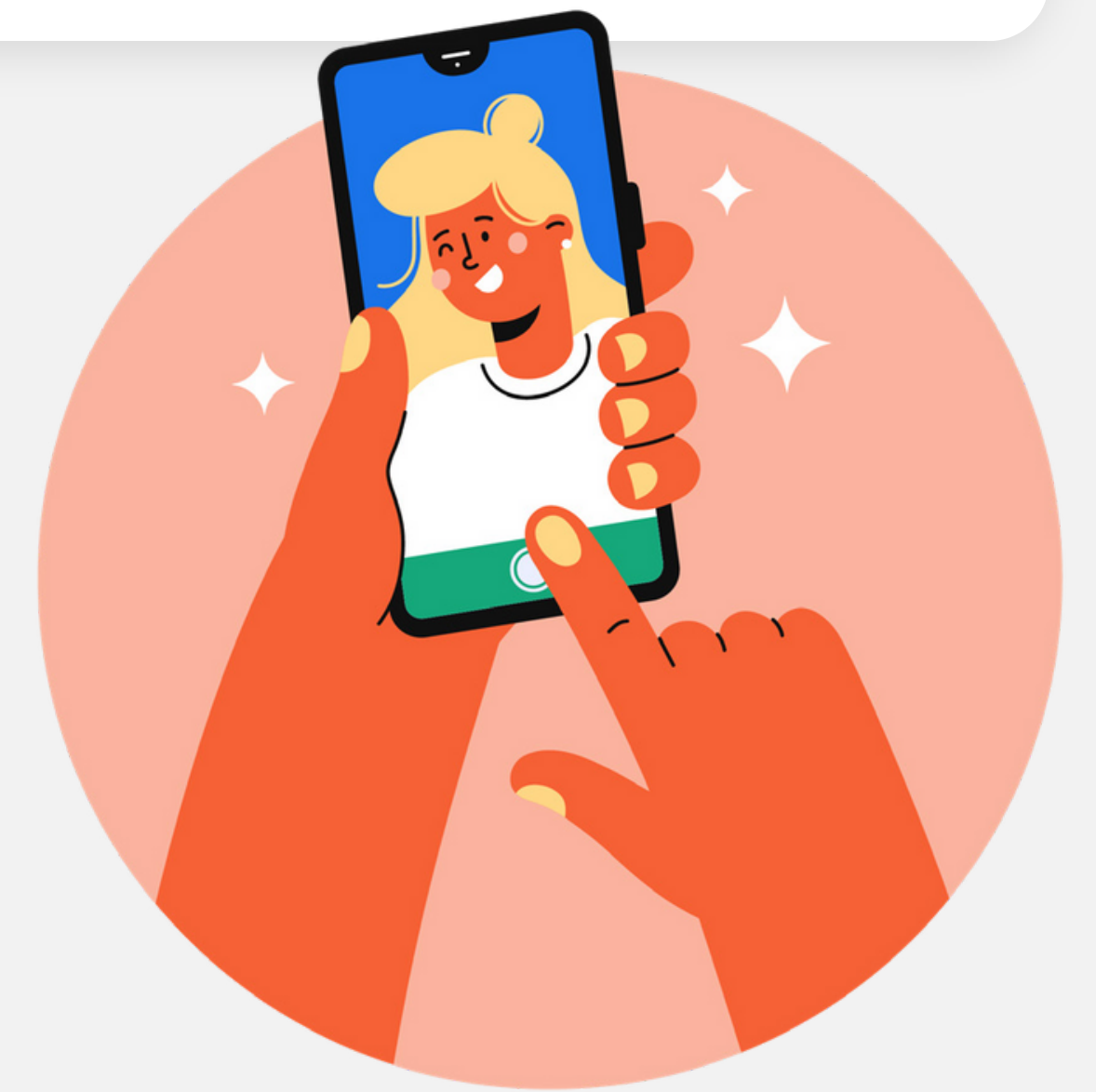
Pinterest's business community has 74,026 members, including merchants, content creators, and marketers. They use Pinterest to drive traffic to their websites. Business accounts allow companies to reach key audiences through generic searches not specifying a brand. Unbranded Pinterest searches are a powerful alternative to traditional search engines like Google.



The Challenge

Pinterest wanted to generate revenue from businesses that use its platform to reach new audiences. 97% of Pinterest searches are unbranded. Companies have leveraged those unbranded searches, resulting in 46% of weekly Pinners discovering a new brand or product. **Less-known brands can amplify their reach in the Pinterest Ads Manager**. However, the current ad version needed an improved UI/UX and architecture.

A more robust Pinterest ads manager would **deliver more value to partners by building brand awareness**, driving consideration, and getting conversions. They required help rebuilding the architecture of the ads manager to make it more scalable. We worked with Pinterest to improve its advertising tools with full-stack development.



The Solution

The initial ads project required 5 devs. **In less than 2 weeks, our team members integrated with Pinterest's in-house team.** We helped them meet their tight production timeline.

Over time, our teams have grown to help develop their mobile apps, balancing network traffic load, building next-generation algorithms, and automating tests.

