



**Creative
best
practices**

**on
Pinterest**

 **Pinterest Business**





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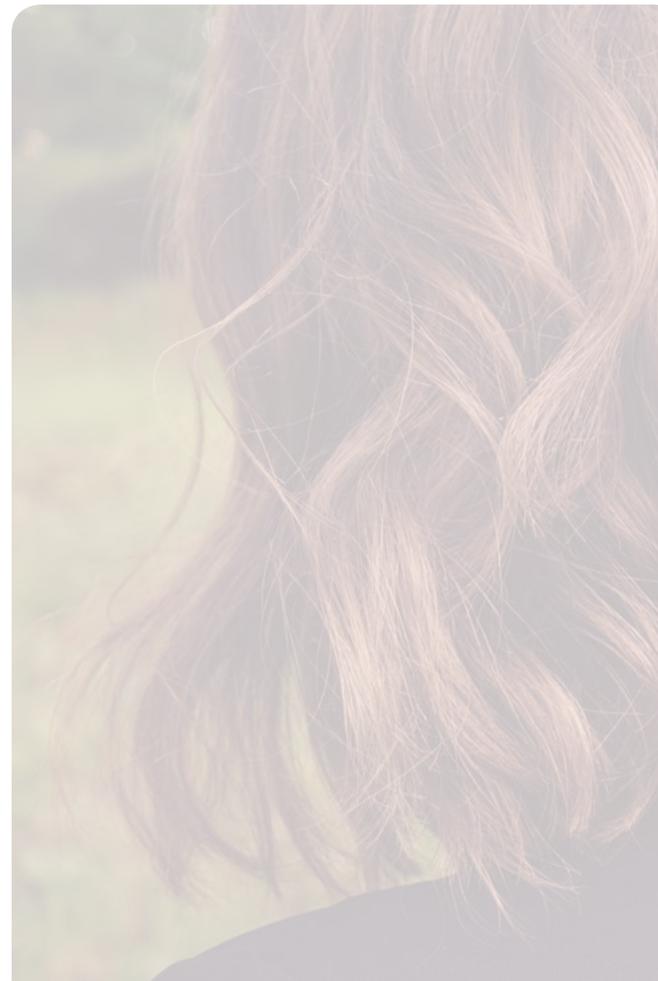
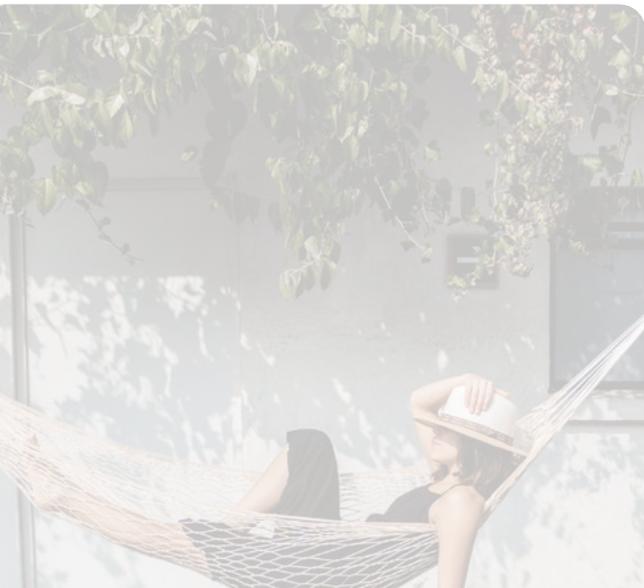
