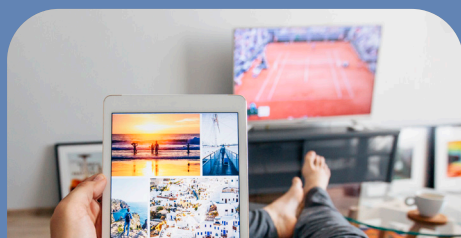




Entertainment planning guide for streaming services on Pinterest

2021



Contents

The Home of Inspiration	3
Entertainment in the home	4
Pinner's are Streamers	5
Power of Positivity	9
Planning & Activation Strategies	10
Launch a New Show or Season	11
Build Awareness	12
Sustain Momentum	13
Subscriber Acquisition	14
Subscriber Retention + Reactivation	15
Creative Best Practices	16

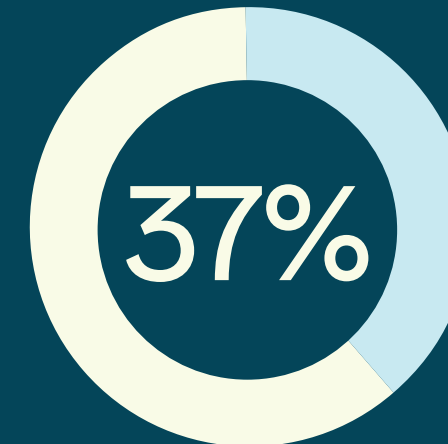


The home of inspiration

Pinterest is the **home of inspiration** and our mission has always been to bring everyone the inspiration to create a life they love. More than ever, people are looking for ideas that help them do just that.



442_m
Global Monthly Active Users



Global monthly active
user growth yoy



Entertainment in the home

For Pinners, that life starts at home. Some of the largest interests on Pinterest are related to home and family.

85m+ use it monthly for **Home**¹

70m+ use it monthly for **Food + Drink**¹

30m+ use it monthly for **Parenting**¹

Life at home would not be complete without Entertainment, also one of the top interests on Pinterest.

Up to

50m

Pinners engage with
Entertainment
content monthly²





Pinnerers are streamers

Nearly everyone on Pinterest subscribes to paid programming, most of them to a paid streaming service. They use Pinterest to discover new shows and movies on streaming.

9 in 10

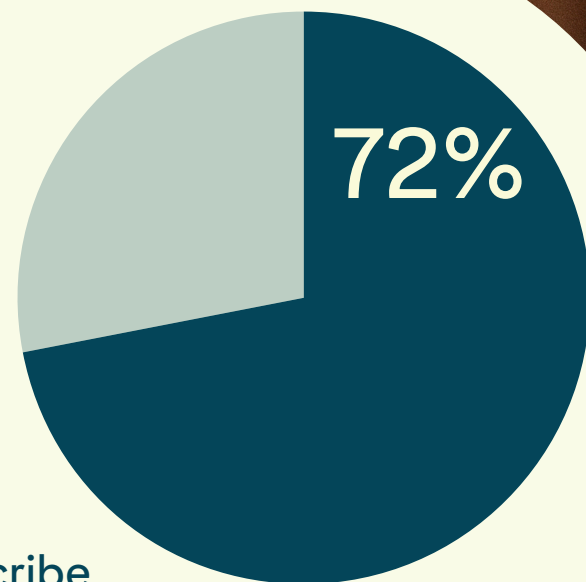
Pinnerers already subscribe to a paid online video streaming service ¹

75%

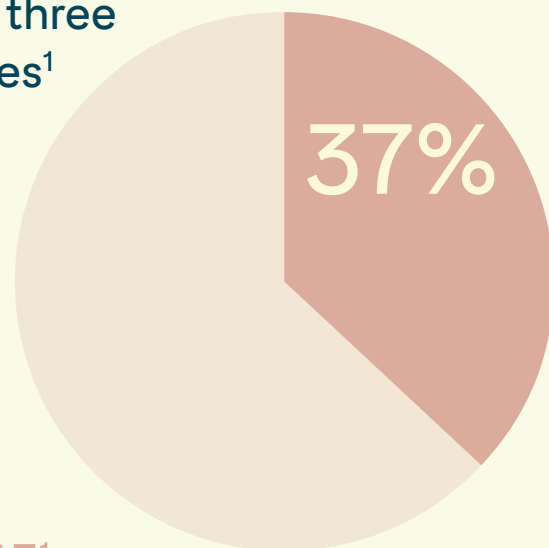
of weekly Entertainment Pinnerers have used Pinterest for information on TV shows or movies on streaming²

Pinners are subscribers

Pinners are early tech adopters and have higher incomes. Not surprisingly, they are subscribing to the largest streaming services



of Pinners subscribe to one of the big three streaming services¹



subscribe to 2 of 3¹

1 in 2

Pinners have a household income of \$100K+¹

Stacking streaming services¹

With the highest concentration of stackers compared to other social media platforms, Pinnerers are the most likely to subscribe to multiple services and stack them.

