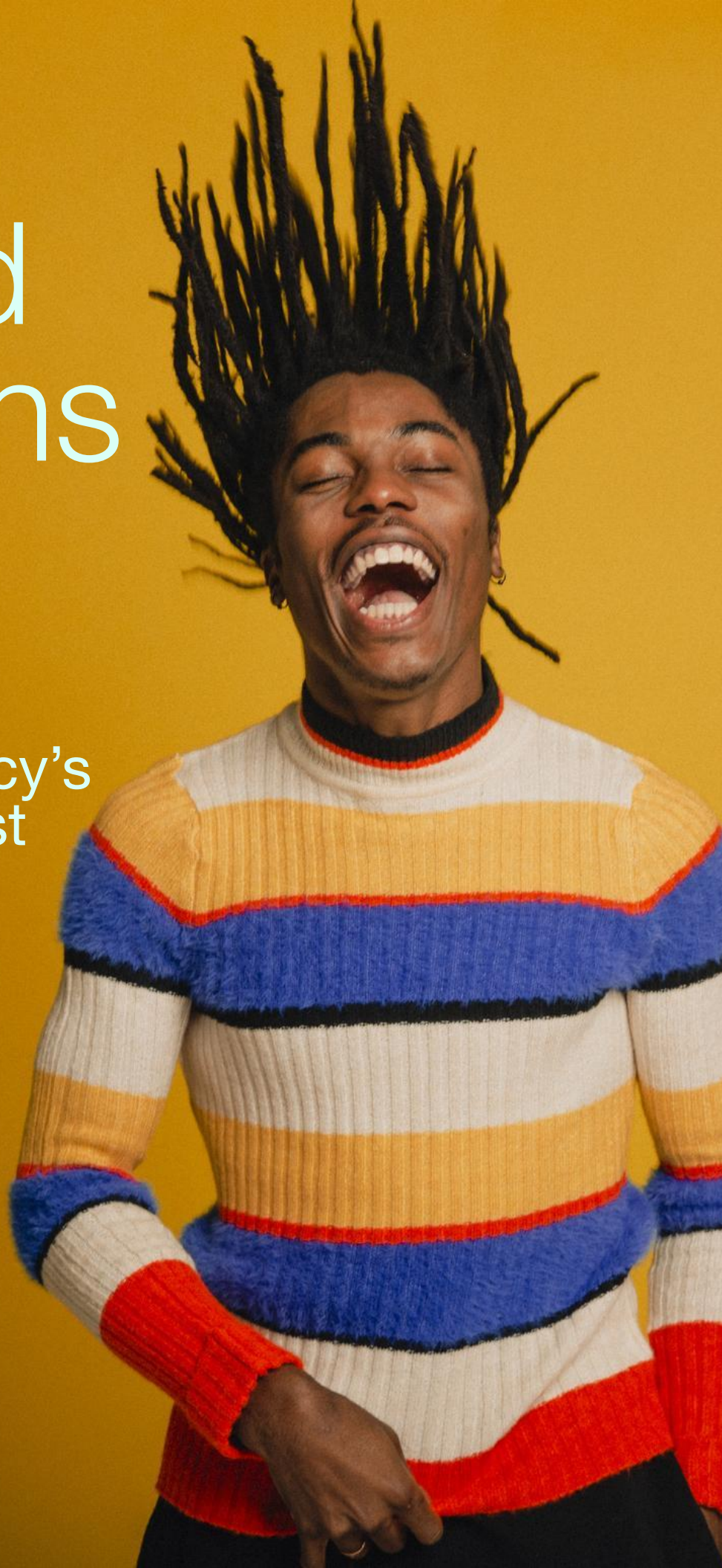




Inspired decisions

The media agency's
guide to Pinterest



Welcome. We're so glad you're here.

Pinterest is the home of inspiration, where people come to take action. Nine out of 10 people use Pinterest to get inspired about things to buy—eight of whom end up doing so.¹

A firm grasp on consumer behavior is more important than ever. And since Pinnerers are future-thinkers who use the platform to plan and look forward, we get an earlier indication of what's to come—which can help brands make better business decisions.

To make sure your clients get the most out of Pinterest, we've created this go-to guide with everything you need to know.

Table of contents

04	Pinterest is a full-funnel solution
11	Turn insights into action
14	Reach the right audience at the right moment
20	The basics
27	Setting up accounts for success
30	Choosing the most effective campaign type
36	What makes a good Pin?
41	After the ad: Understanding Panalytics
44	How we're different
45	Additional resources

Pinterest is
a full-funnel
solution



People come to Pinterest first

People come to Pinterest to plan for what could happen, not scroll through pictures of what already did. And that future-focused mindset is exactly what makes Pinterest so valuable as an advertising platform. People on Pinterest are ready to take action. Let's explore what this means for your clients.

Most people use Pinterest to decide their next purchase and start their search early. When they're browsing. When they're still undecided on what they want. When they're looking for inspiration to help guide them as they start to make their decisions.

That's why 97% of the top searches on Pinterest are non-branded.³ Read that again. That means that people come looking for *something* in particular but not a *brand* in particular—yet. Which means you have an incredible opportunity to introduce yourself at exactly the moment they are most open to discovering you. Before the competition. When people are considering what to do or buy next.

367_m

Did you know? Pinterest has 367 million monthly active users around the world—and we're growing fast.²

240_{b+}

Pins saved ²

5_{b+}

boards created ²



People come to Pinterest to plan

People on Pinterest are *always* planning for their next thing. And those things range from everyday interests like meal prep or handling picky eaters, to seasonal holidays like Father's Day and back-to-school, to major life milestones like a wedding or the arrival of a new baby. For advertisers, showing up at the final moment isn't good enough. Pinterest offers a unique opportunity to show up early and meaningfully to shape inspired decisions around key moments.

On Pinterest, there's a natural alignment between what consumers are there to do (get ideas and inspiration) and what advertisers are there to do (enable them to act on that inspiration). So naturally, ads (branded content) are additive to the audience's experience. They stand out because they fit in. And brands that connect with people on Pinterest are offering them the right solution, at the right time. That's why it takes half as many impressions to convert someone on Pinterest as on other platforms.⁴



mignon hotels

Explore the top 10 trending destinations

85%

85% of weekly Pinners have bought something based on Pins they see from brands.⁵

Pinners spend

80%

more in retail than people off Pinterest.⁹



People come to Pinterest to purchase

Pinterest is a full-funnel solution. People don't just come to see inspiring content, they come to act on it. Advertisers have the opportunity to share relevant content with Pinners at every stage of their journey—when they're exploring possibilities, when they're comparing a handful of options and when they're ready to make a purchase.

And these aren't the one-off, transactional customers of Amazon or Google. People on Pinterest tend to buy more, more often.⁶ They put more items in their shopping carts.⁷ They're bigger brand advocates.⁸ And they spend nearly 80% more in retail than people off Pinterest.⁹

Online inspiration to action

No matter how much shopping has changed, the powerful and critical role that inspiration plays in helping people to decide what to buy has stayed the same. In fact, 2 in 3 people say that the inspiration phase is influential in determining what to buy.¹⁰ And visual search and discovery are an important part of that consumer journey, connecting the dots between online research and offline buying—and vice versa. Nearly 9 in 10 weekly Pinners use Pinterest for inspiration in their path to purchase.¹¹

personal

individualized
what I want to do
self-confident
productive



discovery

inspiration
visuals
subjective
browse possibilities

search

information
text
objective
one right answer

social

others
what I did
socially validated
entertained

Reach audiences that matter to your clients

49%

of US internet users with a HH income of \$100K+¹³

With 367 million monthly active users, a lot of different kinds of people are on Pinterest.¹² But they do have some things in common. They tend to be the decision-makers in their households. The people with the purchasing power. They tend to have higher incomes and they plan, spend and buy more than on other platforms—ultimately delivering higher value for your client.¹³

62%

of US Millennials with a HH income of \$100K+¹³



US¹⁴

80% of moms

50% of millennials

Almost **80%** of millennial women

40% of millennial men



UK¹⁵

About **50%** of parents

Over **30%** of millennials

About **40%** of millennial women

20% of millennial men



FR¹⁶

Over **30%** of moms

30% of millennials

Almost **40%** of millennial women

20% of millennial men



DE¹⁷

Over **30%** of moms

Over **30%** of millennials

About **50%** of millennial women

20% of millennial men



CA¹⁸

About **65%** of moms

Almost **50%** of millennials

Over **60%** of millennial women

30% of millennial men



AU

Almost **40%** of moms¹⁹

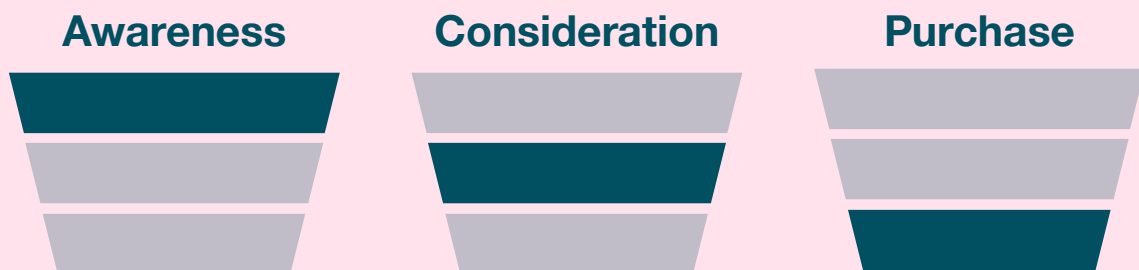
About **40%** of millennials²⁰

Over **50%** of millennial women²¹

Almost **30%** of millennial men²²

Mapping Pinterest marketing solutions to client objectives

Whether the goal is to drive awareness, get visitors or get people to take action, the objective will help determine what solution is best suited for the task at hand. Here are our recommended best practices.



