

iCrossing



# HOW TO: PINTEREST FOR BUSINESS



# INTRODUCTION

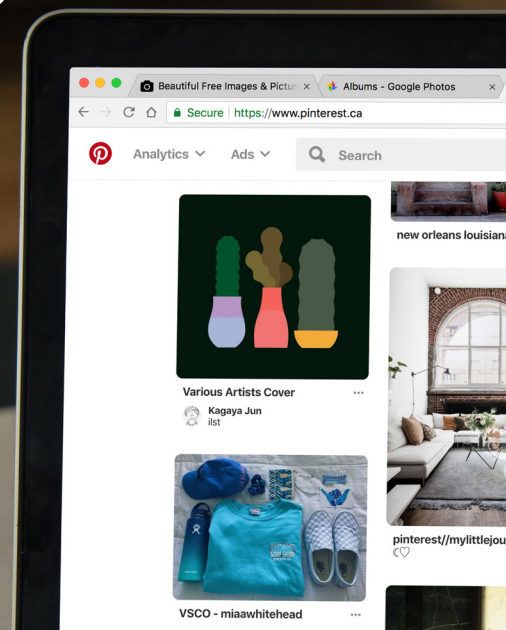
How many times have you wished that you knew “How to” do something? Well, at iCrossing we are here to help with How to guides covering all different areas of the digital marketing landscape. This is How to Pinterest.

New to Pinterest? Wondering whether it'll work for your brand, and if so, where to begin? Our social experts Sandra and Mike have compiled the ultimate guide to Pinterest ads. From audience demographics and targeting options, to tried and tested ad tips, get to know this important platform and how it could enhance your paid social strategy.

With more than 400 million monthly active users and over 200 billion Pins saved worldwide, Pinterest is one of the most powerful social media platforms.

Its USP? Consumers are there to discover new things - they want to be influenced, browsing feeds to inspire ideas. And that's exciting for brands looking to get their product out there.

So, let's show you how to use Pinterest!





# **GOT A SPECIFIC QUERY? JUMP STRAIGHT TO THE ANSWER...**

**WHY ADVERTISE ON PINTEREST?**

**WHY SHOULD I RUN PINTEREST ADS THROUGH iCROSSING?**

**PINTEREST DEMOGRAPHICS**

**HOW MUCH DOES PINTEREST ADVERTISING COST?**

**PINTEREST AD TARGETING OPTIONS**

**WHAT ARE THE DIFFERENT PINTEREST AD FORMATS?**

**HOW TO CRAFT A WINNING PINTEREST AD**

**HOW TO USE PINTEREST ADS MANAGER**

**WHAT IS THE TIME SPAN OF A PIN**

**PINTEREST 100: TRENDS REPORT**

**PROS AND CONS OF ADVERTISING ON PINTEREST**

**GET STARTED WITH PINTEREST ADS**

**MEET YOUR iCROSSING SOCIAL SIDEKICKS**



## WHY ADVERTISE ON PINTEREST?

Advertising on Pinterest is an opportunity for brands to get in front of users at the early, 'inspiration' stage of their purchase journey.

On this platform, users are actively searching for topics they're interested in, and as 97% of searches on Pinterest are unbranded, when you harness that top-of-the-funnel, inspirational intent, you can drive meaningful results. Your content could inspire their next move.

In fact, according to Pinterest it more than doubled traffic to retailers over the past year, and 83% of weekly Pinner have made a purchase based on brand Pins.



Pinterest



# WHY SHOULD I RUN PINTEREST ADS THROUGH iCROSSING?

At iCrossing, we've seen outstanding results from Pinterest ad campaigns. This has led to us working closely with the Pinterest team, creating a Partner Success Story with our client **Visit Wales**.

We see Pinterest as a unique search engine and discovery tool, understanding that ads are there to inspire, not disrupt the user while they're in discovery mode.

We run activity at scale across various verticals, and insight gathered over the years helps us deliver award-winning results for our clients. We've got a direct line to Pinterest, gaining early access to new features and betas, all of which helps us improve our optimisation to run truly innovative campaigns.

The image displays six Pinterest ad creatives for 'Epic Shores' in Wales, arranged horizontally. Each ad features a title, a background image, a hashtag, and a location tag.

- Ad 1:** Title: "Jump into adventure on our Epic Shores." Image: A person jumping into the sea. Hashtag: #FindYourEpic. Location: Wales.
- Ad 2:** Title: "Immerse yourself on our Epic Shores." Image: A person on a boat. Hashtag: #FindYourEpic. Location: Wales.
- Ad 3:** Title: "Explore wildlife wonders on our Epic Shores." Image: Puffins on a rocky shore. Hashtag: #FindYourEpic. Location: Wales.
- Ad 4:** Title: "Challenge yourself on our Epic Shores." Image: People climbing a rocky cliff. Hashtag: #FindYourEpic. Location: Wales.
- Ad 5:** Title: "Get a taste of Wales on our Epic Shores." Image: A coastal landscape with a building. Hashtag: #FindYourEpic. Location: Wales.
- Ad 6:** Title: "Discover coastal communities on our Epic Shores." Image: A coastal town reflected in water. Hashtag: #FindYourEpic. Location: Wales.



