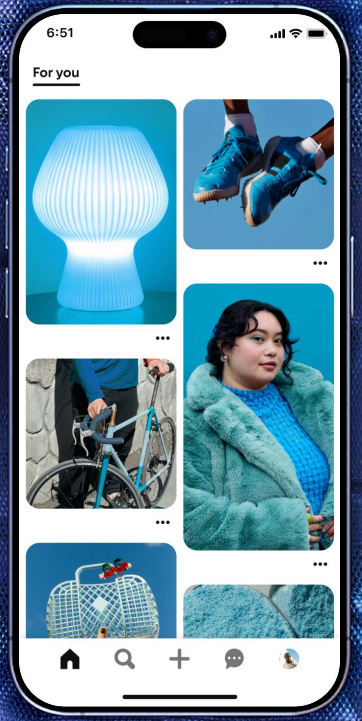
Pinterest Academy

The media agency guide to Pinterest

A more positive place online



September 2024

A few things to remember
before you get started with
the media agency guide to Pinterest

This is approved to be shared externally with 1:many conversations with advertisers and agencies.

How to use this resource

These recommendations are condensed external facing guidelines to support conversations with your advertiser on our advertising best practices guidance.

Please do not change the design of this resource.

This resource has been designed by **Pinterest Academy** to adhere Pinterest brand guidelines + identity.

Please be mindful of the way you present these findings.
Abstain from guaranteeing any results to your advertiser but rather share as our research findings indicating possible uplift in KPIs if directional followed.

What it is: The media agency guide to Pinterest?

Purpose

The media agency guide explains the value proposition for advertising on Pinterest, and provides how-to resources for advertising on Pinterest. The recommended strategies have been developed by leveraging insights and data from Marketing, Product, Insights, Performance Solutions, Creative, Measurement, and Sales stakeholders.

Audience

This resource targets agencies who are currently advertising on Pinterest, and/or have advertised with Pinterest in the past. It is also suitable for new advertisers coming to Pinterest to look for guidance on how to advertise on Pinterest.

Usage

This resource guide can be leveraged in any client facing meeting and supplemented with other materials based on your personal needs. Further customization of the narrative is expected based on each advertiser's business objectives. Please reach out to Pinterest Academy for customized usage.

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Introduction to Pinterest

What is Pinterest?

The visual discovery platform

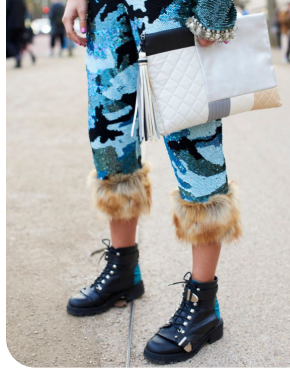
About Pinterest

Pinterest is a visual discovery platform where people find inspiration, curate ideas and shop products to create a life they love—all in the most positive place online.

Whether it's planning an outfit, trying a new beauty ritual, renovating a home, or discovering a new recipe, Pinterest is the best place to confidently go from inspiration to action.





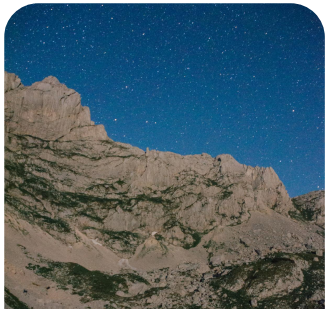








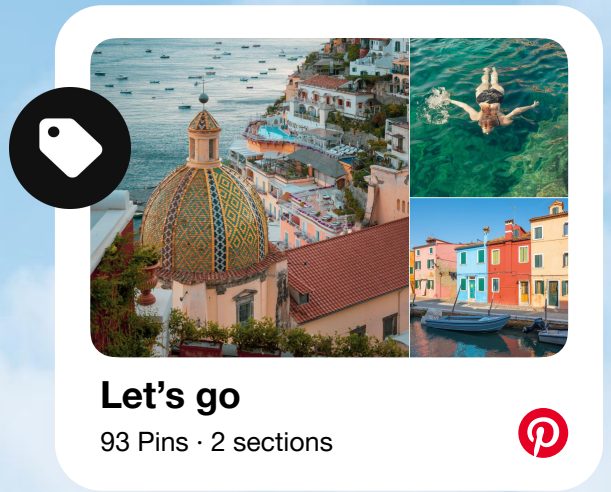






How inspiration happens on Pinterest

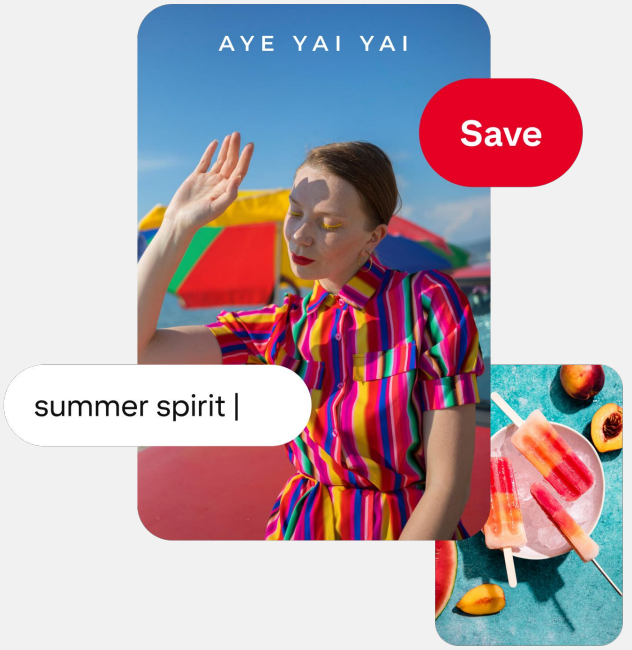
People use Pinterest to discover new ideas through content (called “Pins”). Then, they save Pins to boards or collages, so they can continue to build on their inspirations, or share them with others. People continue to refine their ideas as they see more content and ads based on their saves. And with shopping built in, they can turn their plans into reality, by taking action right from the platform.



How brands get discovered

As a full-funnel platform, Pinterest drives action at every stage of the customer journey—from searching out inspiration, to saving and organizing ideas then making them a reality. People come with intent—a spark of an idea. Then, they discover and search more of what they love, which are very often products from clients like yours.

Whether it's a big life decision, or inspiration for a weeknight dinner, Pinterest makes it possible—all in a more positive online space.



It pays to be positive

Pinterest leads the industry when it comes to fostering inclusivity and a more positive experience online. And that's good news for you—showing up in a more positive environment drives impact in every stage of the purchasing funnel.

60%

of adults are more willing to try new brands for the first time when they feel more positive.

59%

of adults are more likely to remember the brands encountered online when they feel positive.

58%

of adults are more likely to trust the brand when seen in a positive space.

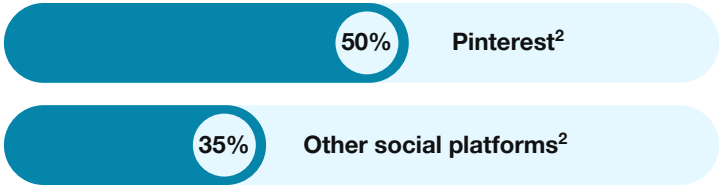
Source: Morning Consult, Pays to Be Positive Refresh Study (commissioned by Pinterest), US, December 2022.

Positive intent meets shopping intent

Because people arrive to our positive platform with active shopping intent, they are ready to take action. Weekly Pinterest users say they spend more of their time shopping on the platform with an intentional mindset, meaning they're looking for ideas or searching for information to help with their shopping, rather than mindlessly scrolling.

And with 96% of top searches unbranded[1], this leaves opportunity for brands and products to get in front of people with shopping intent.

Percent of time shopping with an intention mindset



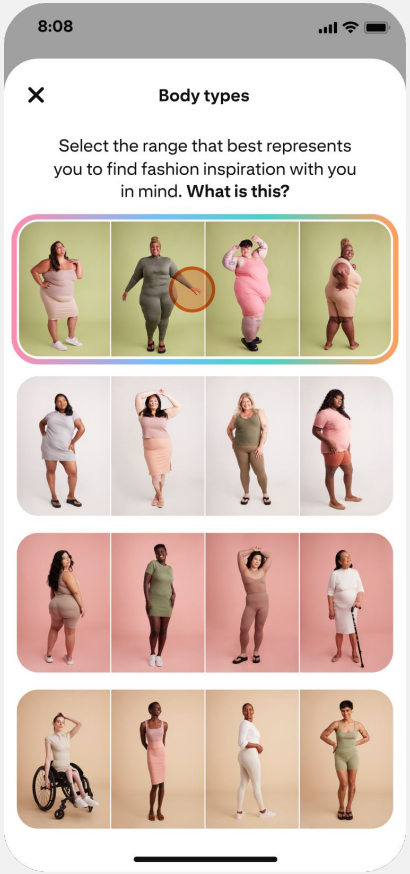
[1] Pinterest Internal Data, US, June 2023. Calculated as % of the top 1000 most popular searches.
[2] Talk Shoppe, Power of Intentional Shopping Study (commissioned by Pinterest), US, April 2023. Survey of weekly Pinterest users.