	Awareness		Consideration		Purchase	
Objective	General	New product	Foot traffic	Online actions	Online conversions + sales	Offline conversions + sales
Solution	Standard Ads	Max width video ads	Standard Ads		Standard Ads	
Bid Type	CPM	CPM/CPC	CPM/CPC		CPC/CPM	CPC
Targeting	Interests (broad) Demographics		Keywords Interests Zip Code targeting	Keywords Interests Customer list Retargeting	Interests (specific) Keywords Retargeting	Interests Customer list
KPIs	Brand/product awareness Reach and frequency		Store visits	Total clicks	Return on ad spend Incremental sales lift	Return on ad spend Acquisition HH Penetration New customer growth

Your client could be their next inspired decision

Not only can you reach all of your objectives on Pinterest, but it's the right place to be for your client's brand. Pinterest is the last positive, optimistic corner of the internet. A safe place that's inspirational, helpful and productive. Now more than ever, people on Pinterest are looking to stay positive and grounded amid uncertainty.

27,000

new 'self care' boards were created in March, up 20% MoM²³

We're committed to not only serve inspiring content but also to identify and prevent harmful content like misinformation, hate speech and others that may harm Pinners' or the public's well-being, safety or trust. That's why 91% of people say that Pinterest is a place of positivity and 83% say it helps build their confidence.²⁴

Brands, especially now, want to be associated with helping consumers to live inspired lives, on and off their devices.

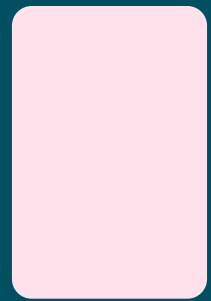
91% 83%

of people say that Pinterest is a place of positivity²⁴

say it helps build their confidence²⁴

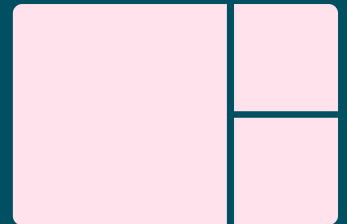
📌 Pin pointers

- On Pinterest, ads are content and brands provide the ideas that spark decisions for Pinners.
- Because Pinners come to the platform with future intent to do, buy or try, everything they do or see on Pinterest leads them closer to action.
- Since people use Pinterest across the entire consumer journey, your client's brand can play a role all the way from inspiration to purchase.



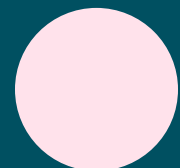
Pin

Visual bookmarks that people use to save ideas they love on Pinterest



Board

Where you save, collect and organize your Pins



Pinner

A Pinterest user



Save button

A button that can be added to your website's pages so that your customers can save ideas straight to Pinterest

Turn insights
into action



Pinterest engagement hit all-time highs globally in 2020.

Here are the insights you'll need to help make your client's marketing campaigns more effective.



Shopping starts on Pinterest

2 in 3

Pinners say Pinterest is where they go to find an idea, product or service they can trust.²⁵

>25%

of time on Pinterest is spent shopping—higher than on any social media platform.²⁶



Five brands participating in a 2019 study saw a **2x** higher return on ad spend from Pinterest than from social media and a 1.3x higher return than from traditional search.²⁷



Reach people on the go

9 in 10

Pinners use Pinterest on mobile.²⁸

>1/2

of all weekly Pinners have used Pinterest in store while shopping.²⁹

Pinterest stats to know in 2020



367_m

monthly active Pinners worldwide³⁰

Ads on Pinterest deliver

2.3_x

lower cost per conversion vs. ads on social media³¹

9 in 10

weekly Pinners used Pinterest for inspiration in a recent purchase³²

Weekly Pinners are

3_x

more likely to click through to a retailer's site from Pinterest, than from other social media³³

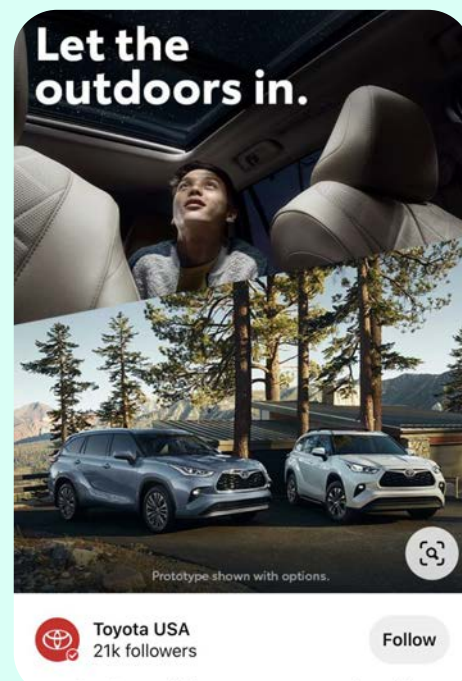
Ads on Pinterest deliver

8 of 10

lower cost weekly Pinners have bought something based on Pins from brands³⁴

3 in 4

weekly Pinners have discovered a new brand or product on Pinterest³⁵



Reach the right
audience at the
right moment



How Pinterest helps brands achieve campaign goals

People come to Pinterest to plan for all of life's moments. And brands have the opportunity to deliver relevant and timely content that resonates with their audience.

Alignment of positive mission
and consumer goals



Strategic targeting based on
personalized platform signals



Evolving targeting and creative
along purchase journey



Drive product awareness,
discovery and trial

Ads on Pinterest deliver

2.3x

lower cost per conversion
vs. ads on social media³⁶

Behavioral targeting

This helps you reach a specific group of people by combining information about your customers with information about how people use Pinterest:

Interests

Show ads to people based on what they like.

Keywords

Reach people as they search for a specific idea.

Actalikes

Reach people similar to one of your existing audiences.

Retargeting

Reach even more relevant people using retargeting:

Customer list

Include or exclude existing customers from your campaign targeting.

Engagement

Target people who've interacted with your content.

Site visitor

Reach people who've already visited your website.

Demographic

Define your ideal audience based on demographic characteristics like gender, language and location.



US

122m³⁷



UK

15.6m³⁸



DE

13m³⁹



FR

14.6m⁴⁰



CA

13m⁴¹



AU

6.9m⁴²

Go a level deeper with Pinterest Trends

Pinterest Trends is a self-serve tool for any business to discover what Pinners are searching for and when, compare search terms related to a topic over the past year, and explore creative examples associated with their search results.

Stay on trend with the Pinterest 100

Pinterest searches are like a window into the future. **With over 367 million people using the platform every month⁴³** to plan, we gain unique insight into what people want to try next. The Pinterest 100 is our annual list of 100 emerging trends we foresee spiking in the upcoming year. Use these insights to help plan campaigns or develop new products and better services.