# PINTEREST DEMOGRAPHICS

Monthly, more than 400 million people depend on Pinterest for new ideas. But who are they?

**40%**

...of new Pinterest sign-ups are men

**72%**

...of Pinterest users are female

**27.1%**

...of 26-35-year-olds in the UK use Pinterest

**40%**

...of parents in the US use Pinterest

**50%+**

...of Pinners live outside the US

**85%**

...of Pinners use the mobile app

**In 2019, Pinners' top interests were:**

Health and wellness | Food | Travel | Celebrations

Parenting | Home | Style | Beauty





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# HOW MUCH DOES PINTEREST ADVERTISING COST?

You don't need a big media investment to run ads on Pinterest. You can reach a substantial number of users with a low budget thanks to the platform's competitive CPM, which can be as low as £2.



# PINTEREST AD TARGETING OPTIONS

As well as the standard demographic targeting capabilities such as gender, age or language, Pinterest offers very precise targeting options, allowing you to reach your audience based on unique consumer behaviour and intent seen on the platform.

## Target by interests

Interest targeting allows you to reach people based on their content interactions. When Pinterest first launched its interest targeting segments, there were 400 to choose from. This has grown to over 6,000 criteria, with latest additions including topics like 'desk yoga' and 'mid-century modern', some of which are unique to the platform.

## Target by location

Currently, the main regions you can run your ads in are: US, Canada, New Zealand, Australia and most European countries. It's not currently possible to run Pinterest ads in Asia or South America.

## Target by keywords

By targeting keywords, you can reach people based on their search behaviour and related interests. Pins can show up contextually in search results and related Pins, as well as home feeds.

### TIP:

For maximised performance, we recommend taking learnings from other channels and implementing keywords that worked well on search or display to your Pinterest campaign. You can also use features such as match types and negative keywords to target users with more precision.





## ...PINTEREST AD TARGETING OPTIONS

### Target by engagement

This feature enables you to re-target or exclude people who have previously engaged with your Pins.

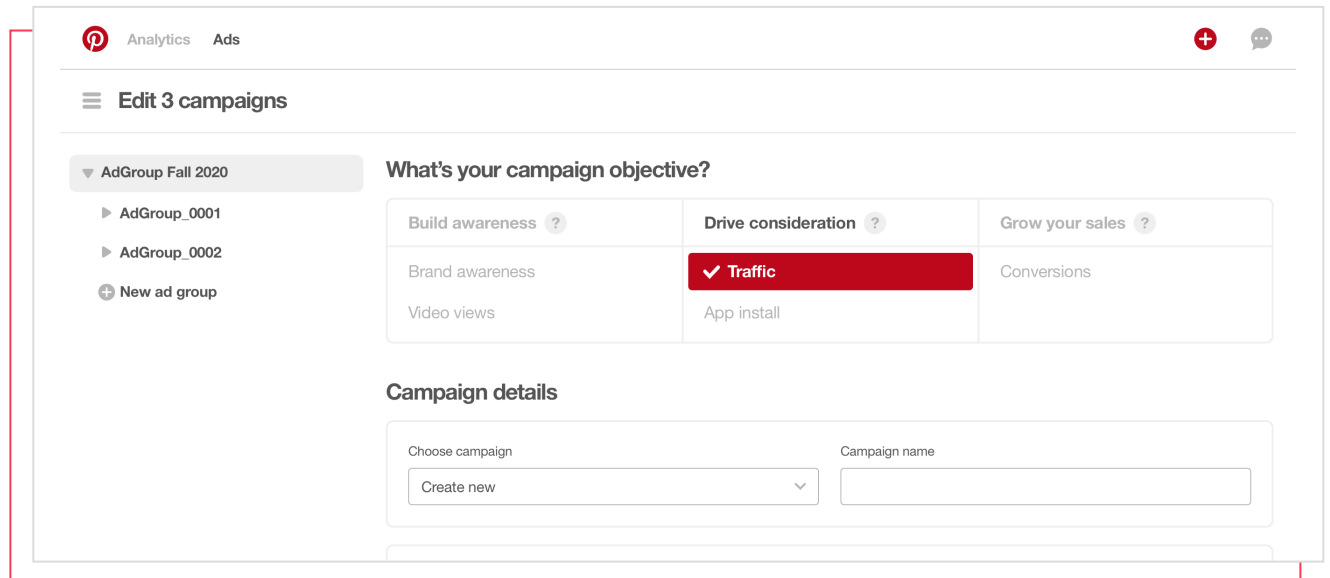
#### TIP:

For more sophisticated execution, you can use this tool to target users sequentially with Pin IDs or % Video Viewed, nurturing consumers and driving better engagement.

