



Initial results of prospecting and remarketing test with Pinterest show promise for Restore brand

The Restore Marketing team is testing the effectiveness of Pinterest advertising. Our goal is to appear on a contextually relevant platform and, as a result, contribute to consumers' awareness of and engagement with the ServiceMaster Restore brand. Although the media has been live for just eight days, the initial results are exciting!

Impressions

relate to the number of times our ads have been seen.



Impressions

648.6K

Saves are an indicator of future intent.



Saves

Clicks are an engagement metric that indicate the number of clicks on our ad to content on or off Pinterest.



Pin clicks

3.5K

We are excited to share the final results with you and continue building national brand awareness!