Set the right bids for your ads

Bidding is a powerful tool that influences the total amount of clicks you can get for your ads. Custom cost-per-click or cost-per-action bids are manually entered and updated by you. But with automatic bidding, Pinterest takes the wheel and automatically updates your bids throughout the day. We aim to get you the most clicks at the lowest possible cost within your given budget. **Our internal tests have shown that on average, advertisers using automatic bidding got 35% more clicks for the same budget.**

Discover

what Pinners are searching for and when

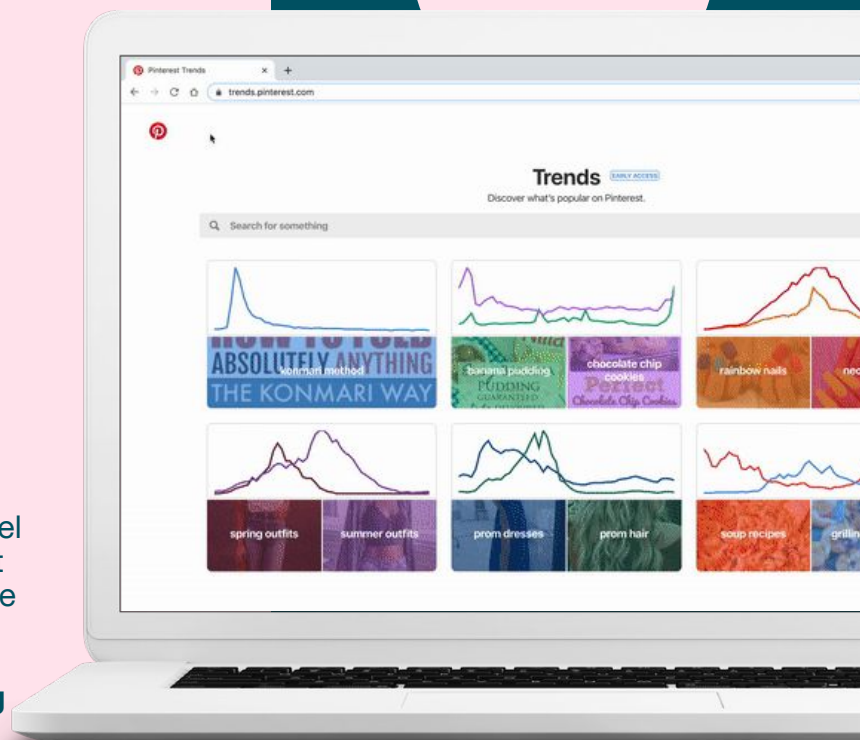
Compare

search terms related to a topic over the past year

Explore

creative examples related to search results

Currently available in the US, UK and Canada only





Connect early

Get your products or services in front of Pinners when they're most open.



Get creative

Use top terms as thought starters for contextualizing your brand on Pinterest.



Plan media

Allocate budget to campaigns based on Pinner planning timelines.

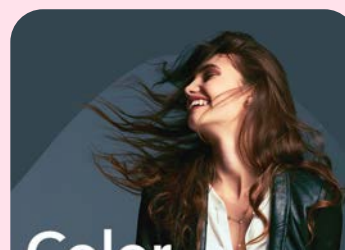
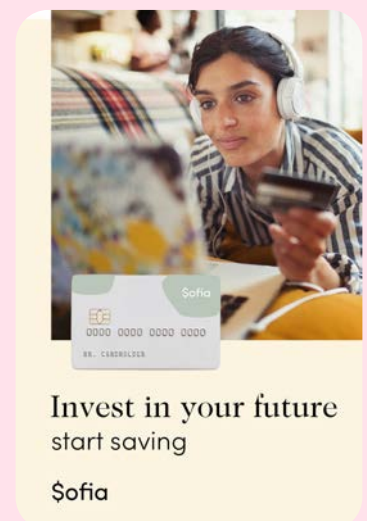


Stay relevant

Identify new trends and confirm hypotheses about emerging ones.

📌 Pin pointers

- Understand the different behavioral, audience and demographic targeting options.
- Align your content to seasonal or special moments
- Leverage Pinterest Trends and the Pinterest 100.



The basics



What's a Pin?

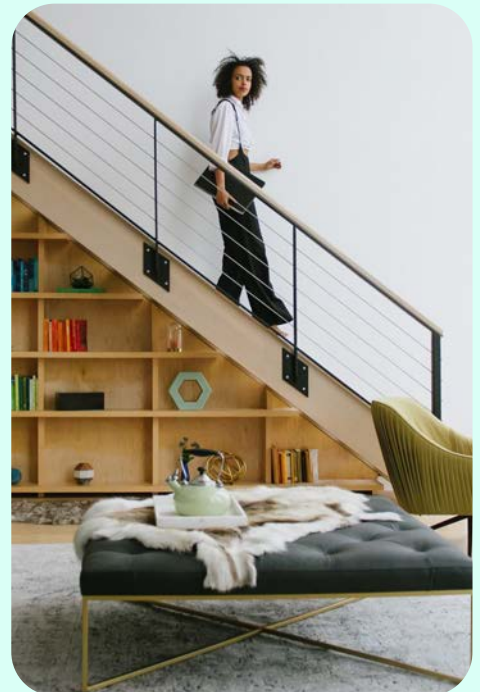
Pins are bookmarks that people use to save ideas they love on Pinterest. And when people find an idea from a brand, they can click through to learn how to make, do or buy. **In fact, about 85% of weekly Pinner have made a purchase based on content they saw from a brand on Pinterest.**⁴⁴

That's because on Pinterest, brands are additive and ads are content. They don't interrupt; they inspire. They aren't a distraction; they're a decision-making tool. They provide the fuel to make ideas happen. Whether it's with a recipe or a pair of sneakers, brands add value rather than disrupt.

How content gets discovered

Pinterest is a place where good ideas find their right audience again and again. Pins are evergreen and never get buried in a newsfeed. You'll see people interacting with your Pins months after you originally posted them, continuing to grab attention for your business.

Brands can use Pins to launch products, share tutorials, spotlight campaigns and more. Whatever Pin format you choose, whether it's a static image or a video with autoplay, you'll just need three main components: a featured image or video, a description and a website link.



Anatomy of the Pin

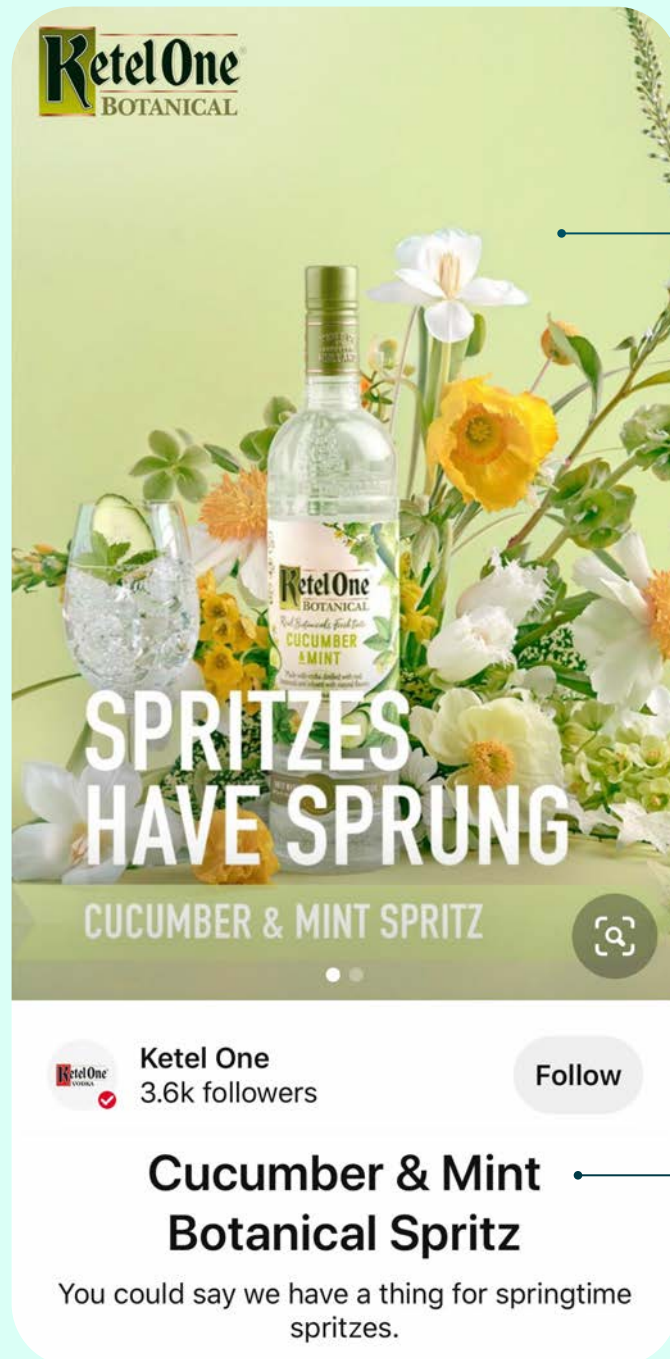


Image or video

Image:

- Jpeg or png
- Max size 10 MB
- Recommended 2:3 aspect ratio (e.g. 1000x1500 pixels)

Video:

- mov or .mp4
- H.264 encoded
- 4 sec to 30 min length
- Max size 2 GB

Title + description

Include a simple, compelling headline as your title (up to 100 characters)

Description can be up to 500 characters, including spaces

Where content gets discovered

Following tab

Lets people see and engage with content from the creators they follow, and discover new brands based on their interests

Today tab

A source of daily inspiration and timely content, with curated topics and trending Pins based on what's happening now

Lens

Lets people discover ideas inspired by anything they point their Pinterest camera at