	2 services	3 services
Pinterest	108	107
Instagram	106	101
Twitter	104	100
Facebook	104	93
TikTok	101	100
Snapchat	94	102

Indices versus US population 18+





Streaming behaviors are expected to accelerate post-pandemic

Don't miss the opportunity to get your brand's movies and shows in front of an audience that loves streaming.

Even before the pandemic, Pinnerers were more likely to be streamers and stackers than the users of social media platforms. Now, 60% of weekly Pinnerers say that they are watching more shows and movies on streaming, and one third expect those changes to be permanent.¹

2x

Weekly Pinnerers are twice as likely than non-Pinnerers to say they will continue watching more streaming post-pandemic.¹

It pays to be positive

People go to Pinterest to feel positive. And that positivity leads to trust and drives action. They want to see content from brands on Pinterest. That's because ads enhance their experience and provide actionable solutions that turn inspiration into reality.

2x

Pinner are twice as likely to say they can find a brand they can trust on Pinterest vs. people on other social media platforms¹

70%

took an action after seeing content from entertainment brands on Pinterest...the #1 action was watched a new TV show ²



Campaign Overview

The most effective streaming campaigns on Pinterest encompass the full campaign lifecycle consisting of three key phases: laying the groundwork to introduce new services and movies/shows, owning the launch moment and sustaining momentum with an always on strategy. The next few slides will provide strategic recommendations on how to best activate for each phase of a streaming campaign.*

Own the launch moment

High-Impact placements, heavy-ups to own launch moment

Lay the groundwork

Introduce services/extension/shows, build awareness

Sustain momentum

Continue to drive interest + consideration against key demos/audiences

Launch: Build Awareness

Efficiently generate awareness of your new streaming service, show, or movie ahead of launch while gathering insights to further optimize audience and creative strategy.

Product Mix

Creative Ad Format

- Max Width Video
- Standard Width Video
- Standard Pin

Bid Type

- CPM

Audience Targeting

Broad Demo Targeting: Increase awareness amongst key demographics.

Pinterest First-Party Interest Targeting: Layer on interest targeting to ensure a more qualified audience. Leverage Entertainment or align with other interests that are most relevant to your creative or campaign themes.

Keyword Targeting: Reach people while they're searching for ideas related to Entertainment or other relevant campaign themes.

Insights and Measurement

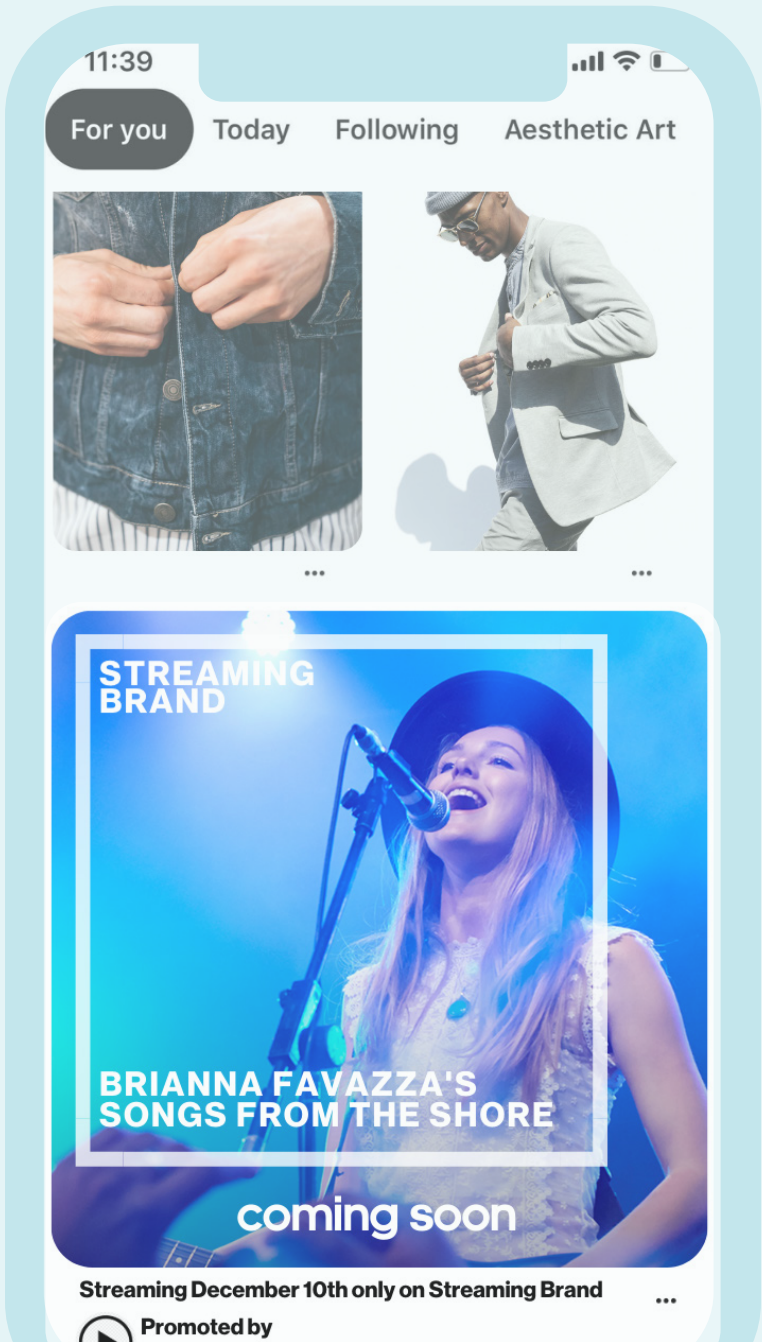
Media Metrics: Monitor key media metrics in Pinterest Ads Manager to understand which audience and creative is most successful; consider optimizing your campaign toward the best performers mid-flight.