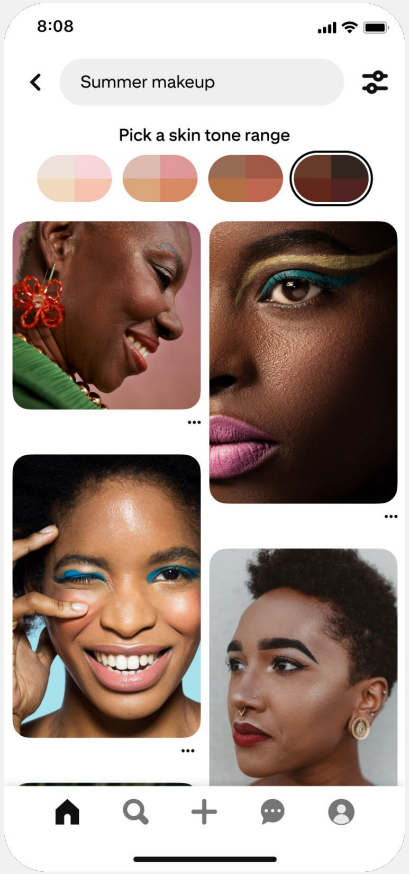


Positivity helps you appeal to a wider audience

On Pinterest, you can appeal to a wide range of consumers when they're in-market but undecided—on the #1 social media platform in user well-being impact.

With inclusive products, including body and skin type ranges and hair pattern search, we're using our platform—and the AI that powers it—to create a more positive online experience for *everyone*.





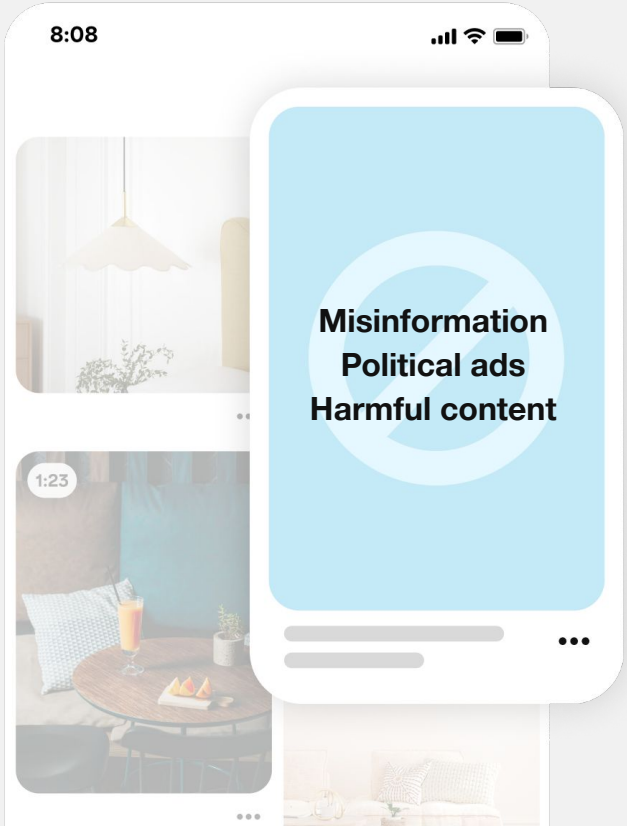
Source: The Sound, Wellbeing Metric and Scale Development (commissioned by Pinterest), US, UK, DE, FR, BR, October 2023.

Brand safety for a better bottom line

And today, we're proud to say that Pinterest exceeds industry standards on brand safety.

99%

of measured ad impressions on Pinterest are brand safe (vs 98% IAS standard).



Source: IAS Study (commissioned by Pinterest), Global, May 2024. Across 150M+ Pins in all monetized markets, with scoring aligned to the GARM framework against floor. Based on advertiser campaign results during Beta testing.

Your audience is on Pinterest

Audience insights for your market

People on Pinterest

There's plenty of opportunity to connect with your audience on Pinterest. Over half a billion people around the world come to Pinterest every month—and growing.[2] In fact, if our positive corner of the internet were a country, it would surpass the United States as the third largest on the planet.

With around 80% of people on Pinterest seeing, saving and shopping from outside North America,[1] we sit at the global crossroads of search, social and commerce.



81%

of people on Pinterest are from outside North America. [1]

537M

Global monthly active users [2]

Source: 1. Pinterest Internal Data, Global as of June 2023 | Note: Excluding US and CA. Calculated as % of Q2'23 Global Monthly Active Users. 2. Pinterest Internal Data, Global, Q3 2024.

Gen Z on Pinterest

And, if your brand is looking for Gen Z, you can find them here. They are Pinterest's fastest growing and most-engaged audience.[2]

2x

Gen Z saves over 2x more ideas than other generations.[1]

40%

Over 40% of Pinterest's global monthly active users are Gen Z.[2]



[1]Source: Pinterest Internal Data, US, Jun 2023. Gen Z ages 18-24.

[2]Source: Pinterest Internal Data; Global; March 2024.

Audience reach for your market

Our audience is as diverse as our content. Whether it's Gen Z or Gen X, professional doers or weekend warriors, Pinterest has always been for everyone. Our demographics span age, gender and reach. Find your potential market reach numbers below.*







AR	BR	CA	MX	US
12M monthly unique visitors[1]	**38M** monthly unique visitors[2]	**10M** monthly unique visitors[3]	**19M** monthly unique visitors[4]	**95M** monthly unique visitors[5]
39% (ages 18-34)[1]	**37%** (ages 18-24)[2]	**39%** (ages 18-24)[3]	**32%** (ages 15-24)[4]	**46%** (ages 18-24)[5]
19% males 18+[1]	**21%** males 18+[2]	**18%** males 18+[3]	**16%** males 18+[4]	**21%** males 18+[5]
51% females 18+[1]	**39%** females 18+[2]	**46%** females 18+[3]	**37%** females 18+[4]	**54%** females 18+[5]

1. comScore, Multi-platform, June 2024.
2. comScore, Multi-platform, BR, June 2024.
3. comScore, Key Measures Multi-platform, CA, June 2024.
4. comScore, Multi-platform, June, 2024.
5. comScore, US, Jun 2024. Data includes users 18+ exclusively, and is not Pinterest-verified.

Reach definitions and numbers are based on third party data which may not correspond to actual Pinterest demographics data.

See all markets with advertising solutions.

Audience reach for your market

Find your potential market reach numbers below.*







ES	DE	FR	IT	UK
10M monthly unique visitors[1]	**19M** monthly unique visitors[2]	**18M** monthly unique visitors[3]	**15M** monthly unique visitors[4]	**16M** monthly unique visitors[5]
47% (ages 18-24)[1]	**43%** (ages 18-24)[2]	**45%** (ages 15-24)[3]	**46%** (ages 18-20)[4] **53%** (ages 21-24)[4]	**34.7%** (ages 18-24)[5]
19% males 18+[1]	**24%** males 18+[2]	**20%** males 18+[3]	**25%** males 18+[4]	**14%** males 18+[5]
37% females 18+[1]	**44%** females 18+[2]	**45%** females 18+[3]	**43%** females 18+[4]	**44%** females 18+[5]

1 .comScore, Multi-platform, Spain, June 2024.
2. Nielsen, DE, Jun 2024.
3. Panel Médiametrie//NetRatings, FR, Jun 2024.
4. Audiweb, Italy, May 2024.
6. comScore, UK, May 2024.

Reach definitions and numbers are based on third party data which may not correspond to actual Pinterest demographics data.

See all markets with advertising solutions.

Audience reach for your market

Find your potential market reach numbers in the table.*







AU	**8M** monthly unique visitors[1]	**43%** (ages 18-24)[2]	**29%** males 18+[3]	**46%** females 18+[3]
JP	**10.5M** monthly unique visitors[4]	**29%** (ages 16-24)[5]	**38%** males 16+[5]	**62%** females 16+[5]
NZ	**848K** monthly unique visitors[6]	**19%** (ages 18-24)[6]	**14%** males 18+[6]	**26%** females 18+[6]

Reach definitions and numbers are based on third party data which may not correspond to actual Pinterest demographics data.

See all markets with advertising solutions.

1. Ipsos Iris Digital Reporting, AU, June 2024
2. Ipsos Iris Digital Reporting, AU, April 2024
3. comScore, Multi-platform, June 2024
4. Nielsen, JP, March 2024
5. Global Web Index, JP, January-December 2024
6. Nielsen Online Rating Report, NZ, April 2024

What brings people to Pinterest

The consumer journey on Pinterest

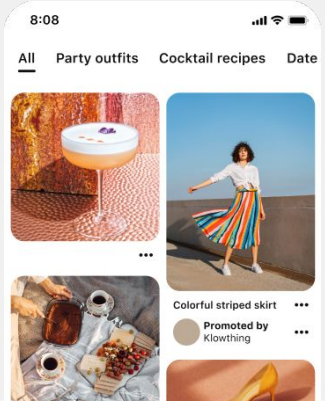
The consumer journey on Pinterest

On Pinterest, people are here to plan what's next. They're looking to upgrade their everyday lives—and they're ready to take action on these ideas.

