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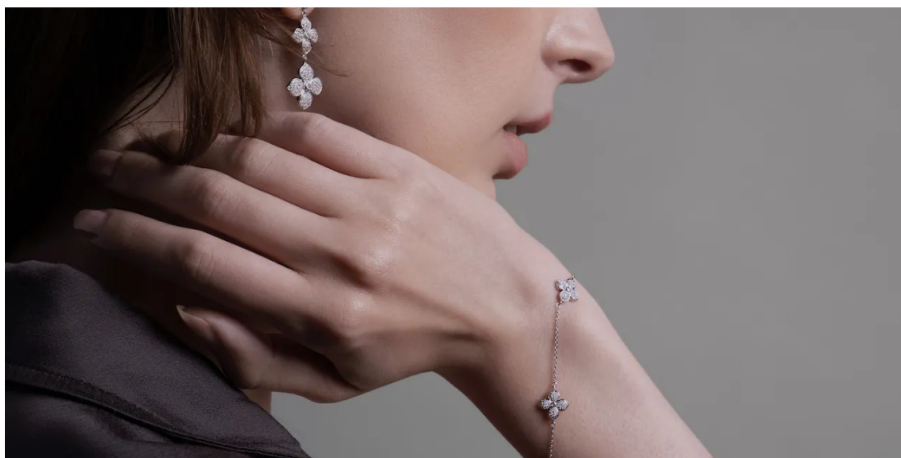
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Why jewelry brand Verlas is reinvesting in Pinterest advertising

By Gabriela Barkho



Verlas

As e-commerce brands try to diversify advertising tactics beyond Meta, they're giving some oft-overlooked marketing channels like Pinterest another try.

Just when jewelry brand Verlas was about to close shop on Pinterest ads, the company decided to test out a different advertising strategy on the platform. Now, Pinterest is Verlas's second largest converter, next to the company's newsletter — which now drives 40% of Verlas's annual revenue.

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