Home Feed

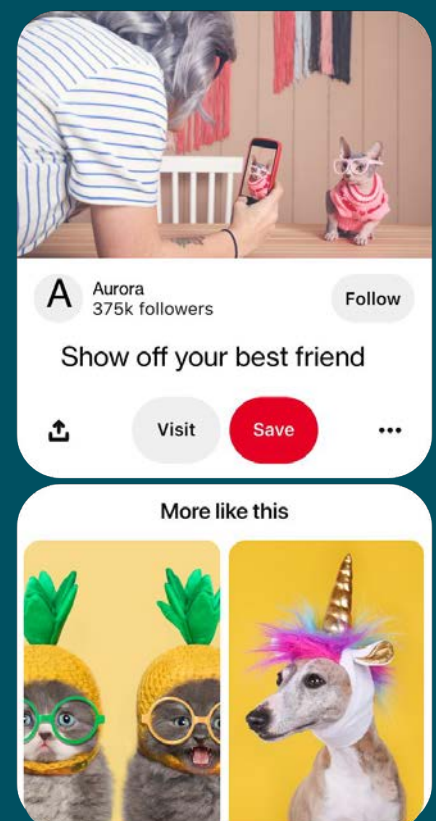
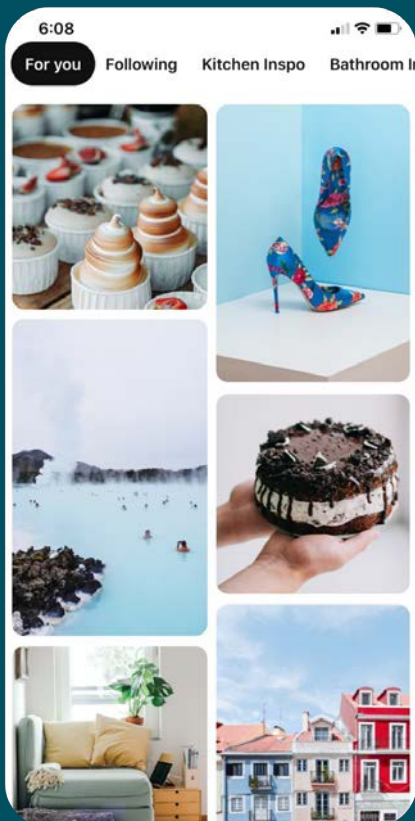
Gives people ideas based on their interests

Search

Gives people ideas based on keyword searches

Related Pins

Gives people similar ideas to a Pin they're looking at



Bring your brand to life

Pinterest's innovative ad formats help people find useful, relevant ideas. You can meet a range of business objectives depending on which format you pick and how you set up your campaign.

Static Pin is our basic ad format with a single featured image



Video drives action

Video views are up more than

200%

year over year on Pinterest.⁴⁵

Make content to meet the trend. From working with white space to playing with perspective, inspire people in unexpected ways with our [breakthrough video techniques](#).

Pinners are almost

55%

more likely to purchase a brand or product after seeing a video on Pinterest compared to videos on other platforms.⁴⁶

Standard Video

is the same size as a regular Pin and can be used to help advertisers build awareness, increase consideration and drive action. In fact, people on Pinterest are about 60% more likely to view video to find a product to purchase.⁴⁷



Max. Width Video

stretches across people's feeds on mobile, helping your brand stand out even more.



Performance Video

means business. Drive traffic or conversions by embracing the power of sight, sound and motion. Choose from the following campaign types that align to your objectives:



Video specs



Standard Video

These specs apply to both organic Pins and ads:



Max Width Video

These specs apply to both organic video and Promoted Video:

Conversion optimization



Performance Video

Traffic: Drive consideration and traffic with CPC bidding

Videos

- **File type:** .mp4 or .mov or .m4v
- **Encoding:** H.264 or H.265
- **Max file size:** Up to 2GB
- **Video length:** Minimum 4 seconds, maximum 15 minutes
- **Aspect Ratio:** Shorter than 1:2 (width:height), taller than 1.91:1. We recommend making your videos square (1:1) or vertical (2:3, 4:5 or 9:16)

Character Counts

- **Title:** Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place.
- **Description:** Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed.

Videos

- **File type:** .mp4 or .mov or .m4v
- **Encoding:** H.264 or H.265
- **Max file size:** 2GB or less
- **Video length:** Minimum 4 seconds, maximum 15 minutes
- **Aspect Ratio:** Square (1:1) or widescreen (16:9). Note that max. width videos can't exceed the height of a 1:1 aspect ratio.

Character Counts

- **Title:** Enter up to 100 characters. Depending on the device, the first 40 characters may show in people's feeds. When entered, titles will appear in the home feed or search feed. If a title is not entered and no Rich Pin title exists, nothing will show in its place.
- **Description:** Enter up to 500 characters. Descriptions do not appear when viewing the Pin in the home feed or search feed.

How it works

Use Promoted Video to drive online conversions by setting a cost-per-action goal (for checkouts, signups, lead events) and letting Pinterest optimize your ad spend toward driving conversions.

📌 Pin pointers

- Pinterest is a place where good ideas find their right audience again and again.
- The more people engage with your content, the more it gets shown in other places on Pinterest for millions to discover.

Setting up accounts for success



Start with a business account

First, make sure your client has a business account. It's free to sign up and offers access to tools like Pinterest Analytics and a special business profile. You'll also get more control over things like branding and content attribution. In just minutes, you can sign up for a new business account or upgrade an existing personal account to use business features.

Business profile owners can also add people to their ad accounts and choose the level of access each person has. This way, a variety of people can manage different aspects of a brand's ad account—billing, audience editing, campaign creation—without having to share login credentials with an entire business. Multi-user access also makes it possible to see who is making what updates.

Organic and promoted go hand in hand

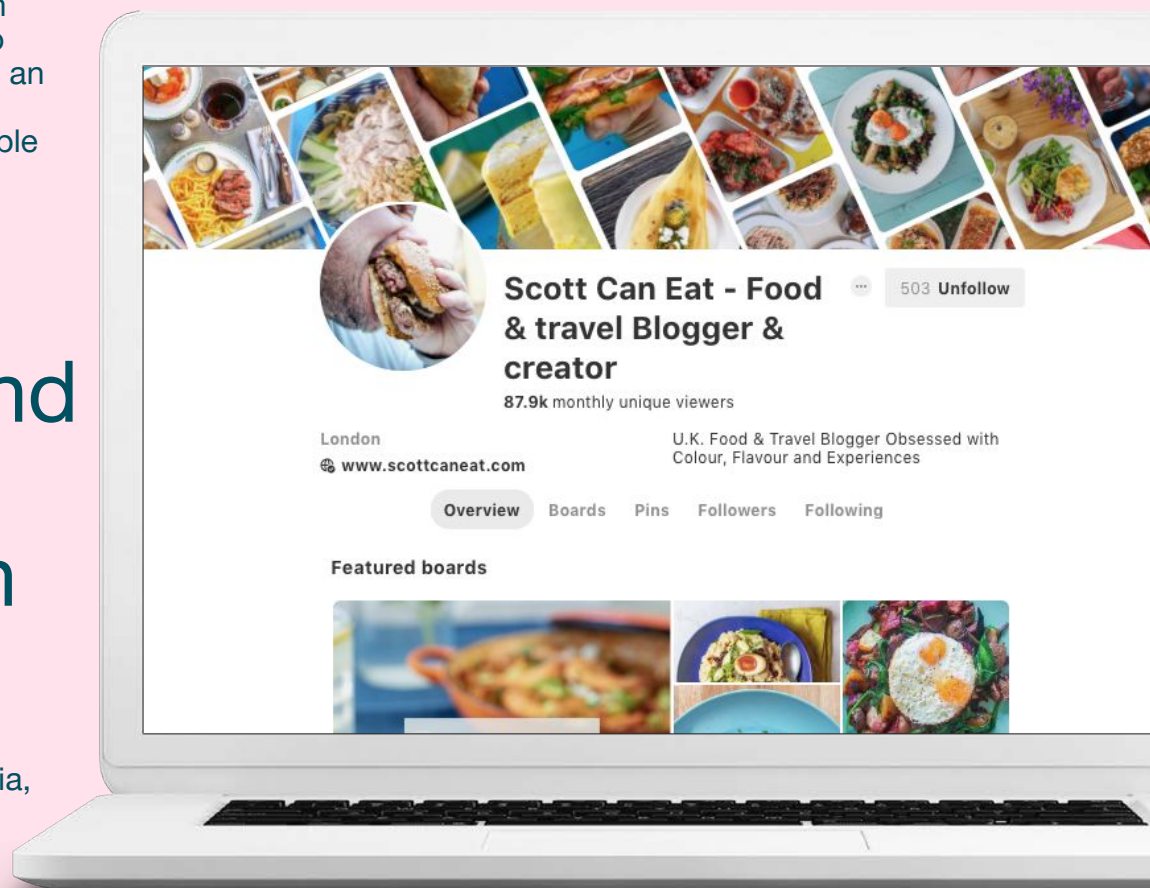
Unlike posts on social media, organic Pins have a long lifespan. On Pinterest, your followers are the first

to see your ideas. And the more they engage with your content, the more it gets shown in other places on Pinterest—like search results, feeds, and recommendations—for more people to discover. Ads, meanwhile, allow you to target the audience and drive towards KPIs.