Audience Insights: Use Pinterest's Audience Insights to learn more about your audience and what content resonates most in order to inform additional targets and creative strategy.

Measuring Awareness and Intent: Leverage Pinterest's suite of brand lift measurement solutions to track the impact of your campaign on awareness and intent.

9 in 10

weekly entertainment Pinners made a purchase based on seeing content from entertainment brands on Pinterest¹



Max Width Video

Own the Launch Moment

Own your launch day on Pinterest by maximizing reach for your key demographic to drive awareness and traffic to your site.

Product Mix

- Creative Ad Format**
- Max Width Video Reach Block
- Bid Type**
- CPM

Audience Targeting

Broad Demo Targeting: Select between a variety of broad demographics such as A18+, A18 - 49, F18+, F18 - 49, etc.

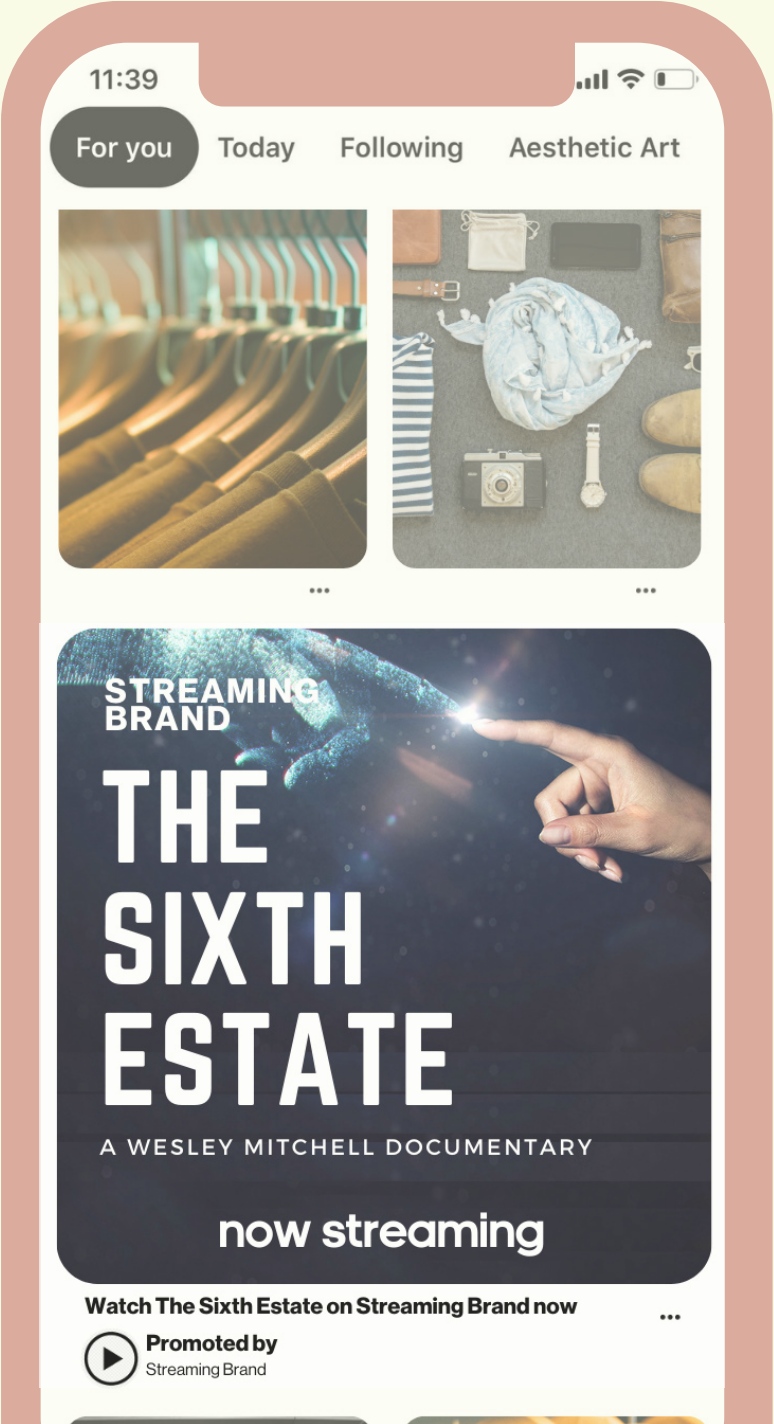
Insights and Measurement

Measuring Awareness and Intent: Leverage Pinterest’s suite of brand lift measurement solutions to track the impact of the Reach Block on brand awareness as part of your overall campaign.

Pinterest Audience Insights: Post campaign use Pinterest Audience Insights to learn more about the people who engaged with and/or watched your video on Pinterest, including demographic and psychographic data. Leverage this report to learn more about your audience including demographic and psychographic information.

Up to
4x

Max width video on Pinterest
is up to 4 times larger than
standard video*



Max Width Video

* Varies based on device

Sustain Momentum

Stay top of mind amongst your key audiences and drive continued awareness of upcoming episodes, product features, and more.

Product Mix

Creative Ad Format

- Standard Width Video
- Standard Pin
- Carousel Pin
- Max Width Video

Bid Type:

- CPM

Audience Targeting

Retargeting: Retarget users who have engaged or viewed your content from previous campaigns on Pinterest or visited your website.

Customer Lists: Upload your CRM lists to further refine targeting for shows and new features.

Pinterest First-Party Interest Targeting: Align with key themes from the show or leverage past campaign learnings to target relevant interests.

Keyword Targeting: Reach people while they’re searching for ideas related to Entertainment or other relevant campaign themes.