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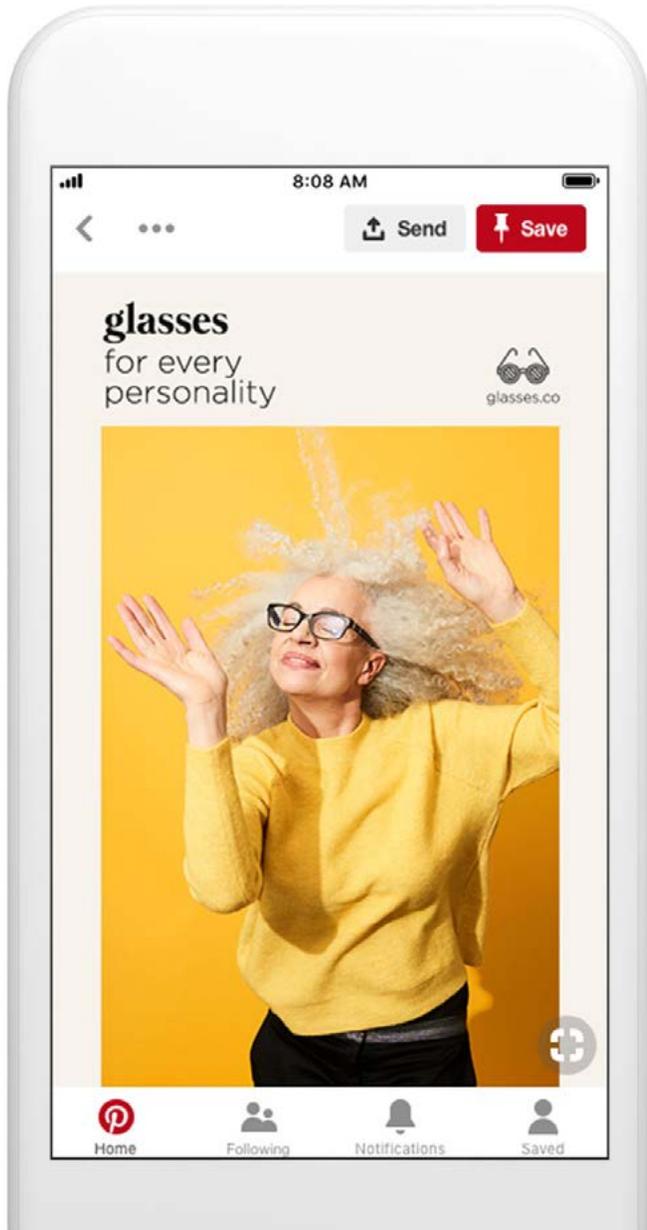
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Essential tips for great Pins