All organic strategies on Pinterest should be supported by promoted content, while all promoted strategies should have complementary organic content too. Organic Pins gain traction as Pinners search and discover ideas. From there, you can identify your top performing Pins and promote them to reach a larger or more targeted audience. Lastly, you can amplify support for key product lines, seasons and/or dates, leading with a paid strategy for your key initiatives. This approach is fundamental to your success on Pinterest.

School's in session

We want your brand to succeed on Pinterest. That's why we offer Pinterest Academy, a free e-learning program to help businesses get started. Go through the courses at your own pace and on any device, learning how to connect through different ad products, start your campaign and create best-in-class creative. Each course takes less than 10 minutes to complete and the entire curriculum can be finished within a couple of hours. We're adding new content to Pinterest Academy on an ongoing basis, so be sure to check back often.



Getting to know your business profile

Flexible profile cover

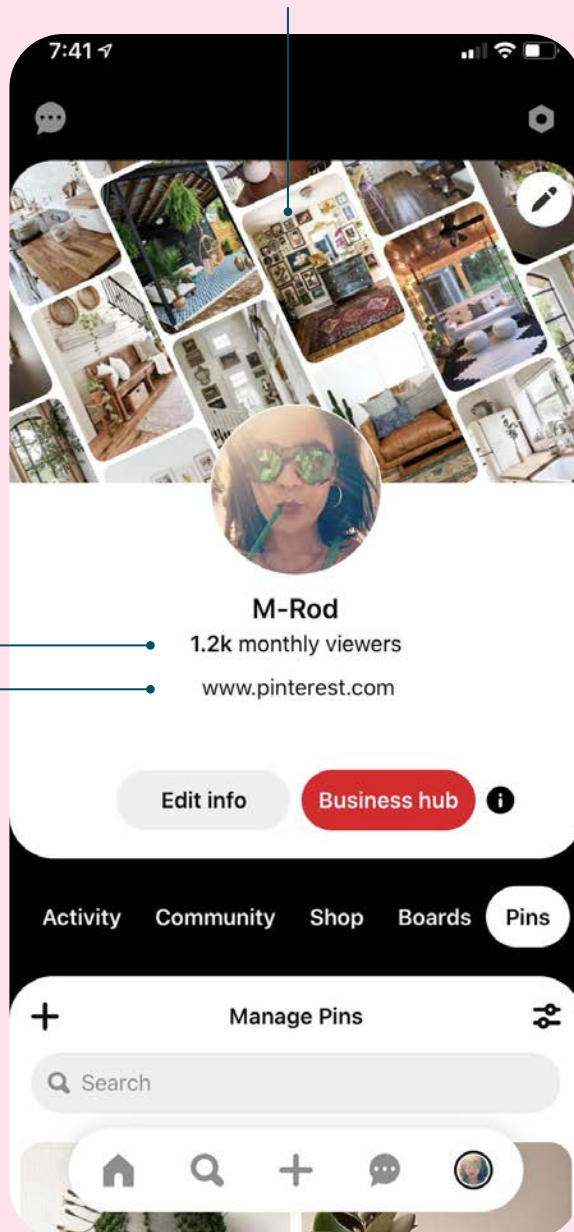
Choose to show your latest Pins or a select a specific board to display

Monthly viewers

The number of people who saw your Pins in the last 30 days

Claimed website

Your verified website is shown prominently



Consistency is key

Publishing Pins consistently gives people a steady stream of great ideas, which is better than a once-a-week flurry. Unlike social platforms where reach peaks in the first 24 hours, on Pinterest your reach will grow over time as people discover and save your Pins.

Keywords and hashtags

Good keywords or hashtags will help your content get to the right audience and give helpful context about your Pins and boards to Pinners. When adding a hashtag, we recommend you be specific and descriptive, using words or phrases that clearly describe the content in the Pin.

Board best practices

Every Pin lives on a “board” that clusters related ideas. Someone might sort their boards by need or interest. Businesses often sort their boards by product category, interest or seasonal topic. Use boards to organize your brand’s Pins so that people can easily browse your profile and explore your ideas. Make sure your board names and descriptions are specific and relevant to your audience and pick a board category to help Pinterest better understand your content, so we can provide better recommendations.

📌 Pin pointers

- Set up or convert to a business account to get access to Pinterest Analytics and more control over things like branding and content attribution.
- Organic and promoted go hand in hand.

Choosing the most effective campaign type



People on Pinterest are here to take action

And they're looking for products or solutions like the ones your client offers. They browse their feeds for inspiration, search for topics that they're interested in and click on or save Pins to learn more or revisit the idea at a later time.

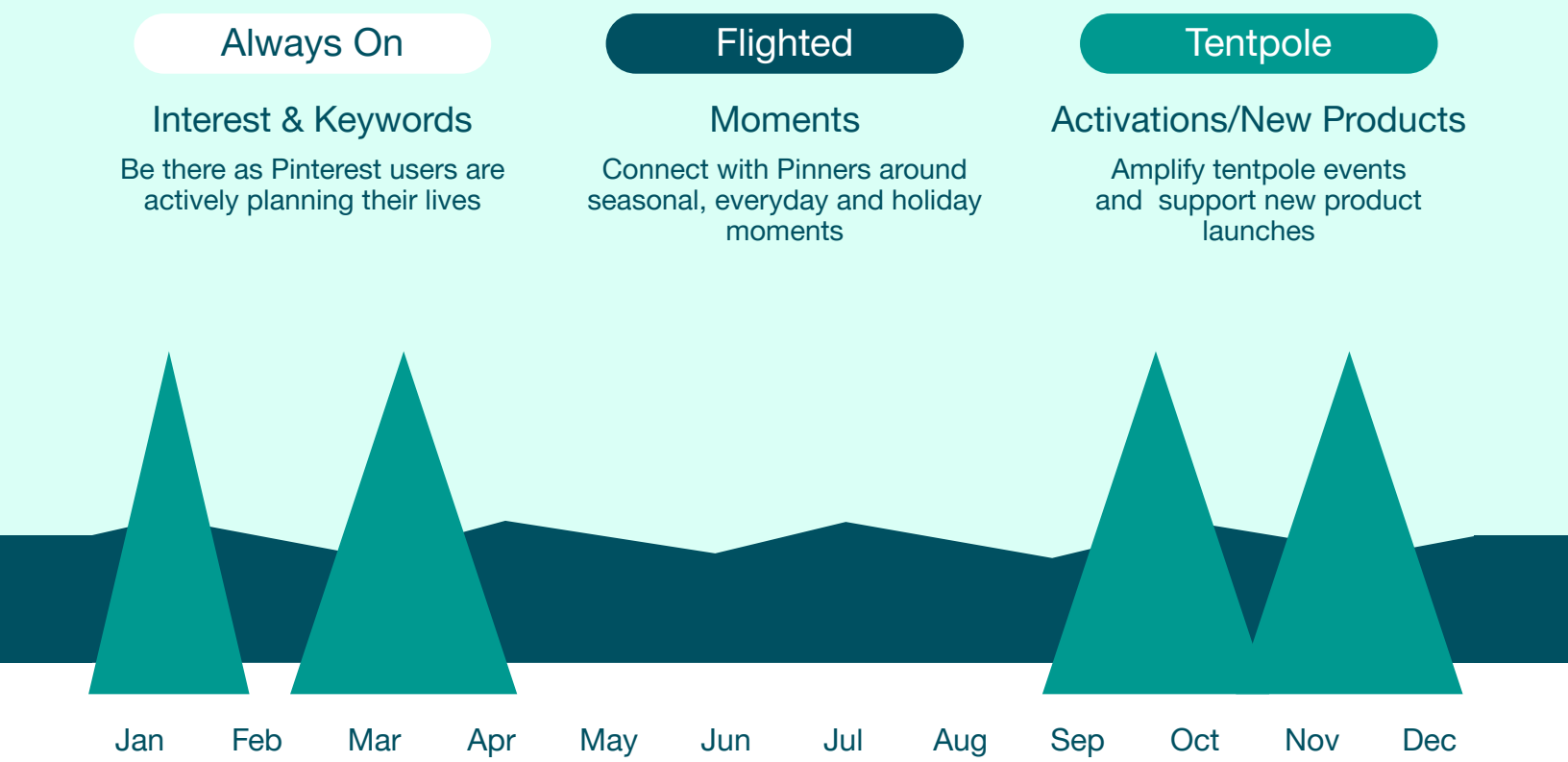
Whether it's through building awareness, driving consideration or growing sales, Pinterest Ads and campaigns can help your client get noticed. Read on to learn everything you need to know about promoting Pins to make sure you choose the right campaign every time.

