

# Case-Study: Stork Stack Launches Hot New Startup with Pinterest

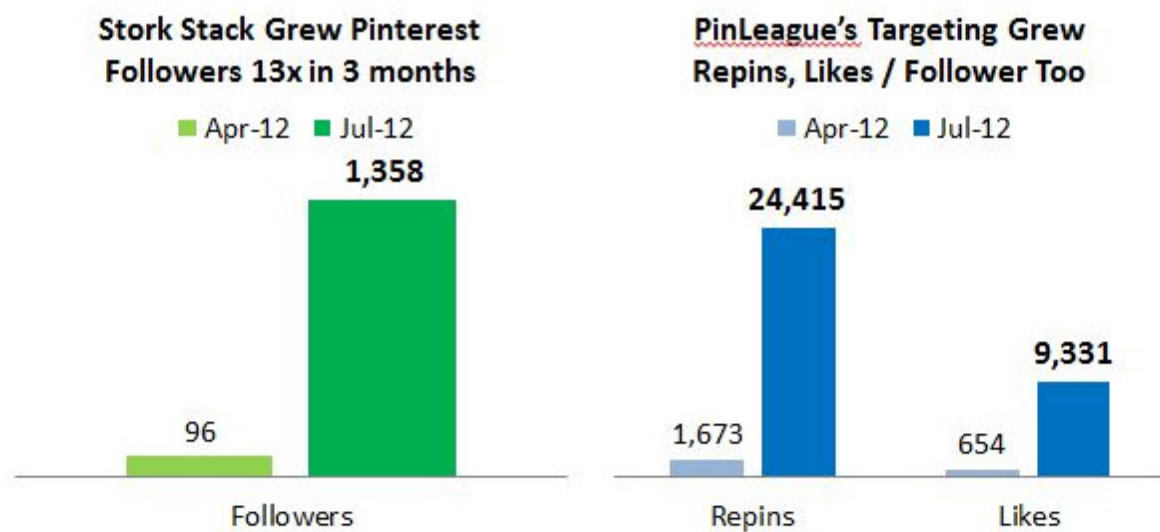
## Stork Stack launches “Birchbox for Moms” Startup on Pinterest to find expectant and new mothers.



As Stork Stack prepared for public launch in early April, they wanted to build pre-launch buzz with their target **user base**. Stork Stack, which provides “serendipity delivered monthly to a mom’s doorstep,” helps moms discover 5 new products each month for baby and mom, tailored to the child’s age. They knew that [parenting is big on Pinterest](#), but as a new company, needed help finding and engaging their target audience. They also wanted to build a robust community on Pinterest that would drive deep engagement with their fans. After reviewing PinLeague’s offerings, Stork Stack decided to use the [Audience Engine](#) and [Pinterest Account Management Services](#).

### StorkStack’s First 1,000 users were on Pinterest.

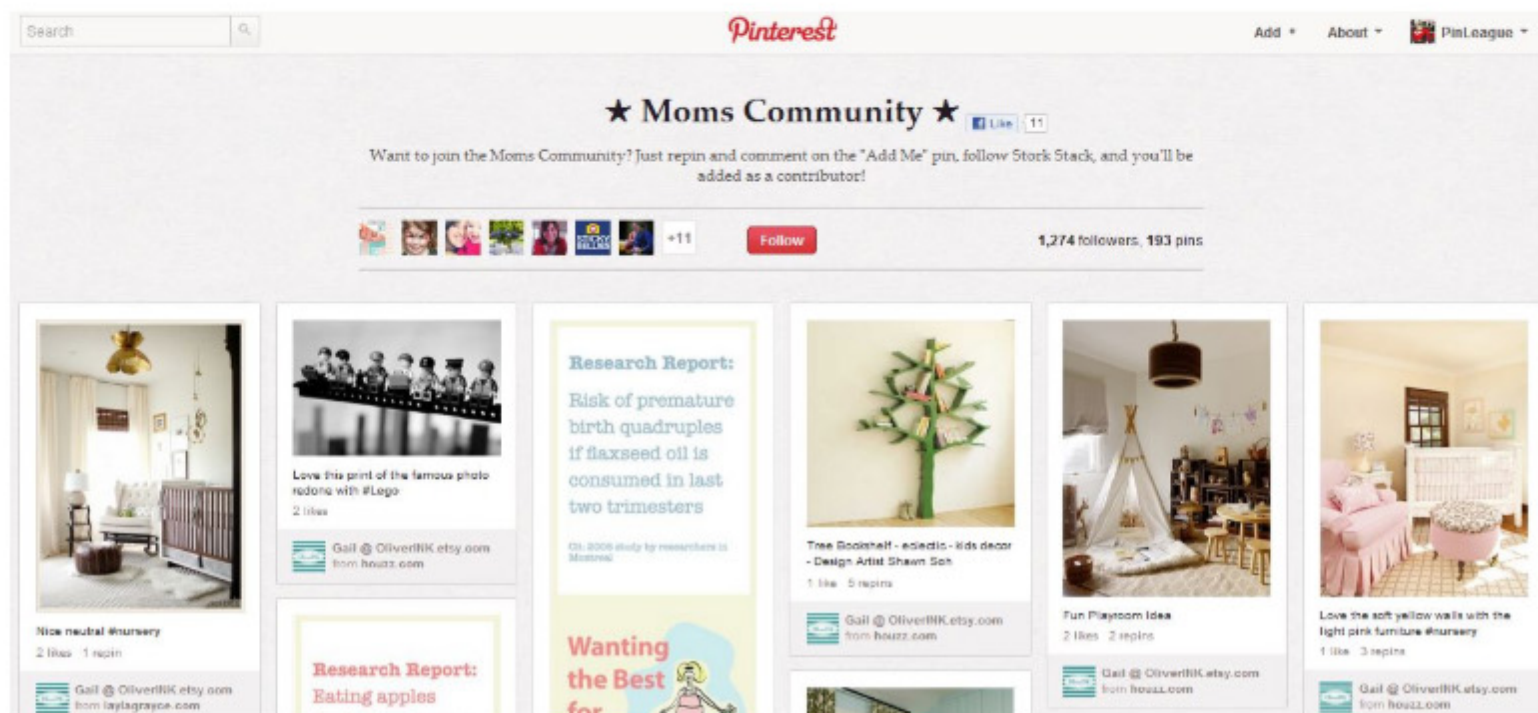
PinLeague’s [Pinterest Audience Building](#) engine jumped into action for Stork Stack, finding new and expectant mothers on Pinterest. In parallel, we consulted the Stork Stack team on how to build helpful, informative pinboards that their target audience would enjoy and share. After starting with only 96 Pinterest followers, Stork Stack grew to 1,358 well-targeted followers in just 3 months. To illustrate how well the audience was targeted, during that time Repins per follower grew by 20% and Likes per follower doubled!



StorkStack launched their subscription service for Moms on Pinterest, with PinLeague’s help.

### “Mom’s Community” Pinterest Board Gains 1,000 followers and 1,500 repins in 3 months.

To achieve Stork Stack’s goal of building an engaged community board on Pinterest, PinLeague’s Account Management Services Team built the “Mom’s Community” Board. By carefully curating the board’s contributors and ensuring high quality content was posted, the Mom’s Community Pinterest board grew to become an engagement hub on Stork Stack’s Pinterest page, accounting for nearly 1/3 of their total repins.



Stork Stack’s “Mom’s Community” board grew to over 1,000 followers and 1,500 repins in just 3 months.