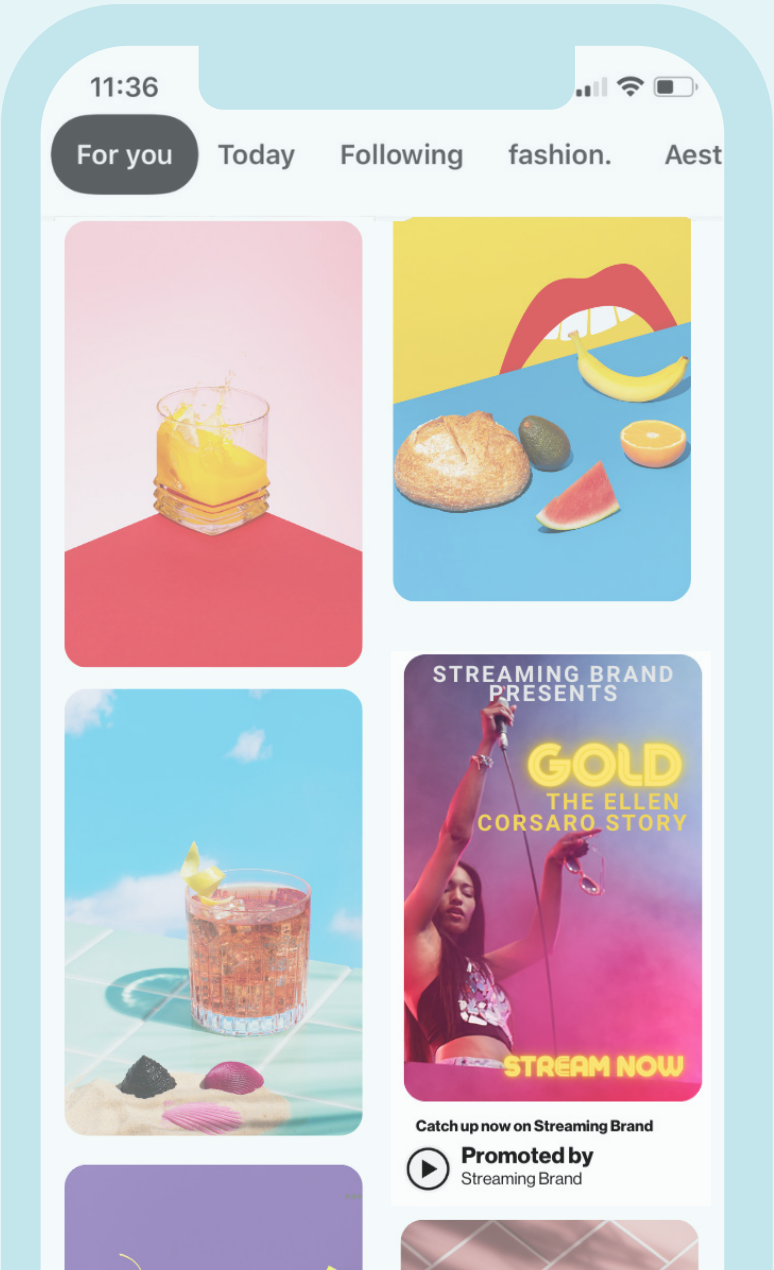
Insights and Measurement

Media Metrics: Monitor your media metrics in Pinterest Ads Manager to continue to refine your audience based on top performing ad groups.

Measuring Awareness and Intent: Leverage Pinterest’s suite of brand lift measurement solutions to track the impact of your campaign on awareness and intent.

6 in 10

Pinners report watching more shows and movies on streaming (since Covid-19)¹



Standard Video

Subscriber Acquisition

Leverage Pinterest to help drive net-new subscribers at scale.

Product Mix

Creative Ad Format

- Standard Width Video
- Standard Pin
- Carousel Pin

Bid Type

- Leverage the Conversion Optimization (oCPM) bid type to optimize for people who are most likely to subscribe to your service.
- If you don't have the Pinterest tag on your website leverage CPC bid type to drive traffic to your signup page.

Audience Targeting

Prospecting:

Broad is best! Use a combination of demographic and interest targeting to cast a wide net for prospecting campaigns (10m+) - Example: All Pinners, A18 - 54, Entertainment Interest.

Act-a-like Audiences:

Upload a list of current subscribers and create an act-a-like audience to find people who act like your subscriber base.

Pinterest Audience Retargeting:

Retarget Pinners who have engaged with or viewed your content from previous campaigns.

Website Visitors:

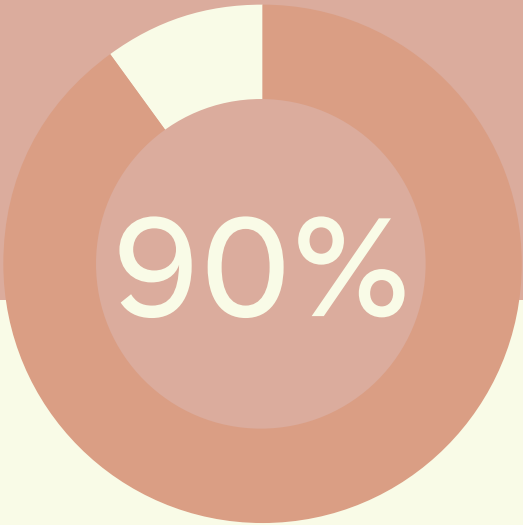
Create a website retargeting audience to reach people who have visited your website but didn't sign up.

Insights and Measurement

Media Metrics: Monitor your media metrics in Pinterest Ads Manager to continue to refine your audiences and creative.

Pinterest Conversion Analysis: Understand the purchase behavior of your subscribers by analyzing the average time it takes to convert, whether it was a click, a view, or an engagement that drove the conversions, and conversions Pinterest influenced from other channels.

Pinterest Conversion Lift Study: Measure the incremental conversions (e.g., signups, leads, page visits) Pinterest delivered as a result of your campaign and the cost associated with those conversions.



of Pinners subscribe to a paid online video streaming service¹



Standard Pin

Subscriber Retention & Reactivation

Leverage Pinterest Audience Insights to craft a data-first audience strategy to help retain current subscribers while reactivating those who have lapsed.

Product Mix

Creative Ad Format

- Standard Pin
- Carousel Pin
- Pinterest Collections
- Standard Width Video

Bid Type

- Leverage the Conversion Optimization (oCPM) bid type to optimize for people who are most likely to subscribe to your service.
- If you don't have the Pinterest tag on your website leverage CPC bid type to drive traffic to your signup page.