Our team members served in many positions. They were the driving force behind the Pinterest business manager metrics migration. The migration involved UI/UX, API, and data engineering. Furthermore, our professionals were the sole owners of the internal admin tool that controls administrator access to the ads manager.

“As they do on all client projects, our Developers created quality control for their code to stay fully accountable for their contribution to Pinterest. **BairesDev engineers are the soul of the team.** They're able to identify dependencies and figure out solutions quickly. They strongly exceeded my expectations.”

Engineering Manager at Pinterest

The Solution



Relationship Tenure:
5 years & counting



Number of projects:
37



Team Count:
232 developers

Technologies:



The Outcome

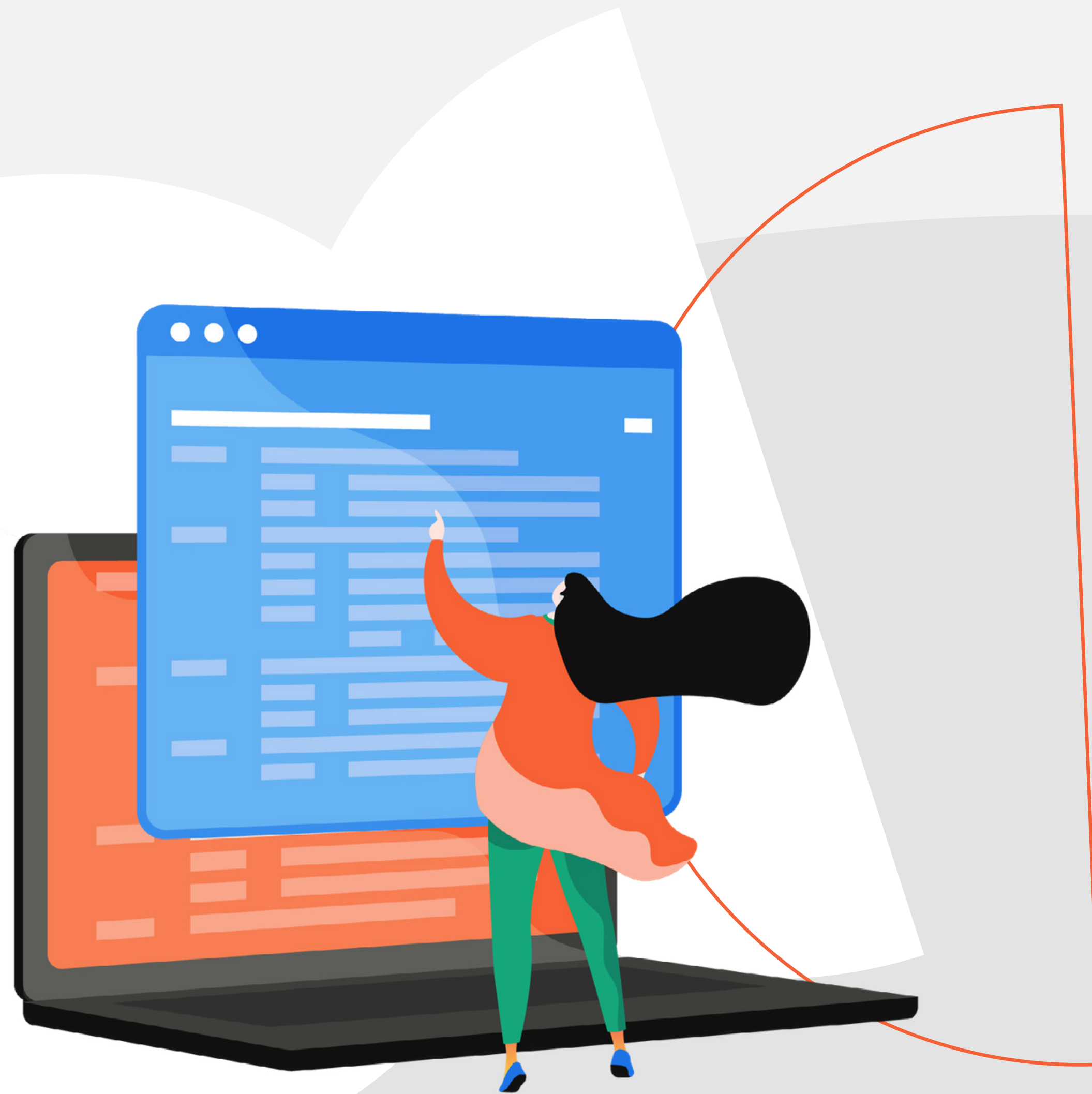
The convenience and results of the Pinterest Ads Manager project launched an ongoing partnership. Today, we work with Pinterest on **37 software projects** across the company.

During the last 5 years of working with Pinterest, we:

- Launched the **Pinterest Ads Manager** on time
- Performed ongoing **QA**
- Helped **develop the mobile Pinterest ads tool**
- Worked on user personas for the Ads Manager platform to **automatically capture new advertisers**
- Reduced **metrics of Ad manager** to save money and simplify the ads infrastructure.

We scaled from 5 devs in 2019 to 233 devs in 2023.





**Facing
challenges similar
to Pinterest?**

We can help.

Schedule a Call

 **BairesDev**