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—you just need to follow a few simple rules.

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Pick an eye-catching image

Use high-quality, vertical images that will stand out in people's feeds. We recommend a 2:3 aspect ratio (ex: 1000 x 1500 pixels). Other ratios may cause your Pin to get truncated, or may negatively impact performance.

Make your brand the focal point

Put your product or service front and center. Avoid using abstract images or lifestyle imagery that doesn't showcase your brand.

Give context

People use Pinterest to make decisions for their lives. Your Pins should help them understand why your product or idea is the right fit. Pick images that show context and bring your topic to life. Clearly show how someone might use your product, try your project, etc.

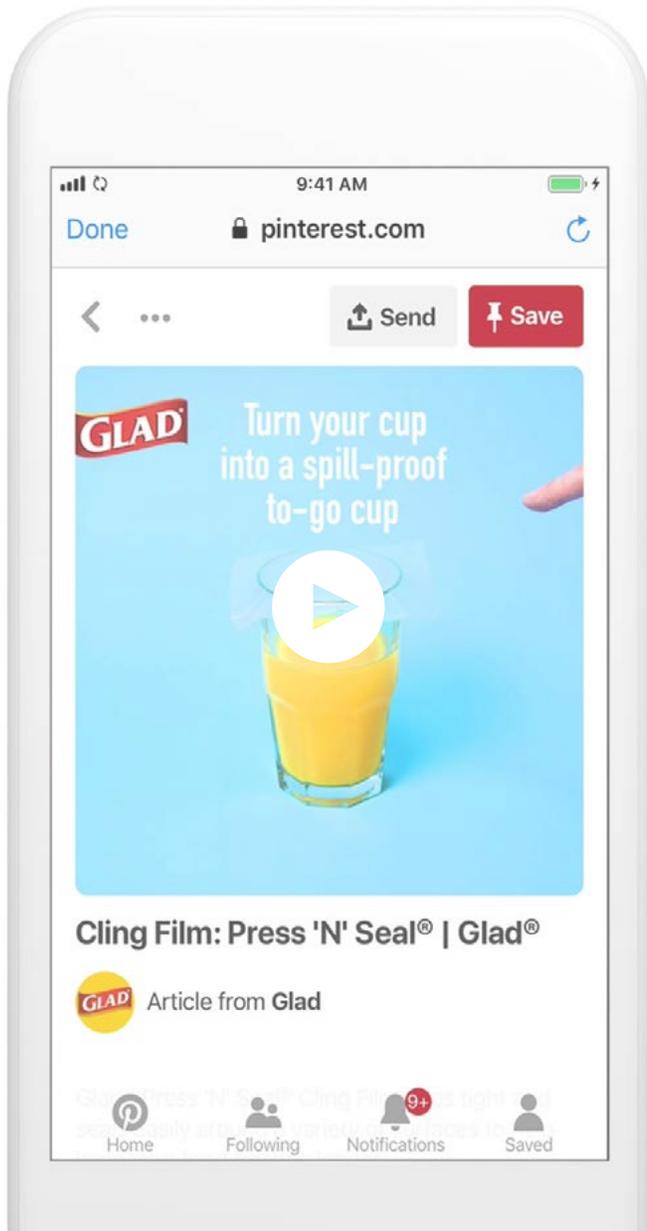
Include your logo

Put a logo on every Pin you make, but keep it subtle. Avoid the lower right corner, since that spot gets covered up by our product icons.

Add text overlay to tell a better story

Text overlay is the copy that goes on your Pin image. It makes your Pins stand out, adds context and enhances your message. Keep text concise so it's easy for people to read on their phones.

A script for success



Videos take your Pins to the next level with action-packed storytelling. Use these tips as a checklist the next time you make videos for Pinterest.

Tell a good story

People watch longer when there's a clear storyline to follow. It doesn't have to be a sequential story—just make sure there's enough going on to keep people engaged. Try to use true video assets, rather than stitching photos together as a video file. In our studies, people watched Promoted Videos 32% longer when there was a storyline that built over time.¹

Hook people in

Make the first few seconds of your story extra compelling so people want to see more. For example, title cards can help you pique viewers' curiosity.

Show your products in action

People spend more time watching videos that spotlight a product in action, giving a glimpse of how to use or wear it.¹

Add beautiful branding

Branded content performs well on Pinterest, because it's actionable and comes from a trusted source. It's best to show your brand name or logo within the first few seconds of your video—or just leave it up for the whole thing.¹

Show, don't tell

On Pinterest, videos autoplay with sound off. Some people will turn on their sound, but you shouldn't rely on dialogue or audio to do the heavy lifting. Instead, use captions or text overlay to help tell your story.

Keep it short and simple

We've found that shorter videos perform best on Pinterest, and recommend that you keep your videos under twenty seconds.

Boost your brand



Align your content to seasonal or special moments

Showing seasonal moments or special occasions makes your creative feel relevant and relatable. In a study, Pins that referenced these topics drove 10x higher aided awareness.²