Audience Targeting

Retaining Subscribers: Focus on your current subscribers by uploading your subscriber list, consider segmenting them by their favorite genre or show to ensure creative alignment.

Reactivating Lapsed or Incomplete Subscribers: Reactivate cancelled or incomplete subscriptions by generating CRM lists of lapsed subscribers or other priority audiences.

Insights and Measurement

Media Metrics: Monitor your media metrics in Pinterest Ads Manager to continue to refine your creative strategy.

Pinterest Audience Insights: Analyze a list of current and/or lapsed subscribers via Pinterest Audience Insights to identify content (shows, movies, talent, etc.) that is likely to resonate; use insights to inform creative.

2 in 3

weekly entertainment Pinners
have discovered a new movie or
show on Pinterest¹



Carousel

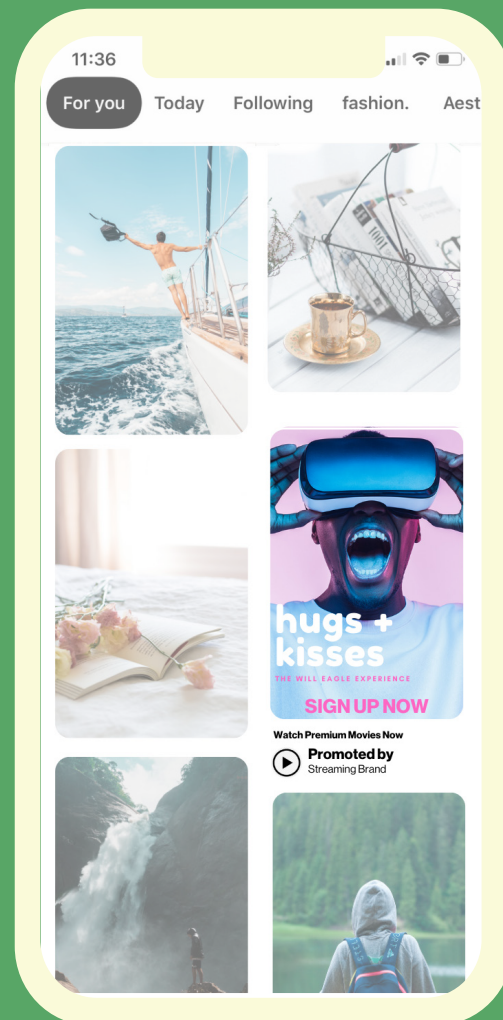


Best creative practices

Creative ad formats

Static Pin

Image ad that occupies a single column on the Pinterest home or search feed - eligible for all buying objectives.



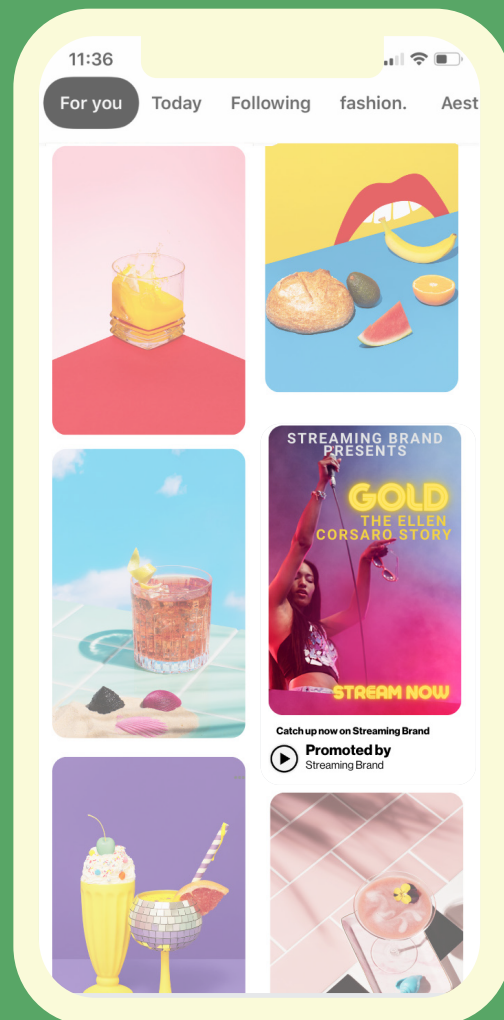
File type: png or jpg

Aspect ratio: 1:1 or 2:3

Max File size : 10MB per image

Standard Video

Video ad that occupies a single column on the Pinterest home or search feed - eligible for all buying objectives.



