

Pin me up: according to Experian, Pinterest is the third most popular social network

✘ Here we are: **Pinterest**, the new kid on the block has become the third competitor in the social network arena.

Experian's "2012 Digital Marketer: Benchmark and Trend Report" says social networking has reached new highs, with 91 percent of adults using social media regularly as well as 15 percent of all U.S. Internet visits dedicated to social media sites in December 2011.

But, who's really winning?

Pinterest, for example.

Just a few insights from the report:

- 91% of today's online adults use social media regularly
- Revenue per email averages 2x higher for 'Friends and Family' campaigns
- 28% of smartphone owners watch video on their phone in a typical month
- Pinterest is now the 3rd most popular social networking site behind Facebook and Twitter

Pinterest surprised many last December when it was revealed as a top 10 social network. The new Experian report says Pinterest's traffic surged 50 percent between February and January of this year, which is growth that's stunning in itself.

That surge has allowed the site to overtake services like **Tumblr**, **LinkedIn**, and **Google+** for the third highest number of visits in February.

And not only is it fun for users, it's also a **killer tool for marketers** as **Mashable** recently reported on [how brands are marketing on this new-whiz social network](#).

[Click here to download the free report on Social networking and Pinterest.](#)

[Via [Experian](#)]