**Pinterest Encourages Video Uploads With New Tools**

Pinterest is launching a series of video tools to help marketers engage with platform users, including an enhanced uploader, a company profile tab that enables brands to highlight all their videos in one spot, a traffic analytics tool and video scheduling capabilities. The new tools are being launched in repose to a 31% increase in searches for "inspirational videos" since 2018.

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[***https://techcrunch.com/2019/07/10/pinterest-video/***](https://techcrunch.com/2019/07/10/pinterest-video/)