50%

of US Pinners frequently use Pinterest to shop, which is over two times higher than the portion that use other media platforms to shop.⁴⁸

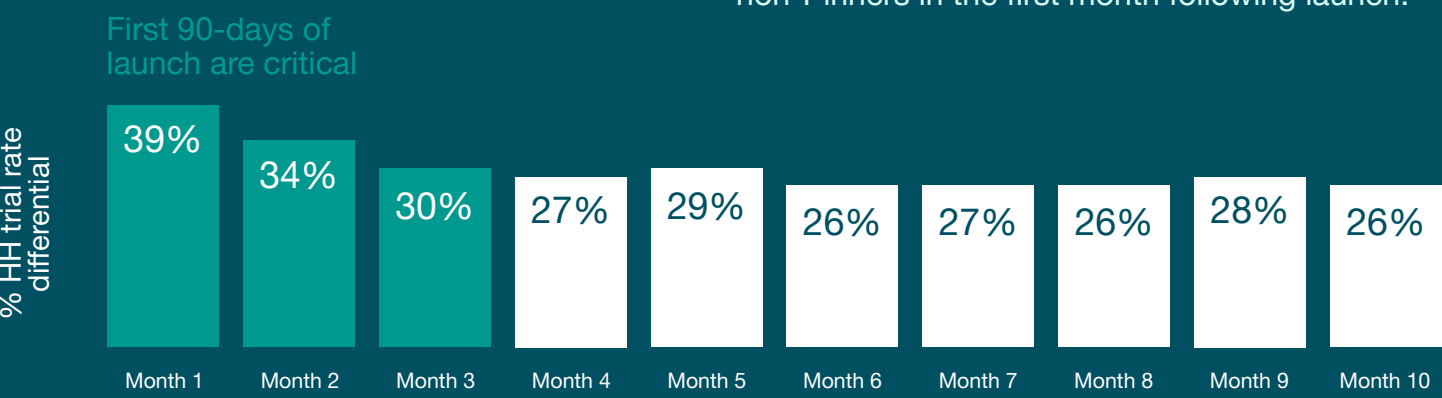
Planning for life's biggest moments

When Pinners approach a big life event, they use Pinterest to plan for it—and they do so months in advance. Brands that capitalize on relevant seasonal moments (like summer vacation or Christmas) or milestones (like a new baby or planning a wedding) have seen higher aided awareness and more online sales. Think about what seasonal moments are right for your client.



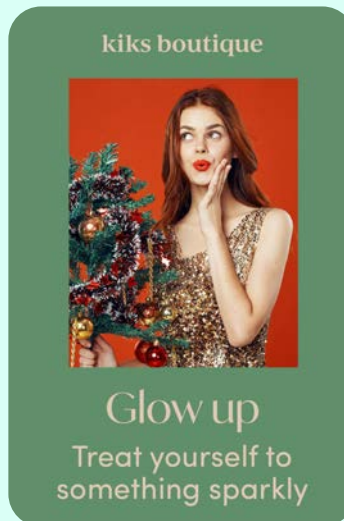
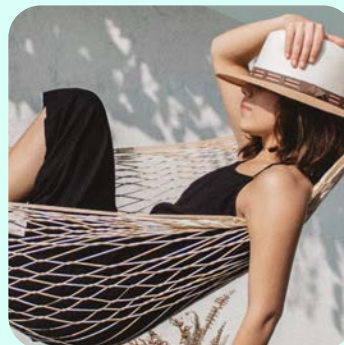
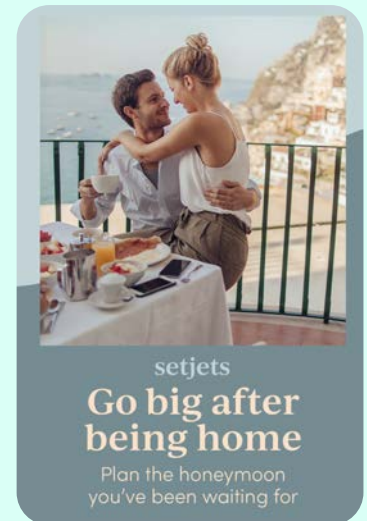
Pinners are more likely to purchase new products early in launch cycle

Brands across all categories can find incredible success when they launch new products on Pinterest. For example, Pinners try CPG new products (on average) 39% more than non-Pinners in the first month following launch.⁴⁹



Think outside the box

- ✓ Leverage keywords and interests with contextual targeting to find the best audiences for ads.
- ✓ Enable Pinners to engage deeper with your brand's content with a Pin extension.
- ✓ Leverage Pinterest Trends for a creative concept.
- ✓ Personalize content with the Developer API.
- ✓ Use Pincodes to help people find you and your ideas on Pinterest. It's like a QR code, but exclusively designed for Pinterest.
- ✓ Take ideas offline through an experiential partnership.



Shopping on Pinterest:

Make your thing their thing

Shoppers are turning to Pinterest as a key shopping destination: a place to get inspired and discover new ideas as a refreshing alternative to news and politics. They're walking the virtual aisles of the platform, searching for visual ideas to help them adapt to their new reality. While brands on Pinterest have always been a part of Pinners' inspiration journey, we're making it easier than ever for your client to connect with shoppers looking for the right things to buy.

Through product updates that make shopping easier, to partnerships with vetted retailers, Shopping on Pinterest is better than ever.

Catalogs

is the fastest way to get your products onto Pinterest. Turn your entire product catalog into organic Product Pins, all at once, and then sort them into groups to promote them as Shopping Ads.

Shopping ads

are Product Pins marked with a special price tag icon that can help your client engage with your customers early, while Pinners are looking for inspiration.

Dynamic retargeting

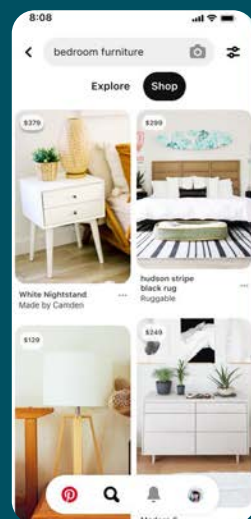
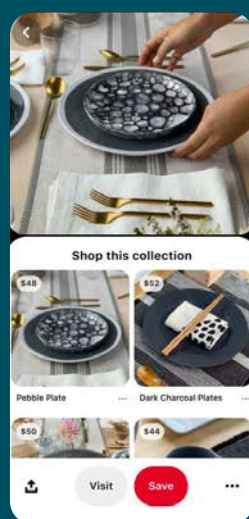
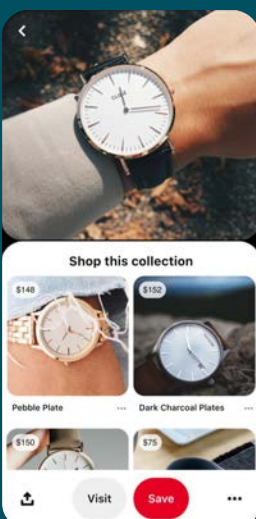
helps you reach Pinners who've already visited your client's site or have left items in their cart by retargeting exact or similar products to those they engaged with as they browse Pinterest.

Collections

Guide Pinners from inspiration to action with Collections, a multi-image ad that can showcase up to 24 products from your collection.

Shop tab

If your client has a Business Profile and created Product Pins with Catalogs, they can feature shoppable products in the designated Shop tab on their account.



Even more ways to reach shoppers

Shopping in closeup

When Pinners look at a lifestyle Pin in close up, they can easily shop the scene via visual search.

Shop mode in search

When Pinners search for home decor or fashion inspiration, they can filter results by what's 100% shoppable.

Shop your board

When a Pinner visits their home decor or fashion board, they'll see a Shop section that shows products from or inspired by the Pins on their board.

Verified Merchant Program

Receive a special blue checkmark on their profiles, and be eligible for increased distribution within high-intent shopping experiences and metrics like conversion reporting.

Style guides

Visual recommendations that make it possible for Pinners to explore trending styles and taste when they're searching for inspiration.

📌 Pin pointers

- Brands on Pinterest enrich and inspire with ads serving as valuable content.
- Choose what type of ad format works best for your content and goal.

Multi-Market Guide Product and Targeting Availability

Product	<u>US</u>	<u>CA</u>	<u>UK+IE</u>	<u>FR</u>	<u>DE+AT</u>	<u>AU+NZ</u>
Promoted Pins	✓	✓	✓	✓	✓	✓
Promoted Video	✓	✓	✓	✓	✓	✓
Max Width Video	✓	✓	✓	✓	✓	✓
Promoted App Pins	✓	✓	✓	✓	✓	✓
Promoted Carousel	✓	✓	✓	✓	✓	✓
Removable Pins	✓	✓	✓	✓	✓	✓
Retargeting	✓	✓	✓	✓	✓	✓
Zip Code Targeting	✓	✓	✓	✓	✓	✓
Age Targeting	✓	✓	✓	✓	✓	✓
Pinterest Tag	✓	✓	✓	✓	✓	✓
Brand Lift with Millward Brown	✓	✓	✓	✓	✓	✓
Viewability with Moat	✓	✓	✓	✓	✓	✓
Online Conversion Lift	✓	✓	✓	✗	✗	✗

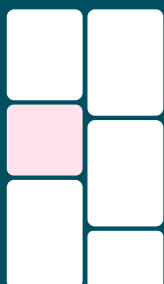
What makes
a good Pin?