People may not always have the words to describe what they're looking for, but they'll know it when they see it. With a few descriptive keystrokes, our search takes it from there. AI-guided browsing technology combs through Pins, to help searchers fine-tune their tastes and find just the thing they maybe didn't even know they needed.

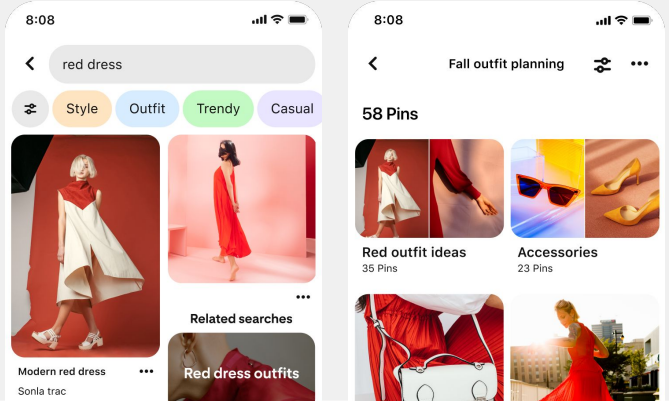
Discover

Get inspired by home feed



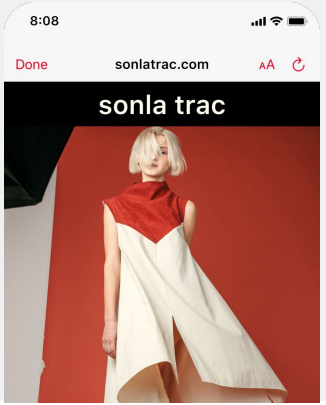
Decide

Search and save Pins for red dress and get inspired around the whole outfit



Do

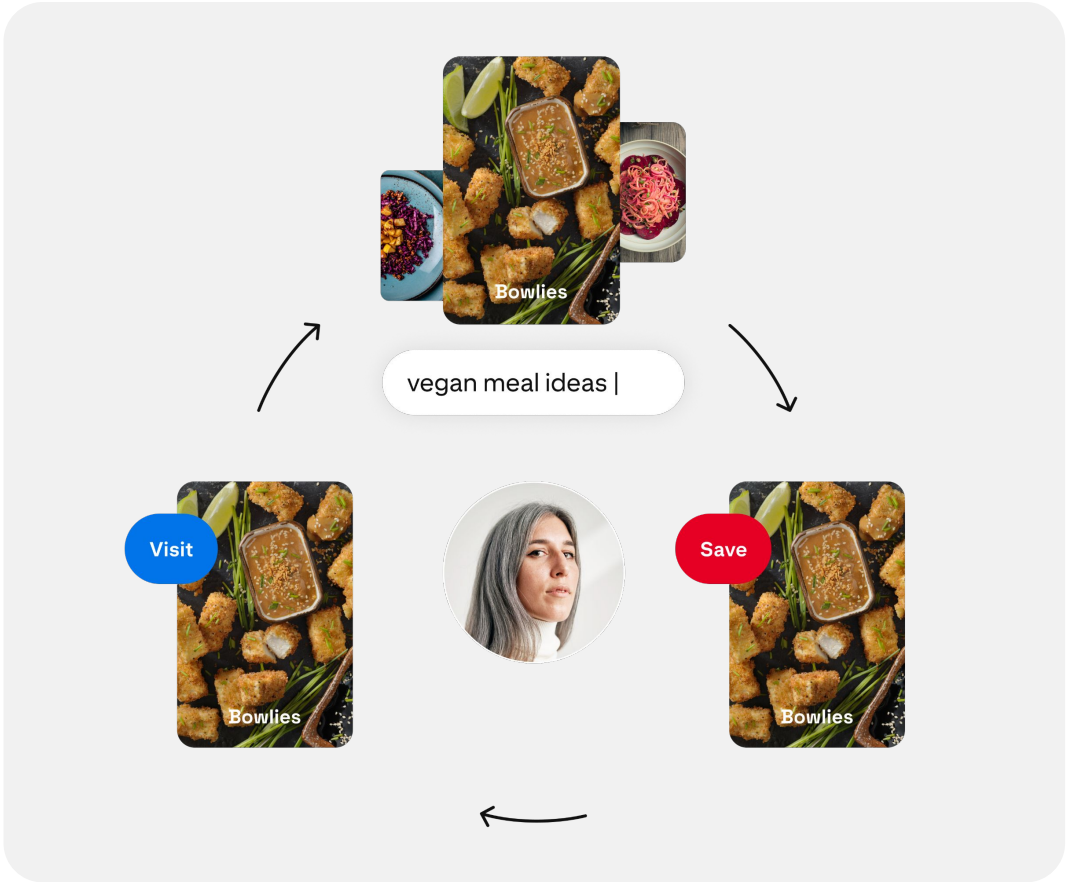
Purchase the full outfit seamlessly across digital retailers



How Pinterest moves consumers down the funnel

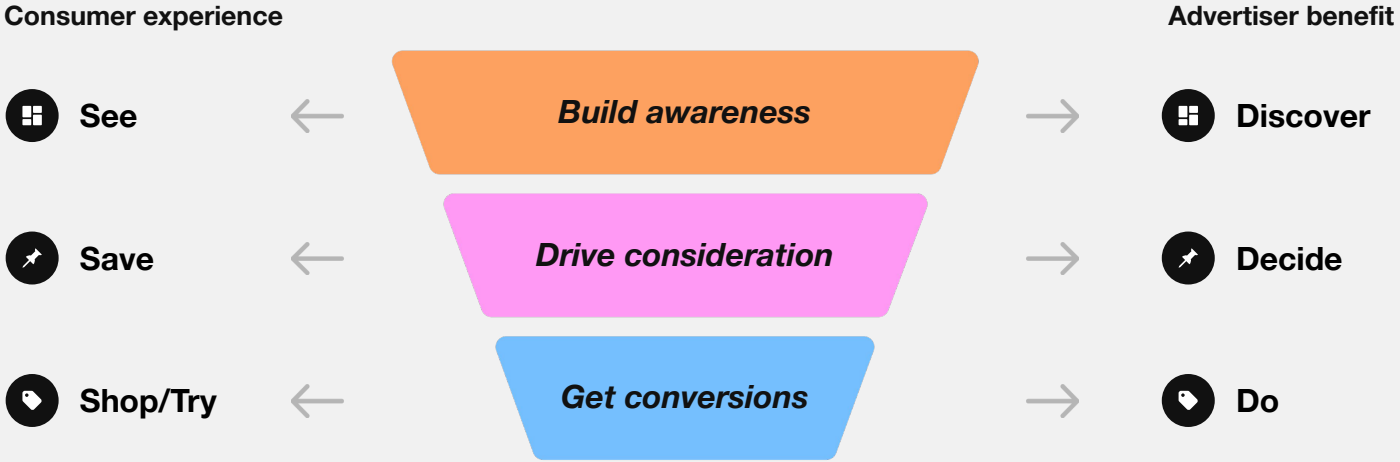
As your audience begins discovering, they turn to Pinterest early in their journey. So, when people begin moving toward decision-making, your brand is already on their radar.
Pinterest then drives consideration by making it easy for people to click to buy your product when they're ready to purchase.

And, shopping is a fully integrated part of the consumer experience on Pinterest, making it easier for people to act when inspiration strikes. Upper- and- lower- funnel solutions on Pinterest helps advertisers align their objectives with the user mindset to better drive returns.

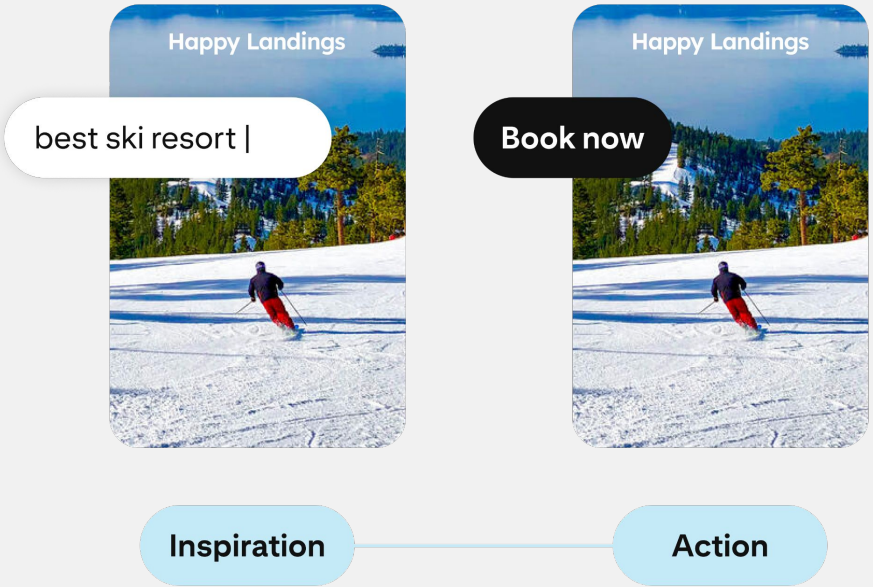


Engage audiences at every stage

Pinterest aligns full funnel solutions with the consumer journey, so that advertisers can reach audiences early in their decision-making journey. Drive consideration as they curate and save ideas to act on later. Then, make it easy for them to click to buy products when they are ready to act. Advertisers can align the user mindset to advertiser objectives for better returns.



