



Sony Pictures' Mortal Instruments Case Study

Problem

Sony Pictures wanted to make a splash on Pinterest for the upcoming release of The Mortal Instruments.

Solution

Use Pinterest-targeted advertising to drive Pinterest users to the Mortal Instruments Pinterest page where they can engage with measurable content.

- 📌 Achieved over **2,800 new followers** at a rate of **123 new followers per day**
- 📌 Almost **300k new** 2nd Degree Followers
- 📌 **135 repins** of Mortal Instruments content every day
- 📌 **Over 5,500 FB actions** achieved on a daily basis



Clients



ShareRoot is the complete Pinterest marketing solution. ShareRoot specializes in helping large brands succeed on the Pinterest platform.