File type : .mp4 or .mov or .m4v

Max file size: 2GB max file

Aspect ratio: 1:1, 2:3 or 9:16

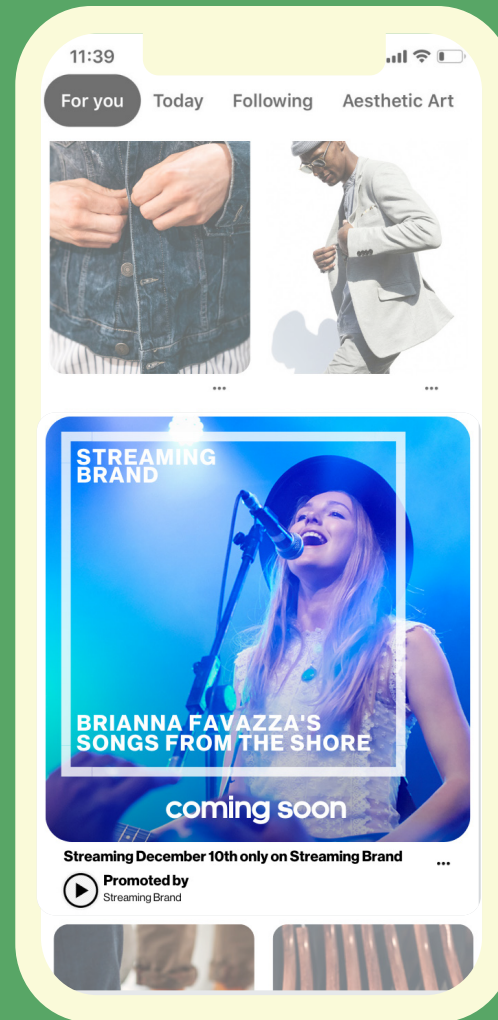
Video length: Recommended 6-10 seconds
Minimum 4 seconds, maximum 15 minutes

Aspect Ratio: Vertical - 2:3 (1000x1500px)

Frame rate: Recommended 23.975 to 30

Max Width Video

Our largest ad unit that stretches across the Pinterest home or search feeds - eligible for awareness or video view objectives.



File type: mp4 or mov or m4v

Max file size: 2GB or less

Video length: Recommended 6-10 seconds
Minimum 4 seconds, maximum 15 minutes

Square - 1:1 (1000x1000px)

Max width - 16:9 or 1:1 ratio

Note that max. width videos can't exceed the height of a 1:1 aspect ratio.

Carousel

Image ad format that allows you to showcase 2 - 5 pins in a carousel experience - eligible for all buying objectives.



2-5 images per Carousel

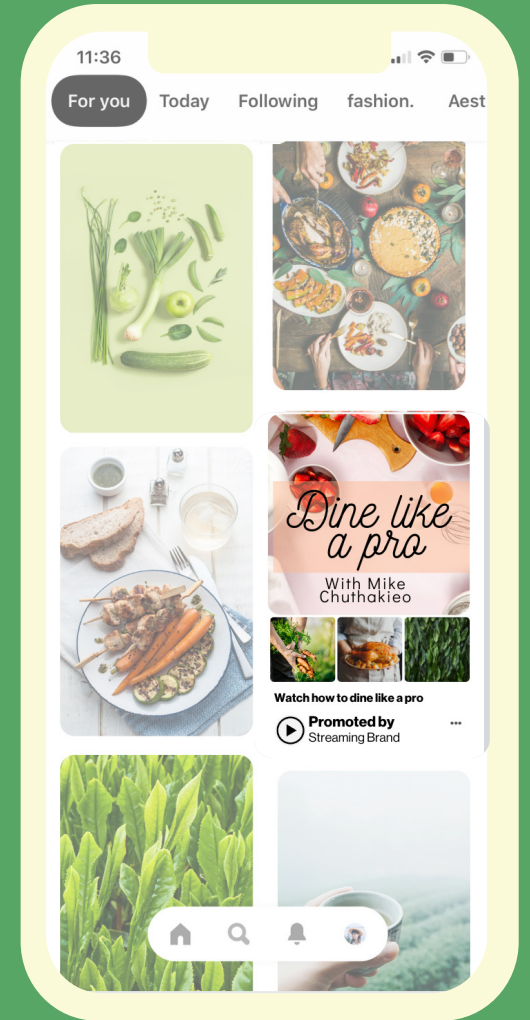
File type: png or jpg

Aspect ratio: 1:1 or 2:3 Max

File size: 32MB per image

Collections

Our newest ad format that allows you to tell more of your story with a hero image or video presented larger in feed with three additional images directly below. Once users click the unit the collection is opened and allows you to present up to 24 image creatives - eligible for all buying objectives.



