



One Shopee Funnel, Ten Pinterest Personas

A case-study breakdown of the ad creative and distribution strategy behind a Brazilian Shopee affiliate network running on Pinterest.

Source case study	Platform	Market	Sample window
adsrepository.com/blog	Pinterest Ads	Brazil (Shopee)	9–28 Sep 2026

Overview

Ad Repository groups Pinterest ads by shared landing domain, since Pinterest doesn't expose a stable advertiser ID the way Meta does. Under the short link **s.shopee.com.br**, that grouping surfaces 822 logged ads and counting — but the real Pinterest usernames behind them reveal this is not one advertiser. It's a decentralized network of small accounts, each posting a handful of ads, all pointed at the same underlying Shopee affiliate funnel.

822

Ads logged under one shared link
s.shopee.com.br, all-time on Pinterest

8

Distinct advertiser accounts
Found in one day's sample of 15 ads

93 / 7

Image vs. video creative split
767 image, 55 video (full history)

The Network Behind One Link

A single day's sample of 15 fresh ads surfaced eight separately-operated Pinterest accounts, each with its own numeric advertiser ID, logo, and posting voice — all routing to the identical Shopee short link:

Casa Aconchegante | Achadinhos

Achadinhos da Chica

Achadinhosdaluma

Seu Look Ideal

Dushop

Loja R

Casa da Vicky

Closet da Layla

Two Creative Playbooks, One Funnel

The accounts split cleanly into two creative styles — a direct product-demo video approach, and a keyword-bait “lookbook” image approach that never shows the product at all.



@casaaconchegante2k

PRODUCT-DEMO VIDEO

"Você não vai acreditar nessa calça jeans wide leg com rasgos" — direct, urgent, product-specific.



@achadinhosdachica

LOOKBOOK / KEYWORD BAIT

Title repeats "look faculdade" 4x with different adjectives — written for search, not for a reader.



@achadinhosdaluma04

LOOKBOOK / KEYWORD BAIT

No product in frame — a fashion mood board captioned to catch generic style searches.



@casadavicky

LOOKBOOK / KEYWORD BAIT

"2026 trending game-day looks" — seasonal/cultural hook, still zero product shown.

Bait Keywords Have Nothing to Do With the Product

The full logged history for this cluster shows product ads tagged with Pinterest's most-searched lifestyle keywords — regardless of relevance — purely to surface in unrelated search results:

TAGGED KEYWORD	MEANING	CATEGORY
flowers birthday	—	Occasions
rosas naturais	real roses	Occasions
tema vida aniversario flores	birthday-life flower theme	Occasions
modelo ugc	UGC model	Fashion UGC
look mulher	woman's look	Fashion UGC
casal 45 latino	Latino couple, 45	Lifestyle
modelo espelho mostrando tenis	model showing sneakers in mirror	Try-on

"look faculdade, look faculdade básico, look faculdade simples, look faculdade elegante"

— Achadinhos da Chica, image pin title (same keyword, four stacked adjectives)

That's not copy written for a human reader — it's written for Pinterest's own keyword-matching search index, to make one pin surface across as many overlapping queries as possible.

Who's Actually Seeing These

METHODOLOGY NOTE

The country logged against a Pinterest ad reflects where the person who saved or encountered it was browsing from — not a targeting parameter the advertiser set. Over this cluster's full history, sightings skew overwhelmingly Brazilian (795 of 822). A same-day sample skewed unexpectedly toward US-based sightings despite 100% Portuguese-language, Brazil-only content — flagged as an open question, not a confirmed targeting shift.

A volume play, not a brand

This is the decentralized version of a pattern we've tracked before: not one advertiser flooding a platform, but eight small, separately-branded accounts, each posting a handful of ads, all pointed at the same underlying affiliate link. The actual creative work isn't about making one good ad for one product — it's about seeding as many surfaces as possible, product-specific and keyword-bait alike, and letting whichever one lands do the work.