Your ads fit right in



Ads are part of the shopping journey

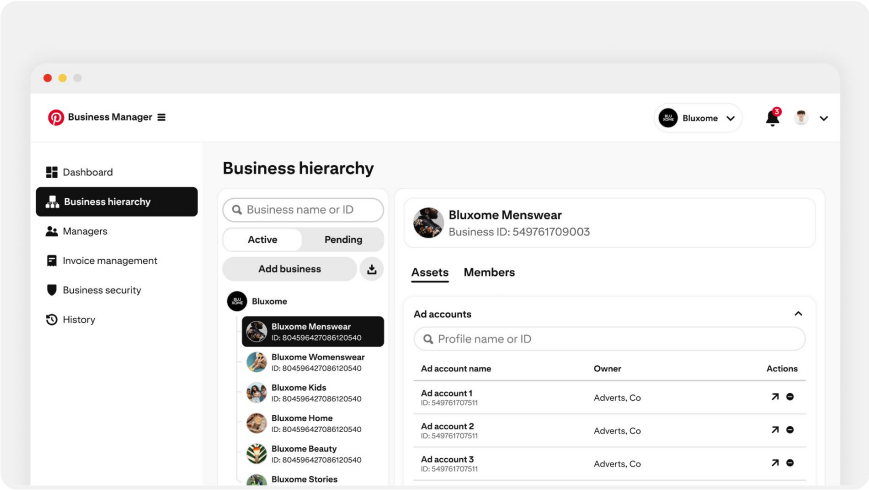
Because Pinterest moves consumers from inspiration to action, this opens up opportunities for your brand to connect with the customers you care about at every stage of the funnel.

Get set up on Pinterest

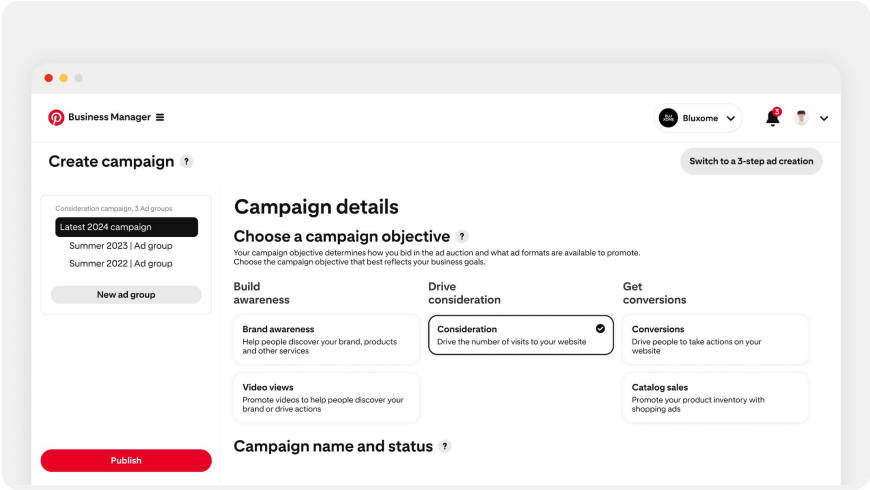
Set up access in business manager before starting your campaigns

What is Business Manager?

To get started with Pinterest, it is best to create a business account and get set up on Business Manager. With Pinterest Business Manager, securely manage employees, partners and accounts all in one place. Use Business Manager to oversee all of your business assets and manage user permissions. With Ads Manager, create, manage and analyze your marketing campaigns on Pinterest. Access to individual ad accounts is done through Ads Manager.



Business Manager



Ads Manager

Features in Business Manager

Parent and child accounts

Create parent and child account relationships to help manage complex organizational structures.

Business overview

View key metrics across all accounts at once to see the impact of your investment.

Asset grouping

Create custom groups of ad accounts based on how they choose to manage their business (i.e. by geography, brand, vertical, etc.).

Agency owned ad accounts

Control ad accounts within a brand's business account and limit permissions.

Audience sharing

Reuse existing audiences between ad accounts to save time and repeat successful tactics.

Account switcher

Save time by switching between ad accounts, profiles, and business accounts seamlessly.

Explore more about Business Manager and Ads Manager.

Steps to get set up and allow partner access

Before starting with Business Manager, you first need to create a Pinterest Business account using one of four methods:

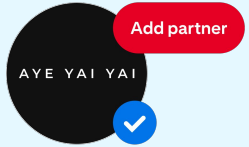
1. Create a new business account.
2. Convert a personal account.
3. Create a linked account.
4. Add a secondary account.

When you've established a business account, then you can add roles and assign permissions.



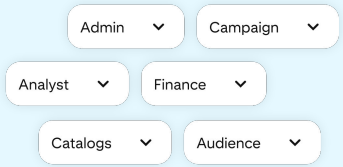
Add employees

Employees are individual people who work directly for your business. An employee role can only work on assigned ad accounts and profiles. They cannot see details about other employees, external partners or other ad accounts.



Add partners

When you add a partner you will need the partner to have a business ID prior to setup. You can either invite the partner to access your ad accounts (most common for an individual advertiser) or you can request access to the partner's ad accounts (most common for an agency).



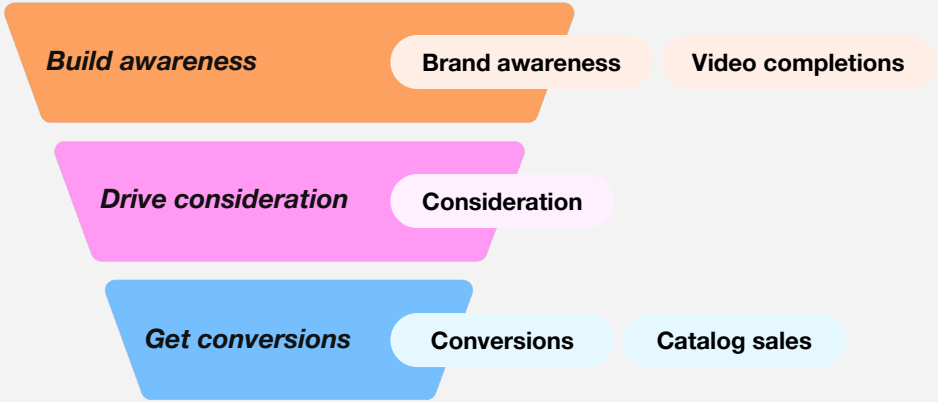
Assign permissions

Once an employee or partner has been added to Business Manager, profile permissions can be assigned to them. There are multiple ways to assign permissions. For example, assign full or partial ad account access to employees, or assign specific ad accounts or profile access.

Building campaigns on Pinterest

Campaign objectives on Pinterest

Leveraging campaign objectives on Pinterest for business goals



Campaign objectives for your business goals

When you're ready to create a campaign, the first step is deciding on your campaign objectives. Choosing the right objective depends on your business goals. To help you better align your goals, Pinterest breaks the marketing funnel into 5 distinct media objectives.

Explore more about campaign objectives.

Brand awareness

Help people discover your brand, products, or services.

Video completions

Help get more people to complete your video and take action.

Consideration

Help increase the number of Pin clicks or outbound clicks on your ad.

Conversion

Help drive people to take actions like checkout, sign up, or add to cart on your website.

Catalog sales

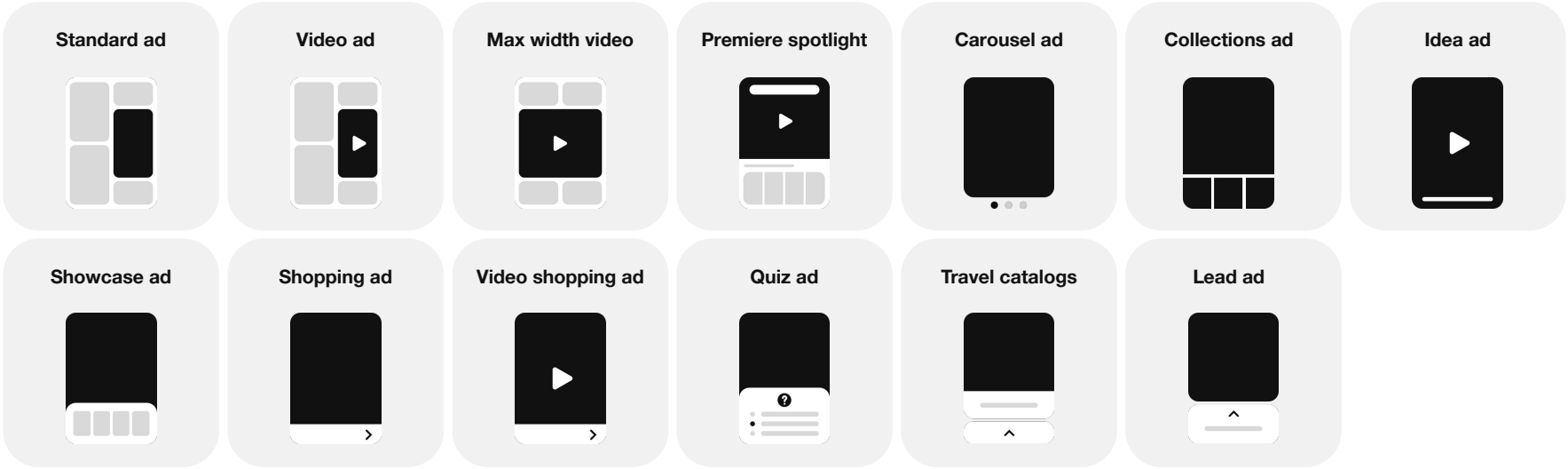
Help drive sales on your products with shopping ads.