Make your Pin stand out

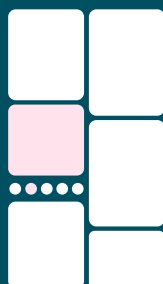
Pinterest indexes information about billions of Pins every day. Everything about a Pin—the image, copy, link, and even the board the Pin was saved to—gives Pinterest signals about how and where to surface that Pin. Be thoughtful with your copy and images to help your Pins get seen by more people at the right time.

To ensure that your ad looks as engaging as possible, all the ad formats and specifications you need to know are below.



Standard

is our basic ad format with a single featured image



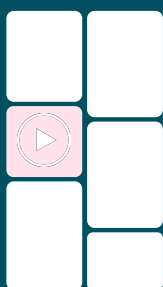
Carousel

contains multiple images (up to five) for Pinners to swipe through, telling a deeper story for your brand



Shopping

upload a shopping feed right to Pinterest and dynamically enable price and availability to seamlessly convert Pinners



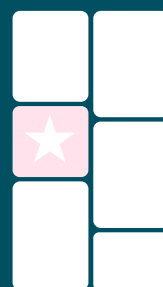
Standard video

is the same size as a static Pin and autoplays, sound upon click. Fun fact, Pinners are about 60% more likely to view video to find a product to purchase.⁵⁰



Max width video

increase your impact with a video unit that stretches across the Pinterest feed on mobile



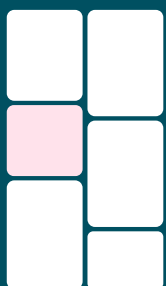
Pin extensions

Extend brand engagement with a custom digital experience built by a Pinterest Partner.

Make your Pin stand out

Pinterest indexes information about billions of Pins every day. Everything about a Pin—the image, copy, link, and even the board the Pin was saved to—gives Pinterest signals about how and where to surface that Pin. Be thoughtful with your copy and images to help your Pins get seen by more people at the right time.

To ensure that your ad looks as engaging as possible, all the ad formats and specifications you need to know are below.



Standard Pins

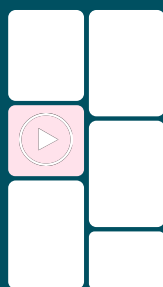
These specs apply to both organic Pins and ads.

Images

- **File type:** PNG or JPEG
- **Max file size:** 32 MB
- **Aspect ratio:** We recommend using a 2:3 aspect ratio, or 1000 x 1500 pixels.

Character Counts

- **Title:** Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.
- **Description:** Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.



Video Pins

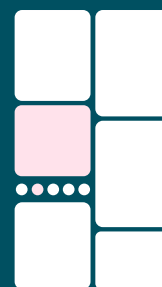
These specs apply to both organic video and Promoted Video.

Videos

- **File type:** .mp4 or .mov or .m4v
- **Encoding:** H.264 or H.265
- **Max file size:** 2GB or less
- Video length: Minimum 4 seconds, maximum 15 minutes
- **Aspect Ratio:** Vertical (2:3), square (1:1) or widescreen (16:9)

Character Counts

- **Title:** Up to 100 characters. If you don't fill out a title, people will see your Pin description instead.
- **Description:** Up to 500 characters. The first 50-60 characters are most likely to show up in people's feeds, so put your most important info first.



Promoted Carousel Images

This format can drive additional purchases by showing multiple items in a Pin

Images

- **Image count:** 2-5 images per Carousel
- **File type:** PNG or JPEG
- **Max file size:** 32 MB per image
- **Aspect ratio:** 1:1 or 2:3

Character Counts

- **Title:** Up to 100 characters. The first 30-35 characters will show in people's feeds.
- **Description:** Up to 500 characters. The first 50-60 characters are most important.

Stop interrupting. Start inspiring.

On Pinterest, brands don't need to interrupt to be successful. But they do need to inspire. The art of a great Pin lies in these five characteristics.

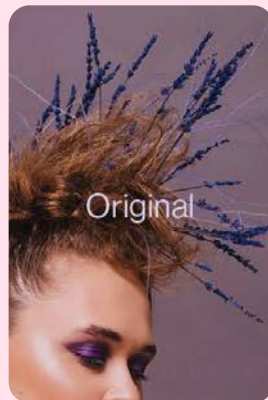
Visually appealing

Fuels Pinners' imaginations



Original

Feels new and original or fresh



Positive

Embodies an inherent goodness



Relevant

Offers ideas within reach



Actionable

Drives Pinners to take action



Essential tips for great Pins

The best Pins are visually compelling, tell a good story and make people want to learn more. It isn't hard to make great Pins—just follow these creative best practices.

Think vertically

Use high-quality, vertical images and occupy maximum screen real estate to communicate your message

Include your branding

Always put the product or logo in the top half of every Pin that you make.

Align to moments

Make your ads relevant by showing Pins with content specific to seasonal or special moments.

Design for mobile

Ensure that text is large enough that it's legible on mobile so your Pins will stand out in people's feeds.

Highlight brand benefits

What makes your brand stand out from competitors? Make sure those benefits are highlighted front and center on Pinterest.

Add text overlay

Provide context with copy that's clear, concise and actionable.



Tasteful, visible logo placement

Bold, clear use of text to convey the main message

Context that shows how to use the product or benefits

Product and benefits as the focal point

Striking visual image and vertical format

For most Pins, add a strong, actionable CTA

📌 Pin pointers

- Understanding your client's campaign objective is critical to developing the right creative.
- The best Pins are visually compelling, tell a good story and make people want to learn more.
- Inspire your client's audience to take action with our five dimensions for inspirational content framework.

After the ad: Understanding Pinalytics



Pin Stats

Unlike content posted on social networks, Pins continue to be impactful long after you've created them. And the more people engage with your content, the more it gets shown in other places on Pinterest for millions to discover. Go to ads.pinterest.com or analytics.pinterest.com to access easy-to-use dashboards and measure your results.

Impressions

How many times your Pins were seen on Pinterest.

Engagements

The total number of saves, closeups, link clicks and carousel card swipes on your Pins.

Closeups

How many times people viewed a close-up version of your Pin.

Saves

The total number of times people saved your Pins to a board.

Link clicks

How many people visited your site from a Pin.

Video views

The amount of views for at least 2 seconds with 50% of video in view.

Total audience

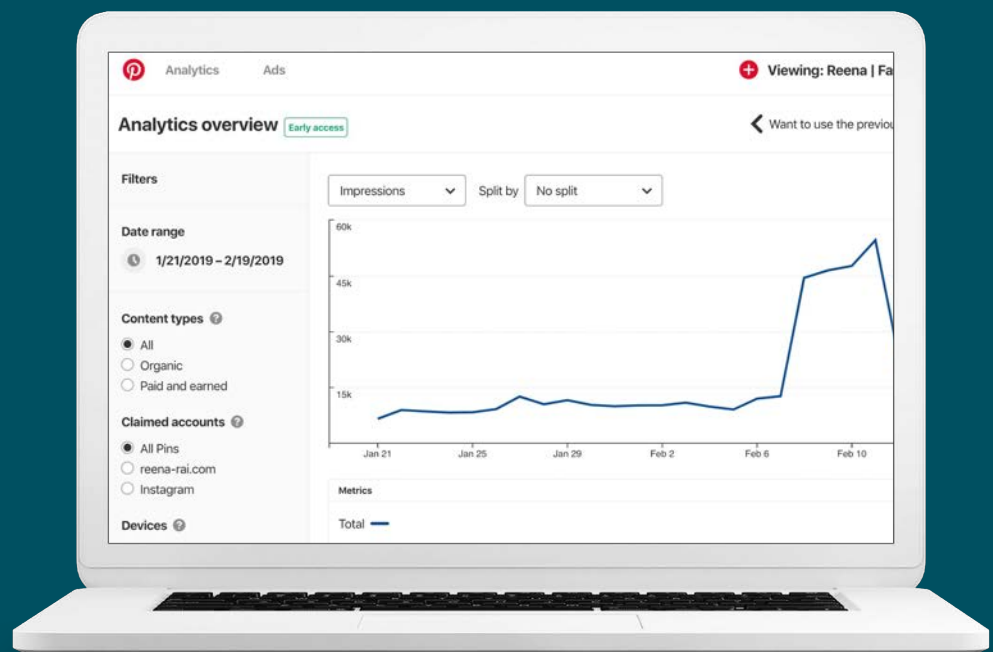
The total number of people who saw Pins you saved or Pins other people saved from your website and linked accounts.

Engaged audience

People who saved your Pins, clicked on a link or viewed your Pin in closeup mode.