### Target by actalikes

In other words, lookalikes. This allows you to reach people who look and act like a seed list of audiences from your customer or re-targeting database, e.g. website visitors or top customers.

Pinterest  
Ad Manager  
Dashboard

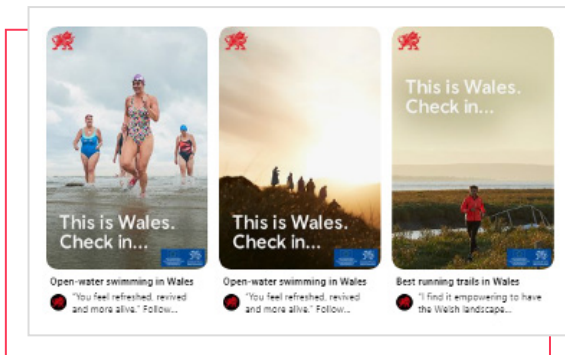


# WHAT ARE THE DIFFERENT PINTEREST AD FORMATS?

The platform's innovative ad formats help to inspire users and drive business performance for brands.

## Pinterest promoted Pin ads

The standard promoted Pin is Pinterest's basic, fully clickable single-image ad format. It looks like an organic Pin and is best for increasing brand awareness, driving traffic and sales.



## Pinterest carousel ads

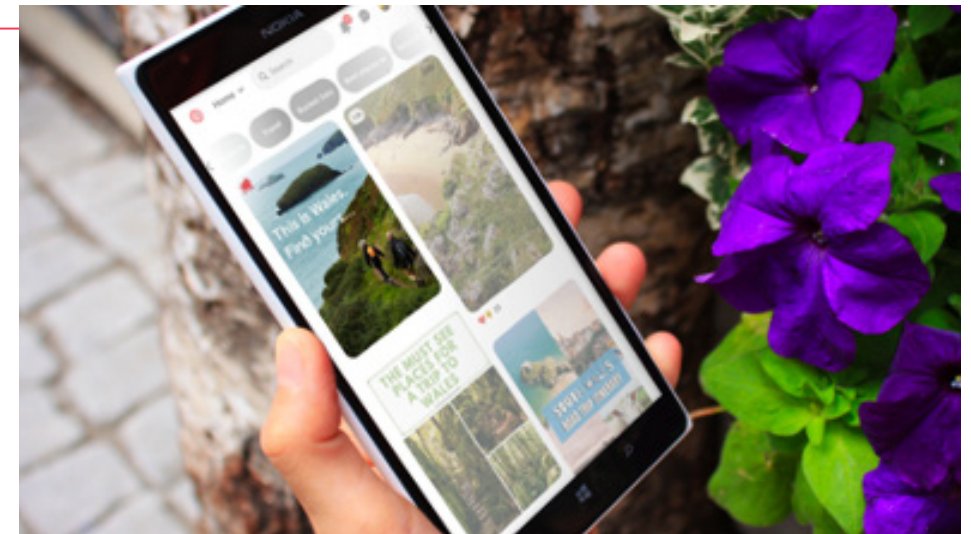
With space for up to five images in each ad, promoted carousels are great for storytelling and product demonstration. They can drive performance goals like traffic, as well as brand awareness.

## Pinterest video ads

Promoted video ads can drive awareness, consideration and conversions on the platform. They provide an immersive way to tell your brand or product stories. Video ads are available in standard and max width formats – standard being the same size as regular Pins, and max being displayed across two columns on mobile.

## Pinterest promoted app Pins

Promoted app Pins are an effective way for Pinners to install your mobile app directly from the platform (available on iOS and Android devices).





# HOW TO CRAFT A WINNING PINTEREST AD

## Pick a strong image



Use high-quality, thumb-stopping images that will stand out from feeds. We recommend a **2:3 aspect ratio** that will grab users' attention.

## Add branding



We recommend **adding a logo to every Pin**, so when it serves impressions, Pinners know exactly what source it's from. Keep your logo subtle and away from the lower right corner – that's where Pinterest places its product icons.

## Use text overlays



With no text limitations on Pinterest, you can play with copy overlays to really add to your story. It's a great way to **encourage users** to take your desired action, like visiting your site.

## Add concise copy



Include copy, but make it short and actionable. We recommend writing no more than **60 characters** to avoid truncation on some devices.

## Keep videos short



We've found that shorter clips drive better performance on Pinterest. Experiment with videos that are **30 seconds or shorter** to find the optimal length for your brand and audience.