Ad formats

Selecting Pinterest ad formats for your campaigns

Ad formats across the funnel

The ad format you choose can depend on the campaign objective you've selected. 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. Let's dive into the ad formats available on Pinterest in more detail.



Ad formats for awareness

There are several ad formats to use for awareness campaigns. But, standard ads are the simplest and most flexible ad format. To really engage your audience, we recommend using video, max width video and Premiere Spotlight ad formats for more impact.



Standard ad
The most basic and widely used type of ad format consisting of one static image.



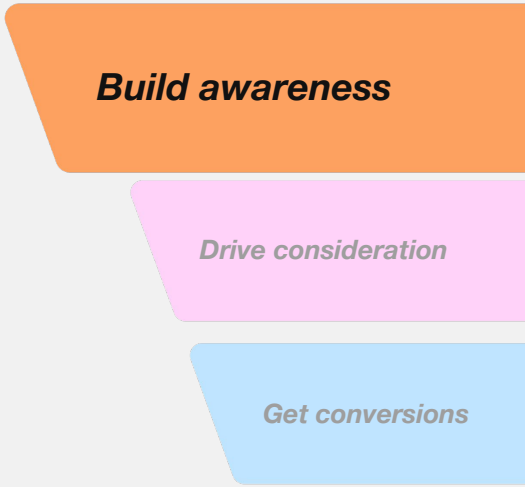
Video ad
Uses a single video asset and is the same size as a standard ad.



Max width video
When you want to expand your video ad across the entire two column mobile feed.



Premiere Spotlight
When you want to showcase your brand in a premium, exclusive placement on Pinterest for a day.

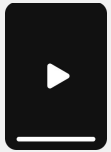


Ad formats for consideration

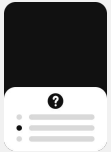
When brands need to drive more traffic to a website, find new customers, or drive action intent lift, there are several ways to drive consideration campaign efforts. We recommend leveraging the ads below to help drive consideration.



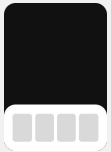
Carousel ad
Showcase 2 to 5 images in an interactive format where people can swipe or click to engage further.



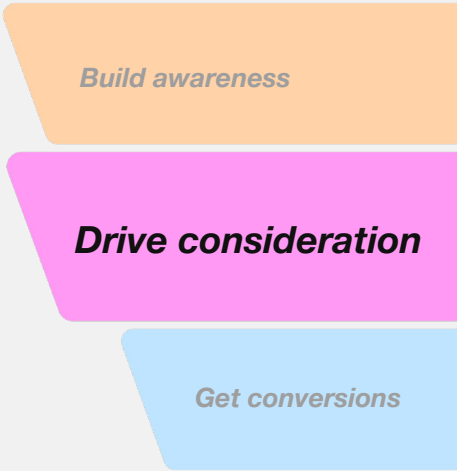
Idea ad
When you want to share ideas in an actionable and shoppable way.



Quiz ad
Offer audiences an interactive experience with personalized results and recommendations based on their tastes.



Showcase ad
Visually tell a cohesive story with breadth and depth, allowing people to swipe through cards and click through to specific landing pages.



Ad formats for conversions

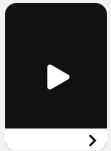
For advertisers with a feed, we recommend running shopping and video shopping ads. Travel advertisers for hotels or cruises can use travel catalogs to help reserve rooms or trips. And for advertisers not using a feed, we recommended using carousel and collections ads, as these have proven to be the most successful for driving return on ad spend for advertisers on Pinterest.[1] Leverage lead ads to help get more qualified prospects.



Shopping ad*
Promote a product Pin from your Pinterest retail catalog as an ad.



Collections ad
When you're featuring multiple products in a single ad.



Video shopping ad*
Take your shopping ads to the next level by adding engaging videos.



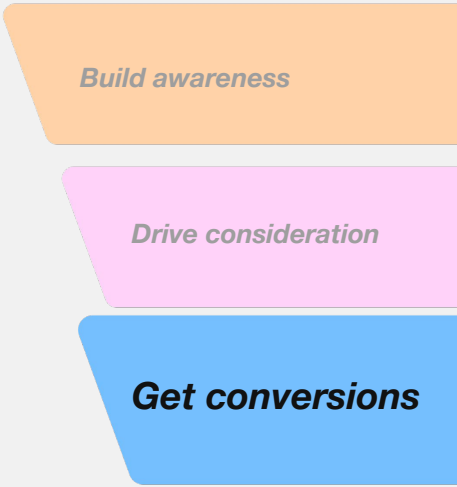
Carousel ad
When you want to showcase 2 to 5 images in an interactive format.



Travel catalogs*
When you're looking to drive more engagement on ads promoting hotels and rentals.



Lead ad
When you want to find qualified prospects on platform.



***To use this ad format, your product catalog must be uploaded to Pinterest.**

[1] Pinterest Ads Manager, Global, Jan-Jul 2022. Campaign analysis compared carousel, idea, collections, video + standard ads under the web conversions objective using a 7/7/1 attribution window.

Targeting on Pinterest

How to reach your audience

Core targeting

There are three main core targeting tactics for your campaigns. Interest, keywords and demographics determine what audiences will be served your ads.

Keywords

Keyword targeting allows you to reach people on Pinterest who have searched for a specific word or phrase.

Four types of keyword match:

- Broad match
- Phrase match
- Exact match
- Negative match

Interests

Show ads to people based on what they like.

- Interests are broken out by levels, with level 1 being the broadest. Provide options ranging from broad to more narrow topics.
- Use Level 1 interests for awareness campaigns and define interests more specifically for consideration and conversion campaigns.

Demographics

Narrow your targeting based on demographic features, such as:

- Gender
- Age
- Location
- Language
- Device

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

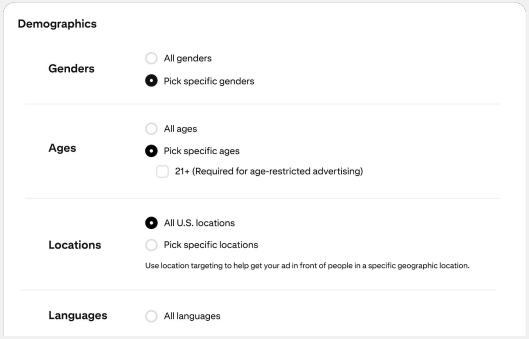
Keyword targeting

How it works			Ex. Hawaii Trip	
Match type	**Steps**	**Will match to search terms that…**	**Eligible search terms**	**Ineligible search terms**
Broad match Hawaii trip	Type in keywords in ads manager	contain the keyword(s) and any related variations	*Island vacation ideas* *Best Hawaii hotels*	*Alaska anniversary* *Celebration*
Phrase match “Hawaii trip”	place quotes “ “ around keywords	contain the keyword phrase (in order) and close variants	*"Hawaii trip ideas"* *"Plan a Hawaii trip"*	*Hawaii vacation* *Hawaii hotel bookings*
Exact match [Hawaii trip]	place brackets [ ] around keywords	are the exact keyword or a very close variant	*[Hawaii trip]* *[Hawaii trips]*	*Hawaii trip deals* *Cheap Hawaii trips*
Negative match -whale watching	Place a negative sign “-” in front of keywords	do not contain the phrase or keywords given	*-”whale watching in Hawaii”* *-{whale watching]*	

Interest targeting



Demographic targeting



Advanced targeting

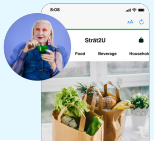
With the proper mix of targeting methods use these advanced targeting tactics to reach people who align with your business' interests, search behavior and demographics, and optimize advertising spend.

Use advanced targeting tactics to take your efforts to the next level.



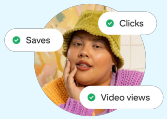
Customer list targeting

Customer list targeting lets you target ads to previous customers by using data from your CRM.



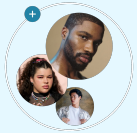
Site visitor targeting

Site visitor targeting identifies people who have already visited your website and lets you retarget ads to them on Pinterest.



Engagement targeting

Engagement targeting combines user activity (clicks, saves, etc.) of your Pinterest content into one audience.



Actalike audiences

Actalike targeting lets you reach new people who are similar to your existing customers.



Personas

Persona targeting helps you reach specifically tailored, custom audiences on Pinterest.

Explore more about advanced targeting.

