



# Global reach, local touch: Inside Pinterest's advertiser summit with Kaltura

Case study



What happens when you mix a visual discovery engine, a world-class virtual events platform, and a bold vision to connect marketers across the globe? You get Pinterest Presents, an advertiser summit so pioneering, it practically needed its own passport. Read our case study to learn how Pinterest exceeded expectations and goals with seamless delivery, global reach, and excellent production value.

The final registrant tally exceeded the target by 82%, with representation across 9 regions (US, Canada, LATAM, Brazil, France, Germany, UK, Japan, Australia/NZ), featuring content tailored for each.

## The big idea: a truly global event

Pinterest set out to make history: maximizing the global impact of the fourth edition of its advertiser summit, **Pinterest Presents**, tailored for brand marketers, agencies, and media buyers across nine regions, in their own languages, and on their own schedules. The mission? To help marketers unlock their full performance potential.

Pinterest brought in its key executives alongside leaders from some of its biggest clients to discuss growth, the latest user insights, AI-powered advertising, and the power of positive engagement.

Executing a high-touch, high-scale event like this required the right tech partner. Kaltura's event platform turned Pinterest's vision into reality with its robust branding and simulative capabilities.



*For Pinterest, having a partner who could collaborate with us on the design while also fulfilling technical capabilities was important. Previous partners usually had one or the other. That's why we chose to work with Kaltura as a partner.*

## Kaltura's strengths: Simulative, localized, and limitless

Kaltura's virtual events platform was instrumental in delivering a high-quality, simulative experience across multiple regions. The platform's capabilities helped Pinterest to:

- **Create simulative magic:** Pinterest wanted their event to feel live everywhere, from Tokyo to Toronto. Kaltura's simulative broadcasting streamed pre-recorded sessions as if they were happening in real time, tailored to each region's prime hours.
- **Truly localize:** It wasn't just about slapping on subtitles. Pinterest's vision was to deliver region-specific videos, translations, and custom intros. The Pinterest team created a Brazilian experience for Brazilian viewers and a Japanese one for their Japanese audience. A strategy that Kaltura's industry-grade platform fully supports.
- **Scale with confidence:** Reliability was non-negotiable. Kaltura eCDN-powered event platform can deliver high-quality and glitch-free streams to a practically limitless number of attendees.
- **Offer a memorable brand experience:** Pinterest's strong brand identity radiated through every touchpoint. From registration to video players, Kaltura's customizable platform made everything look and feel 100% Pinterest.

## Working together to pin down the perfect event

The collaboration between Pinterest and Kaltura went far beyond platform usage. It was a true partnership. From day one, both teams established a steady rhythm, with daily syncs, multiple dry runs, and fine-tuning every detail of the simulative experience.

Kaltura brought a full bench of experts—project managers, solution architects, site ops, and video support—to ensure every angle was covered. Pre- and post-event checks, focused working sessions, and clear roles kept everything running smoothly.

On the day of the event, open communication and real-time support meant any last-minute needs were handled instantly. Kaltura's teams monitored every stream behind the scenes, ensuring a flawless viewer experience.

The momentum continued post-event, with an immediate transition to the on-demand site, fresh visuals, and rapid reporting. It was a wrap defined by precision, speed, and a shared commitment to excellence.



## The takeaway

By leveraging Kaltura's robust virtual events platform, Pinterest executed a complex, multi-regional event that exceeded goals. Pinterest's strategy to deliver a fully branded curated experience—with hyper-localized content and the engaging energy of a simulated live event—showcased a new level of commitment to connecting with a global audience. This dedication to meaningful, personalized engagement produced outstanding attendee satisfaction and further cemented Pinterest's reputation as a trusted, strategic partner for advertisers.

Want to know more about how [Kaltura can power your next big event?](#) Just ask, no translation required.