File type: png or jpg

Aspect ratio: 1:1 or 2:3 Max

File size: 32MB per image

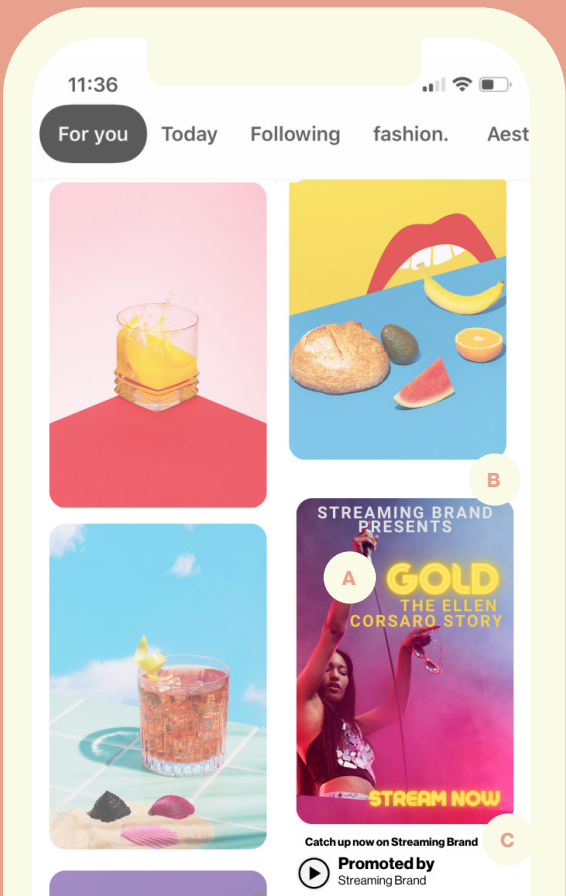
Your creative opportunities

Creative Considerations

- A. Contextually relevant visuals that speak to intersection of your offering and the Pinner's core interests
- B. Clear branding to maximize recognition as the leader in this category
- C. Clear call to action as to how the Pinner can engage with you further

Own your category

Claim brand ownership of your audience's core and adjacent interests with contextually relevant creative.



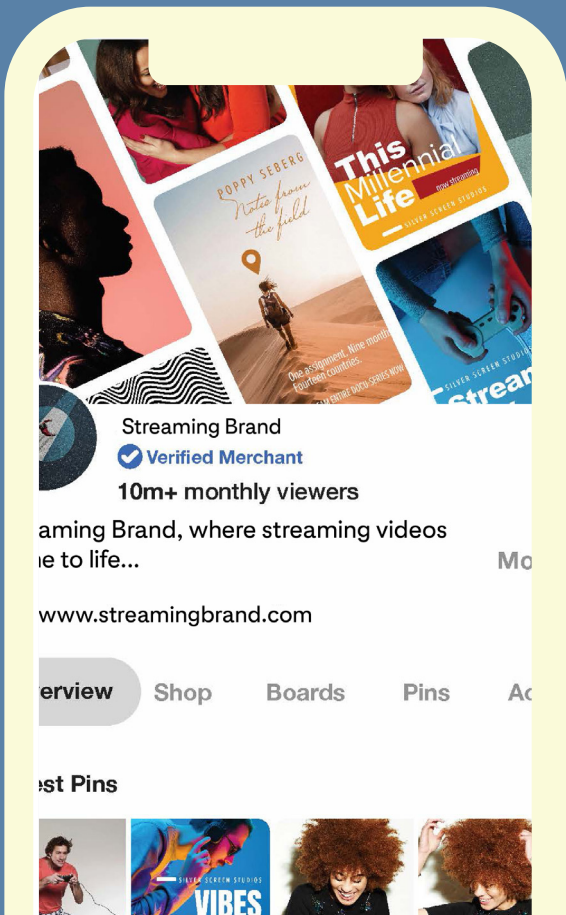
Tap into trends

Use your creative to tap into consumer moments and trends; this is a chance to be an active participant in the cultural zeitgeist.



Let your creative live on

Fully embrace the organic opportunity by creating content at the intersection of your offering and endemic Pinner activity, to drive the deepest engagement of, and relationship with, your consumer.





Inspire the millions of entertainment fans and streaming subscribers on Pinterest as they look for ideas and recommendations on what to watch. Start planning your next campaign today!

For more information or to get started, reach out to your Pinterest sales partner or send an email to
PinterestforEntertainment@pinterest.com