Creative best practices

Using the 4 pillars of creative effectiveness for better relevance

The 4Cs of creative effectiveness

The 4Cs of creative effectiveness is a research-backed framework designed to help you understand key creative foundations that can help drive ad effectiveness on Pinterest. Use these four key areas of creative insight to enhance your process as you develop ad creative and bring your brand and messaging together in effective, performant creative for Pinterest.

Context

Embrace mobile-first design.

Consider your surroundings
Think about the feed context your ad appears in.

Design for mobile
Focus on designing for the mobile experience.

Shorter is better
Keep your videos short to capture attention.

Content

Tell relevant stories that blend art, words, and sound.

Keep it real
Bring authenticity to your ads with organic-feeling content.

Start off strong
Lead with a catchy hook in first few seconds.

Show a face
Use real people with genuine expressions.

Turn it up
Add sound to establish the mood and set the tone.

Craft

Improve visibility with high-performing layouts.

Decenter the copy
Put images in the center and use copy at the top and bottom.

Keep it moving
An intentional use of motion and animation makes a difference.

Color

Find the balance with brightness and color.

Strike a contrast
Find a natural balance of brightness, contrast, and sharpness.

Connect with color
Consider your palette from the very start.

Explore more about creative strategy.

Campaign best practices

Using best campaign practices on Pinterest for better results

Recommendations for campaigns

Whether the goal is to help people discover your brand, get visitors to your site or store, or drive sales, the objective will help determine what solution is best suited for the task at hand. Here are some recommended best practices.

	Campaign Objective	Bid Type	Ad Format	Targeting Strategy	Targeting	Business goal	Auction KPIs
Build awareness 	Brand awareness Video completions	CPM	Standard video Max width video Idea ads Premiere Spotlight	Find new customers	Broad interests + keywords Expanded targeting turned on	Brand or product awareness Efficient reach	Reach CPM Video completions VTR CPV
Drive consideration 	Consideration	CPC Cost per lead (*Lead ad only*)	Standard Carousel Collection Showcase ads Quiz ads	Drive users to site	Broad interests + keywords (ET on) Customer Lists (*Lead ad only*) Re-engagement Personas Actalike	Website traffic Action intent lift Incremental foot traffic lift Find new customers	CPC CTR
Get conversions 	Conversion **Catalog sales*	oCPM	Standard Carousel Collections Lead ads **Shopping* **Video shopping* **Travel catalog*	Find new users/ Reconnect with users	Prospecting (Actalike, interests, keywords, **metadata*) Site Visitors **Dynamic retargeting (add to cart + page visit users)*	ROI iROAS Offline sales lift Find new customers	CVR/CPA

*** For catalog sales specifically**

Attention best practices

To help with campaign performance, Pinterest's latest research on attention recommends using these amplifiers to help drive more attention across the board—and up to

2.7x

more on Pinterest.

Elicit high arousal emotions

High arousal, positive emotions have been shown to amplify attention by 50%. Creative that emits high arousal emotions like happiness or surprise can have a greater attention opportunity.

Reflect audience interests

Relevant advertisements in relevant spaces have been shown to boost attention by 60%—ensure your creative is tailored to the platform's audience and interests.

Leverage a variety of formats

Use a mix of active and passive attention formats for better effectiveness (driven by max width video on Pinterest) and efficiency (Pinterest's standard ads and video).

Measure better business outcomes

Understand the efficiency and effectiveness of your media strategy focused on total attention in measurement solutions like Mixed Media Modeling and sales lift.

Source: Amplified Attention Analysis (commissioned by Pinterest), AU, CA, DE, FR, UK, US , Q1 2024. n=2,400 respondents.

Drive performance on Pinterest

Leveraging Pinterest performance solutions to strategically drive returns

Direct links

Pinterest has several performance solutions to help drive results. Use direct links and mobile deep links to skip the closeup view and take consumers to your website with one click for more traffic and conversions. Ads with direct links also includes a call-to-action beneath your creative to inspire users to learn more or shop.

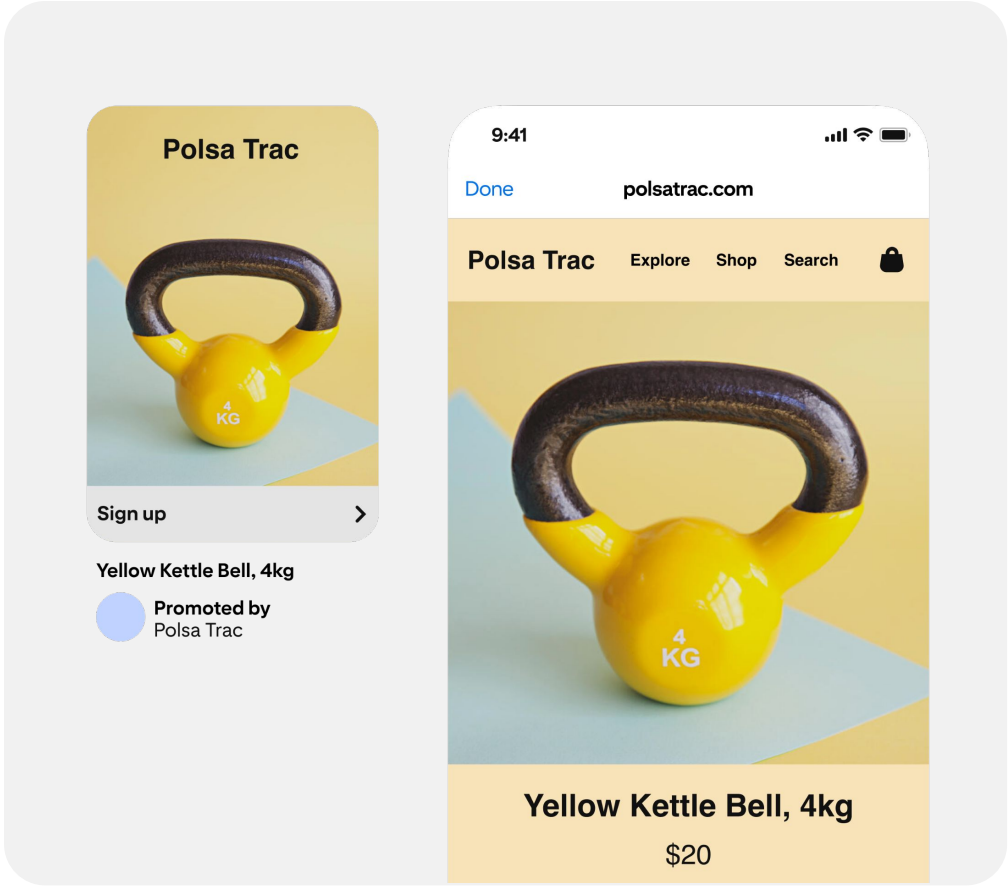
Availability
All monetized markets

Format
Standard ads, shopping ads, ads with mobile deep links, video ads

Surface
Mobile and desktop, tablet unavailable

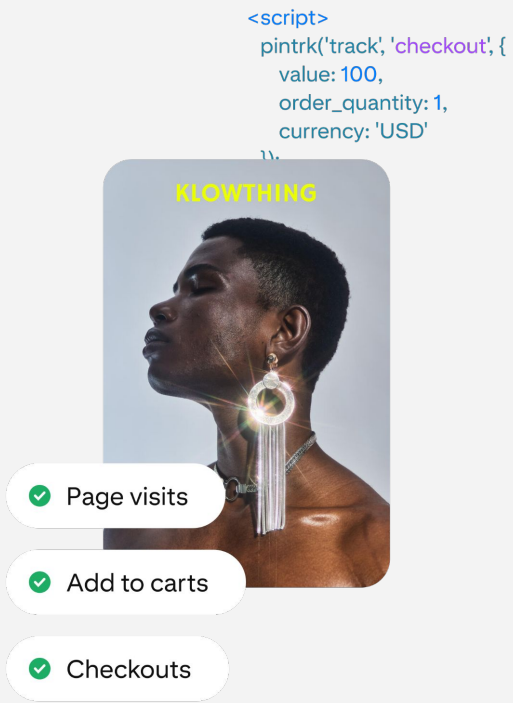
Placement
Home feed, search, related Pins (except full-screen feeds)

Use case
Drive sales from your product catalog, or drive traffic to your site.



Pinterest Tag

Another way to drive performance is with the Pinterest tag (also referred to as a "pixel" or "conversion tag"). It is a small piece of code provided by Pinterest, and when placed on your website, it allows you to track activity that occurs on your site and link it to ads being served. Use the Pinterest tag to help strategically build campaigns by looking at user activity within the Pinterest platform and your website.



Track engagement

Track what people do with your website after they engage with your ads.

Gather data

Get the data you need to evaluate your campaign's success, including return on ad spend (ROAS) and cost per acquisition (CPA).

Reach new audiences

Find people who have visited a specific page or taken a desired action on your website and create campaigns to reach them.

Optimize

Optimize campaigns to maximize checkouts, signups, leads or add to cart conversions.

Explore more about the Pinterest Tag.

Conversions API

The Pinterest Conversions API enables advertisers to send conversions directly to Pinterest via a server-to-server connection. Conversions captured with the Pinterest API can then be used for retargeting in campaigns and can be reviewed in conversion reporting for improved conversion visibility.