Pinterest Analytics

With Pinterest Analytics, you can see a comprehensive view of your organic, paid and earned engagement for all of your Pins. The insights you get from Analytics can tell you what people like, what they save from your client's website and help you learn more about what your client's audience really wants—so you can build their content and media strategy with confidence. For instance, if most of the impressions are mobile, you can suggest they optimize their website for mobile. If an item on their site is driving traffic, make sure it's available, feature it in more Pins or ads and save it to more boards.

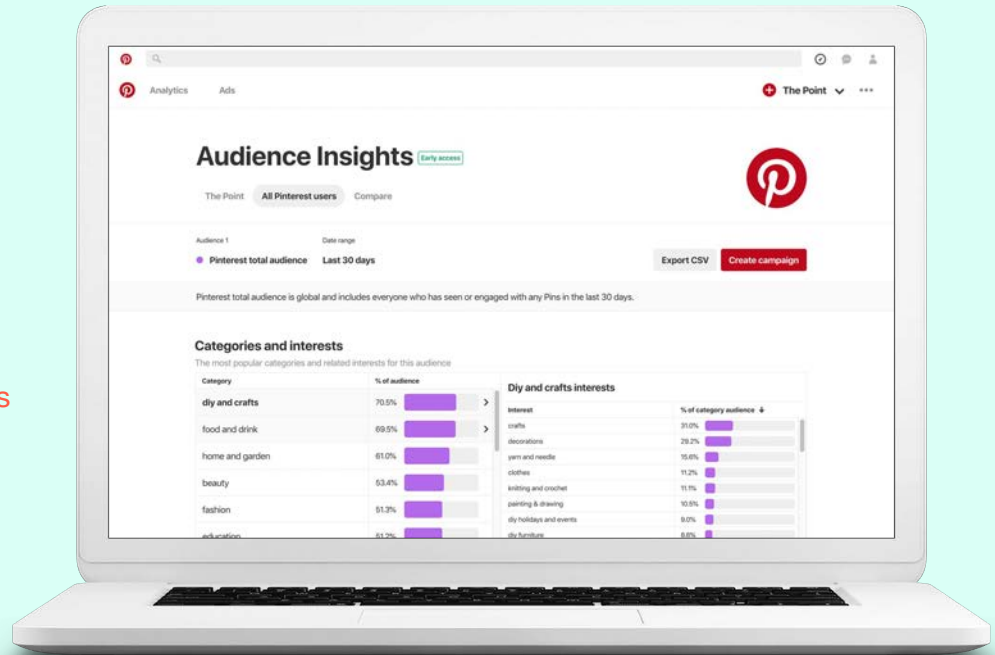


Audience Insights

The Pinterest Audience Insights tool reveals what your existing and potential customers are interested in, based on their behavior on Pinterest. These insights are powered by the Taste Graph and reflect the active consideration mindset of Pinners, incorporating actions like searches and saves. You can even view a demographic breakdown of your audience selection by age, gender, location or device.

📌 Pin pointers

- Go to ads.pinterest.com or analytics.pinterest.com to access easy-to-use dashboards to measure your results.
- Use Ads Manager to create and download different reports to help you understand how your ads are performing.



*Chart included for illustrative purposes. Results not guaranteed.

Ads Manager

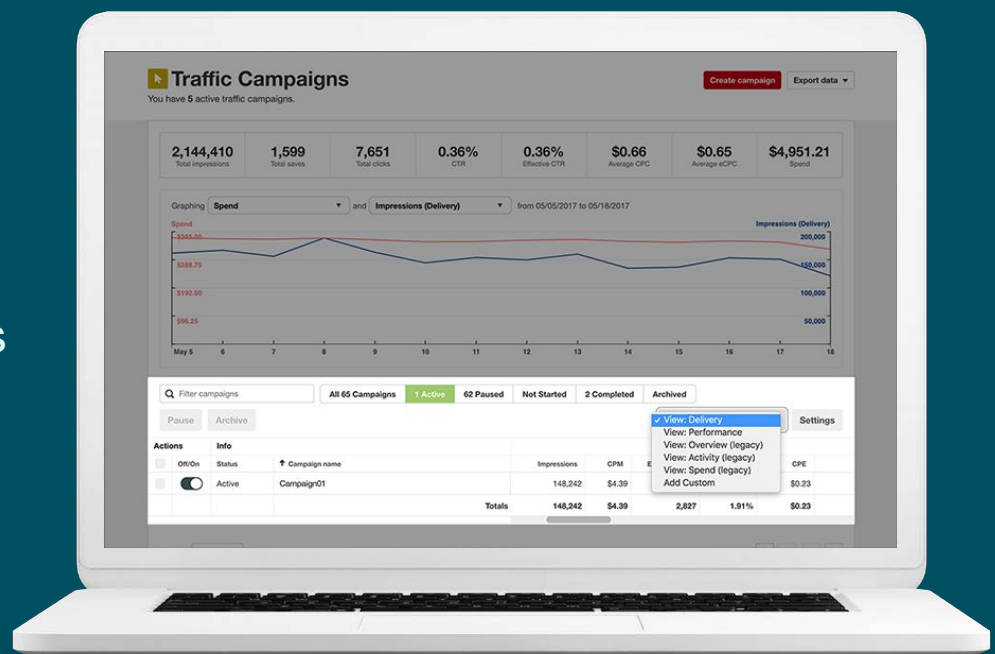
Reporting is an important part of campaign management and optimization and with Ads Manager, you can create and download different reports to help you understand how your ads are performing. Ads Manager offers a detailed look at:

Delivery metrics

Understand how you're pacing against your budget and the earned impact of your ads

Conversion metrics

Understand how your campaigns are performing including information from certain events tracked by the Pinterest Tag.



*Chart included for illustrative purposes. Results not guaranteed.



How we're different

Pinterest isn't social media.

It's the home of inspiration, where 367 million people from around the world come each month looking for ideas to help them plan, visualize and create a life they love.⁵¹

Your audience is on Pinterest.

The undecideds and the decision-makers. People who plan early and spend more. People with higher incomes and higher value for your brand.

Reach them first.

Pinterest influences what people buy more than any search or social platform. Nine out of 10 people use Pinterest to get inspired about things to buy.⁵² Since they're already here to shop, your ad gets a head start.

Be their next inspired decision.

On Pinterest, ads are content. They don't interrupt, they inspire. They don't distract, they provide the fuel to make ideas happen. People come to Pinterest to grow. Your brand can, too.





Additional resources

For more information and tips, visit business.pinterest.com, or check out our success stories to see how businesses like yours are growing with Pinterest.

Make sure to check out [Pinterest Academy](#), our online training platform to help you succeed on Pinterest. More resources, content and updates at newsroom.pinterest.com and help.pinterest.com.

Subscribe to our [Agency Newsletter](#) and [YouTube channel](#) for product guides, creative spotlights and more, or follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

Be inspired by what your brand can achieve on Pinterest.



Endnotes

- 1, 5, 11, 23, 25, 29, 44, 52.** GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018
- 2, 10, 12, 30, 48, 61, 43, 51.** Pinterest, Global analysis, May 2020
- 3.** Pinterest internal data, English searches, Apr 2020
- 4, 7, 27, 36.** Neustar Retail Meta Study, US, Meta-Analysis Among Five US Retail Brands (Pureplay + Omnichannel), June 2019
- 6, 8, 9, 11.** TalkShoppe, US, Retail Audience Deep Dive Survey among Weekly Users, September 2018
- 13, 14.** ComScore, US, Dec 2019
- 15.** GlobalWebIndex 2019 Q1-Q4, UK
- 16.** GlobalWebIndex 2019 Q1-Q4, France
- 17, 32, 34.** GlobalWebIndex 2019 Q1-Q4, Germany
- 18.** ComScore, CA, January 2020
- 19.** GlobalWebIndex 2019 Q1-Q4, Australia
- 20, 21, 22.** Nielsen Audience Profile Report, AU, March 2020
- 23.** Pinterest internal data, US, March 2020 and February 2020
- 24.** Talk Shoppe, US Emotions, Attitudes & Usage Study, October 2018
- 26.** ComScore, US, Time Well Spent Study, Jan 2019
- 28.** Pinterest, Global analysis, January 2020
- 31, 37, 38, 39, 41.** ComScore multi platform unique visitors, Dec 2019
- 33, 35.** Nielsen Path to Purchase Research 2019/2020, DE
- 40.** Mediametrie unique visitors FR, Sept 2019
- 42.** Nielsen mobile visitors, Nov 2019
- 45.** Pinterest internal data, Global, April 2020 vs. April 2019
- 46, 47, 50.** TalkShoppe, US, Value of Video on Pinterest Study (Pinterest-funded), December, 2018. Competitor average includes: Facebook, YouTube, Instagram, Twitter, Snapchat.
- 48.** TalkShoppe, US, Pinterest Personalization and Relevance Study, Jun 2018
- 49.** CPG New Product Purchaser Analysis | Oracle Data Cloud | September 2018