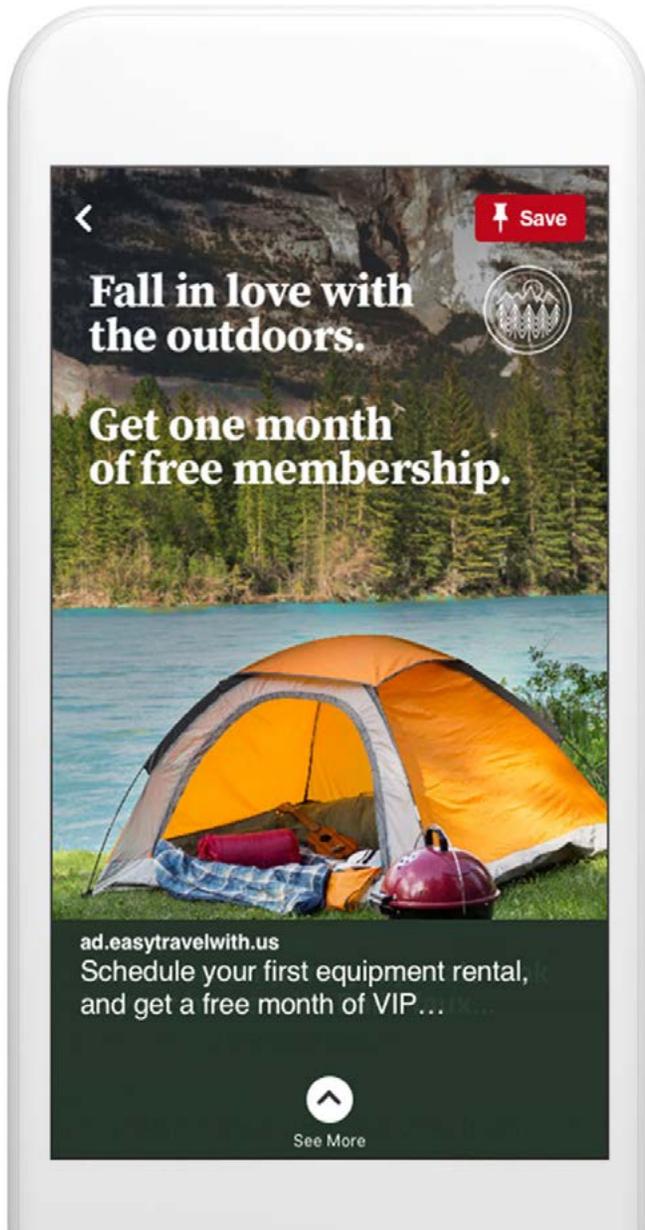
Call out unique features

Make sure to tell people when you have something special to share. For example, Pins with “new” in the text overlay drove 9x higher aided awareness.²

Use the Pin description to add context and reinforce branding

The description field helps you provide more context and detail. It also helps to put the most important info first: In our research, Pins with a brand name in the first line of the description field drove 2x higher awareness.²

Increase revenue online



Align your content to seasonal or special moments

Make your ads more relevant by showing seasonal content or highlighting life moments. In our research, Pins with content about these types of moments had 22% higher online sales lift.³

Make your text overlay actionable

Text overlay helps people decide whether to click on your Pins. Keep text clear, with a strong call to action. Pins with calls to action in the overlay drove 6% more sales lift.³

Create consistency between Pins and their landing pages

It should feel like a continuous experience when people click from your Pin, to its landing page. Consistency improves performance: In our analysis, Pins that went to landing pages with similar imagery had a 13% higher online sales lift.³

Use description copy to add details

Your Pin description is the perfect place to give potential customers additional information. In our study, Pins with pricing details in the description field drove 28% higher online sales.³