It's designed to help your brand drive impact in a few key ways:[1]

- An incremental lift in matches can help drive increases in attributed conversions.
- Improved volume in signal within our system can enable you to optimize future conversions.
- These incremental conversions can drive improvements in CPAs.

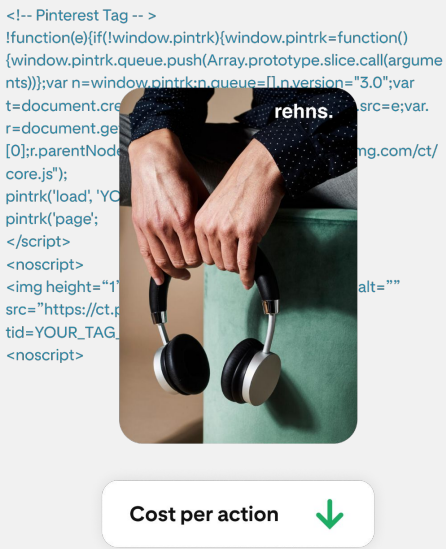
As a best practice, the Conversions API and the Pinterest Tag work together to help provide advertisers with increased attributed conversions and decreased cost.

14%

improvement in average cost-per-action.[2]

36%

increase in attributed conversions.[2]



Source: 1. Pinterest Internal Data, Conversion API performance analysis from 01/22/2023 - 01/28/2023.
2. Pinterest Internal Data, Conversion API performance analysis from 01/22/2023 - 01/28/2023. Comparing the Conversions API with Tag vs Tag only.

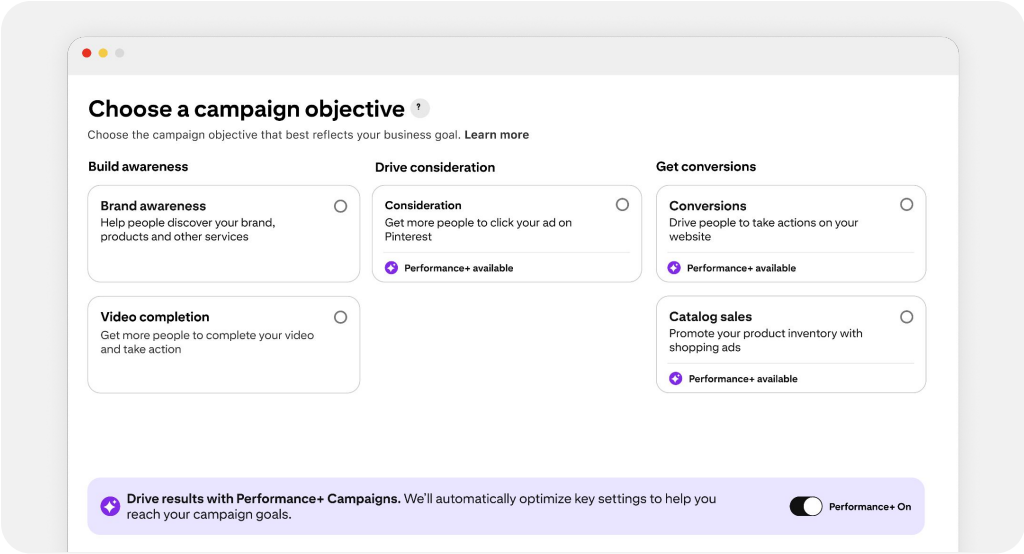
Pinterest Performance+

We now have Pinterest Performance+ to help boost campaign performance and optimize ad impressions with automation and AI. Use Performance+ features as a bundle at the campaign level to help maximize performance gains, or add them independently to campaigns to help provide targeted enhancements.

Available objectives
Awareness
Consideration
Conversion
Catalog sales

Performance+ suite
Unlock a simplified create flow with fewer inputs and drive performance with automation features.

Performance+ creative
Auto-create Shopping and Collections ads from your catalog with vivid, human-reviewed Gen AI backgrounds.



Campaigns using Performance+ creative

11%

Advertisers saw an 11% increase in conversion rates with generated backgrounds.[1]

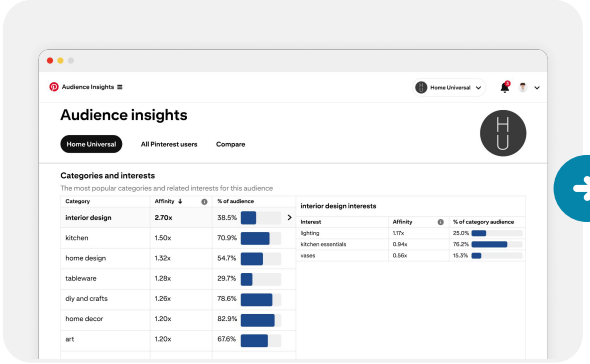
1. Pinterest internal data from >70 global advertisers in beta comparing Performance+ creative ads with generated backgrounds to ads with white backgrounds, June-August 2024. Performance improvements are not guaranteed..

Pinterest insights

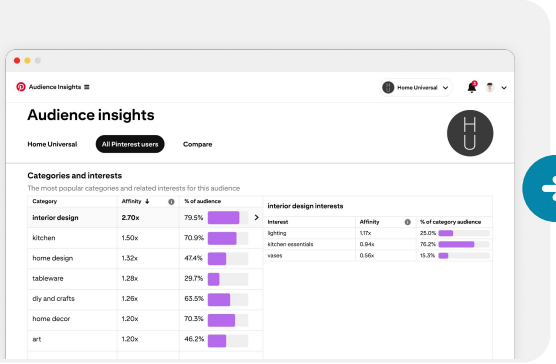
Leverage Pinterest’s audience insights and trends tools for stronger campaigns

Audience insights

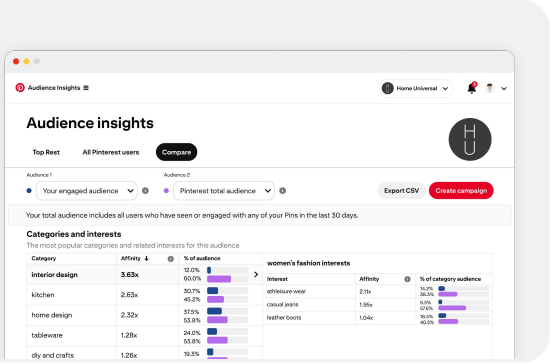
Use audience insights to reveal what your existing and potential customers are interested in based on their behavior on Pinterest. These insights are powered by the actions people take on Pinterest, like searches and saves.



Your audience



All Pinterest users



Compare

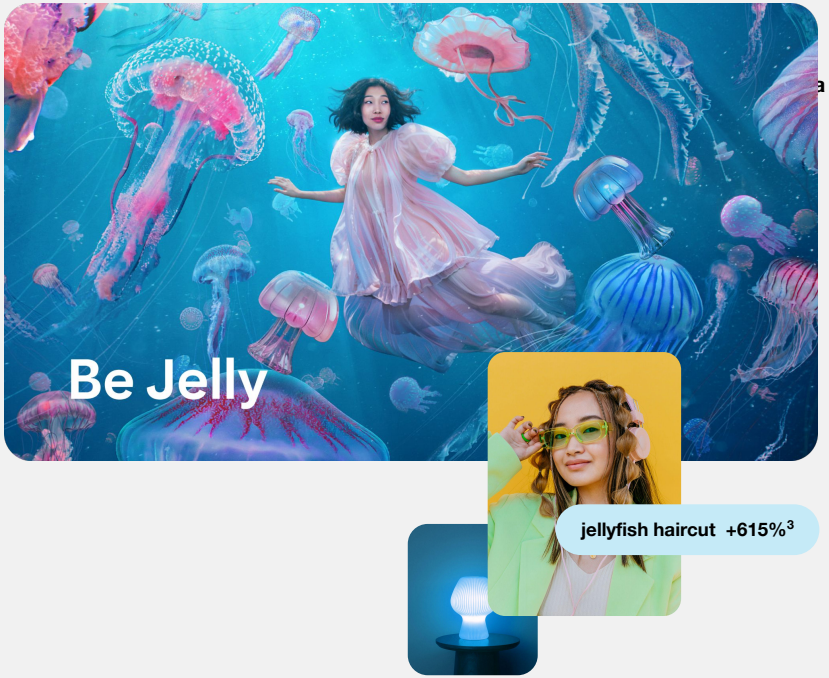
For illustrative purposes only.

Explore more about Audience Insights.

Pinterest Predicts

Pinterest Predicts is our annual not-yet-trending report, featuring breakout trends for the year. The report uses search data to forecast tomorrow's hottest trends in fashion, food and more.

Use Pinterest Predicts to align your content strategy with emerging trends, helping to ensure relevance and engagement with your target audience.



