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Survey Finds Consumers Using Pinterest to Engage With Retailers More Than Facebook, Twitter

-One-Third of Smartphone Owners Who Shop Online Share Their Location with a Retailer-

Never before has social media been so attractive to consumers, literally. According to the 2012 Social and Mobile Commerce Study, a joint research project by Shop.org, comScore and The Partnering Group, the visually-appealing social media site Pinterest has become a big player in an even bigger arena, with online U.S. consumers reporting that they already follow an average of 9.3 retail companies on the site, compared to the average 6.9 retailers they follow on Facebook and the 8.5 retailers they track via Twitter.

Overall, almost two out of five (38%) online consumers follow retailers through one or more social networking sites.

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