Increase revenue offline



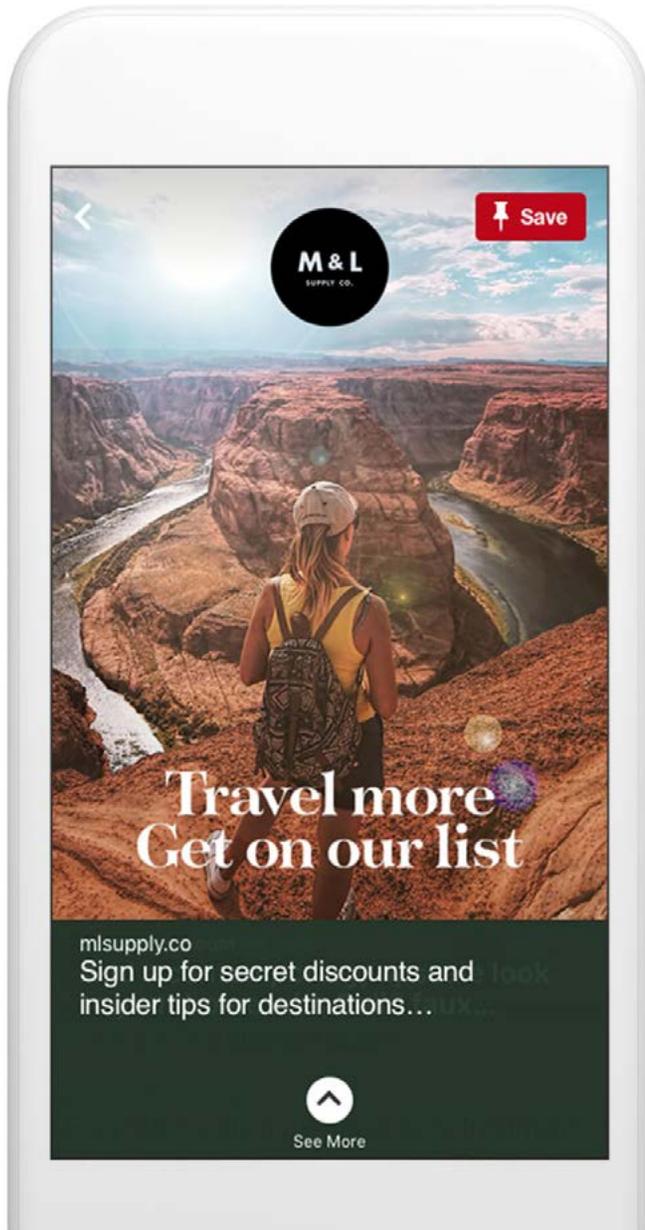
Help people visualize your product in their lives

Action-packed images help people decide if your Pin is right for them. Pins that showed someone using a product or service were 67% more likely to drive offline sales lift.⁴

Make your product prominent

Put your product front and center in your Pins. For our research, campaigns with clear product placement were 20% more likely to drive offline sales lift.⁴

Increase email captures



Help people visualize your product in their lives

Make it easy for people to imagine how your product, service or idea would fit into their lives. In our research, Pins that showed a person wearing or using an advertised product drove a 25% higher email conversion lift.³

Use text overlay to add more detail

Your text overlay should tell people why they'll benefit from subscribing to your email list. For example, Pins promoting a special sale or offer drove a 61% higher email conversion lift.³

Use the Pin description to add context and reinforce branding

Write a compelling description that tells people more about your brand. It's helpful to mention your brand name, too. Pin descriptions that included a brand name in the first line drove a 54% higher email conversion lift.³

Put a call to action in the description

Pins with clear, actionable wording perform better. We saw a 70% higher email conversion lift for Pin descriptions that included terms like "sign up," "enroll" or "discover."³

Take action

Watch webinars

Hear our advice for campaign setup and optimization.

business.pinterest.com/webinars

Get content tips

Learn more about picking the right topics, images and descriptions for your Pins.

business.pinterest.com/en/pinterest-content-tips

Visit Ads Manager

Create ads, manage campaigns and view performance metrics.

ads.pinterest.com

Methodology

All performance metrics cited in this guide come from our studies with third party measurement partners. The insights represent specific study results, and are not performance guarantees. To develop these recommendations, our third party partners looked at 21,000 Promoted Pins across 2,000 campaigns, 9 industries and 25 different creative attributes. Their analysis identified the top performing creative characteristics, across key business objectives.

Sources

¹ Neurons Inc, Video creative study with weekly US Pinners, June 2018

² Millward Brown, Creative meta analysis, May 2018

³ Pinterest, OCL creative meta analysis, May 2018

⁴ ODC, Creative best practices analysis, May 2018