20%

Pinterest trends sustained 20% higher monthly growth when compared to trends elsewhere[1]

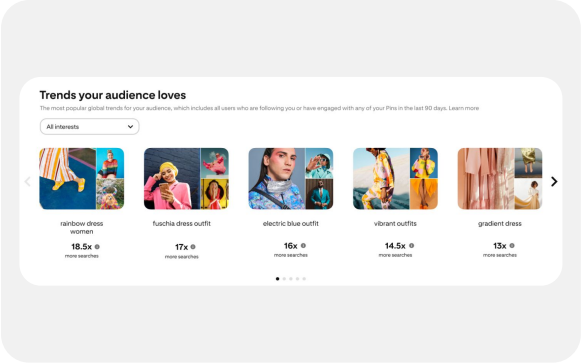
80%

of the trends we called came true, for the last four years in a row.[2]

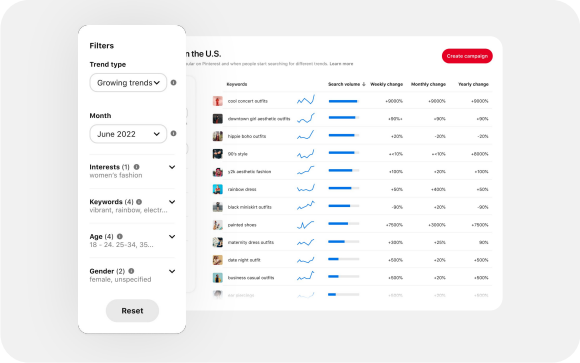
Source: 1. Black Swan Data & Pinterest Trend Exploration, US & UK, June 2021. 2. Pinterest Search Data, Global, analysis period of Jul 2018-Jun 2023. Analysis period for each annual report looks at two years of data to identify the trends. 3. Pinterest Search Data, Global, analysis period Sep 2021 to Aug 2023. Based on English language search data.

Pinterest Trends

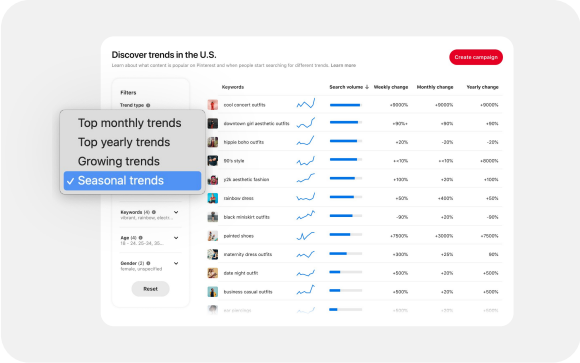
The Pinterest Trends tool allows you to learn about what is trending on Pinterest and what your audience is interested in. Use these trends to gain valuable insights into your specific audience's interests and get ideas on how to engage them further.



Trends your audience loves



Trends by demographics



Trends by season

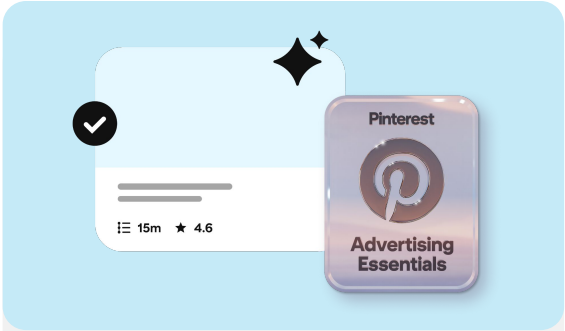
For illustrative purposes only

Explore more about Pinterest Trends.

Resources

Get more from your advertising with Pinterest Academy

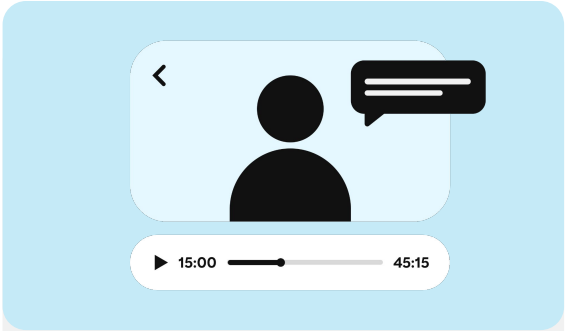
Class is officially in session. With our enhanced free learning platform, you'll find everything you need to help run successful campaigns on Pinterest and improve your performance—all in one place.



E-learning Courses

Learn how to plan, design, set up and optimize your campaigns by completing our quick and engaging courses to earn skill badges.

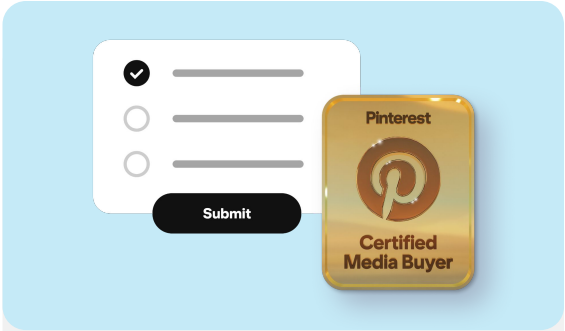
Enroll now



Webinars

Get tactical, in-depth training from Pinterest marketing experts to deepen your advertising knowledge and help improve your campaign performance.

Learn more



Certification

Pass a comprehensive exam that puts your real-life marketing experience to the test, and earn recognition as a Pinterest marketing expert.

Get certified

Additional resources

Stay connected
YouTube
X
LinkedIn
Facebook

Business help center

Pinterest Business blog

Creator resources

Pinterest Predicts

Case studies

Pinterest newsroom

Appendix

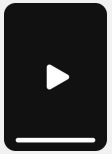
Ad specs



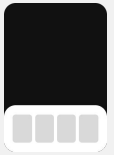
Carousel ad



Quiz ad



Idea ad

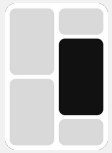


Showcase ad

Placement	Home feed Search Related Pins	Home feed Search Related Pins		Home feed Search Related Pins		Home feed Search	
Objectives	Awareness Consideration Conversions	Awareness Consideration		Awareness Consideration Conversions (supported)		Awareness Consideration	
Ad specs and ratios	**Image** 1:1 or 2:3 Images: 2-5 PNG or JPEG	**Image** 2:3 .BMP, .JPEG, .PNG, .TIFF, .WEBP	**Video** 2:3 .mp4, .mov, or .m4v 3-60 seconds	**Image** 9:16 BMP, JPEG, PNG, TIFF, WEBP	**Video** .mp4 .mov, .m4v 5 min max	**Image** **Title Pin**: 2:3 **Card**: 2:3 **Feature**: 1:1 .BMP, .JPEG, .PNG, .TIFF, .WEBP	**Video** .mp4, .mov, or .m4V 3-60 seconds

Explore more about ad specs and Pinterest ad formats.

Ad specs



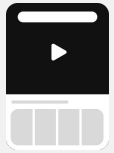
Standard ad



Video ad



Max width video



Premiere spotlight

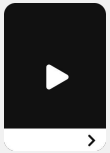
Placement	Home feed Search Related Pins	Home feed Search Related Pins	Home feed Search	Home feed Search	
Objectives	Awareness Consideration Conversions	Awareness Video completions Consideration Conversions	Awareness Video completions	Awareness	
Ad specs and ratios	**Image** 2:3 vertical PNG or JPEG	**Video** 2:3 vertical 6 - 15 seconds .mp4 or .mov or .m4v	**Video** 1:1 6-15 seconds .mp4 or .mov, H.264 encoded	**Image** 1:1	**Video** 1:1 or 16:9 30 seconds - 2 minutes .mp4

Explore more about ad specs and Pinterest ad formats.

Ad specs



Shopping ad*



Video shopping ad*



Collections ad



Travel catalogs**



Lead ad

	Shopping ad*	Video shopping ad*	Collections ad		Travel catalogs**		Lead ad	
Placement	Shop from search Related Pins Product Detail Page (PDP) Close-up shop Shopping spotlight Shopping list	Shop from search Related Pins Product Detail Page (PDP) Close-up shop Shopping spotlight Shopping list	Home feed Search Related Pins		Home feed Search		Home feed Search	
Objectives	Catalog sales	Catalog Sales	Awareness Consideration Conversions Catalog sales		Awareness Consideration Conversions Catalog sales		Conversions	
Ad specs and ratios	**Image** 2:3 PNG or JPEG	**Video** 1:1, 2:3, 4:5, or 9:16 4 -15 seconds .mp4 .mov, .m4v	**Image** 1:1 or 2:3 (hero and secondary) PNG or JPEG	**Video** 1:1, 2:3, 4:5, 9:16 4 seconds -15 minutes .mp4	**Image** 1:1 or 2:3 PNG or JPEG	**Video** 6-15 seconds .mp4	**Image** 2:3 PNG or JPEG	**Video** 2:3 4 seconds -15 minutes .mp4 or .mov or .m4v

Explore more about ad specs and Pinterest ad formats.

*To use this ad format, your product catalog must be uploaded to Pinterest. **Travel advertisers can launch campaigns with Shopping ads or Collection ads using Travel Catalog. Shopping ads are 2:3 aspect ratio.

Our attention research explained

All attention is not created equally—but it all does have an equally important role in making media plans work harder. Here are some top tips for capturing attention both on and off Pinterest.

The two kinds of attention

Attention can be Active or Passive—which we switch in and out of all day, every day.

Active Attention =



Passive Attention =



The attention formula

Total Attention equals better business outcomes, amplifiers can boost that attention to its greatest potential.

Total Attention
(Active + Passive)

×

Amplifiers

=

Better Business Outcomes









It's Possible.™