## ...HOW TO CRAFT A WINNING PINTEREST AD

### Pinterest ad specs

Ad format	Ratio	Image specs	Ad copy specs
Promoted Pin	2:3	1,000 x 5,000 pixels	Title: <b>Up to 100 characters</b> Description: <b>Up to 500 characters</b> We recommend 50–60
Promoted Carousel	1:1 / 2:3	1,000 x 1,000 pixels 1,000 x 5,000 pixels We recommend 2–5 images per carousel	Title: <b>Up to 100 characters</b> The first 30–35 characters will show in people's feeds Description: <b>Up to 500 characters</b> We recommend 50–60
Promoted Video	1:1 / 2:3 / 9:16	<b>Minimum 4 seconds, maximum 15 minutes</b> We recommend max 30 second clips	Title: <b>Up to 100 characters</b> Description: <b>Up to 500 characters</b> We recommend 50–60
Promoted Video at max width	1:1 / 16:9	<b>Minimum 4 seconds, maximum 15 minutes</b> We recommend max 30 second clips	Title: <b>Up to 100 characters</b> Description: <b>Up to 500 characters</b> We recommend 50–60
Promoted App Pin	1:1 / 2:3 / 9:16	Same specs as standard Pins (you can use static or video creative)	Title: <b>Up to 100 characters</b> Description: <b>Up to 500 characters</b> We recommend 50–60



## HOW TO USE PINTEREST ADS MANAGER

You can create, edit and optimise your ads using Pinterest Ads Manager. Pinterest offer step-by-step guide to setting up campaigns. But this Ad Manager is not as advanced as other platforms. For example, bulk editing is only doable if you download and make the changes offline, before re-uploading to Pinterest. This can lead to errors and eat into resource.





## WHAT IS THE TIME SPAN OF A PIN?

In comparison to other social posts, a Pin's life is much longer - so much so that length is measured in months rather than days or hours.

If relevant to a user's search, Pins could show up in feeds months after they were published. So, your ads will continue to serve earned impressions, even after your campaigns ends.





# PINTEREST 100: TRENDS REPORT

Every year, Pinterest shares a trend report that advertisers can use to inform their marketing strategy. The Pinterest 100 report includes emerging trends across a number of verticals, such as beauty, travel and health.

If you're stuck for content ideas or want a little insight for your campaigns, use it to find themes, cultural shifts and changes in consumer behaviour.





# PROS AND CONS OF ADVERTISING ON PINTEREST

So what's to love about advertising on Pinterest, and what could be improved?

Pros	Cons
<b>Longer ad lifespan</b>	<b>Basic Ads Manager</b>
<b>Cost efficient</b>	<b>Limited location targeting</b>
<b>Niche targeting options</b>	
<b>Free trends report</b>	







## GET STARTED WITH PINTEREST ADS

Advertising on Pinterest is growing increasingly popular, with 28% of marketers already using the platform to advertise their products and services according to Statista.

If you're looking to expand your paid social reach and believe that your target audience is already pinning, consider adding Pinterest to your media mix. It's an exciting and lucrative place to be.





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# MEET YOUR iCROSSING SOCIAL SIDEKICKS

The paid social landscape is constantly evolving and staying ahead of the curve is key for brands that want to stay competitive and front of mind.

At iCrossing we pride ourselves on being Growth Partners and can help unlock your brand's full growth potential.

To find out more get in touch at [results@icrossing.co.uk](mailto:results@icrossing.co.uk)



**Sandra Frankowska**

Paid social strategist

Hello, my name is Sandra and I first got into social media when I joined MySpace back in 2006. I was amazed by how easy it was to connect with people from around the world, while sitting in my bedroom in a very quiet town in Poland. When I turned 18, I decided to move to England to study business advertising and digital media communications. That's when I quickly realised how fast-paced and exciting the social media landscape really is. Here I am now, 12 years later and still as excited about it as I was then. I love my job because not one day is the same and I get to work with amazing clients, helping them grow their social media presence.

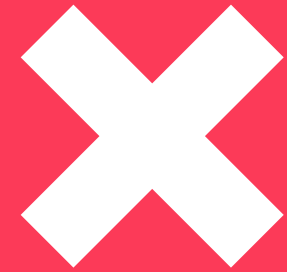


**Mike Agastiniotis**

Paid media analyst

Hi, I'm Mike I got into paid social long before joining iCrossing. I was 20 years old and trying to get people to notice my band's page on Facebook by throwing a few quid at it. Fast-forward almost 10 years and I am still running Facebook ads, only in a much more calculated and educated manner for clients I never dreamed of working with in a million years. Paid social platforms are great because they all differ from each other and people consume content differently on each one. This makes my job really interesting, as I get to understand people's relationship with ads and learn how to improve ad content to achieve better outcomes for our clients' goals, whatever they may be!

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or contact us at [results@icrossing.co.uk](mailto:results@icrossing.co.uk)  
- we'd love to help!

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