



SMARTLY.IO

# Pin to Win

Best Practices For Brands  
to Get Started On Pinterest



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# Intro- duction

**Social media fundamentally changed the rules for how brands and consumers interact. Fast-forward to today, and its role in the marketing mix has only continued to expand as the social channels grow in user base and capability.**

As consumer behavior continues to evolve - along with technology to match it - brands are increasingly understanding the impact social advertising can have when it comes to reaching their target audience. As a result, there's an ever-growing appetite from marketers to connect with customers wherever they spend their time. One platform making waves is Pinterest.



**Pinterest is  
becoming  
the 3<sup>rd</sup> largest  
social media  
platform.**

# Brands Are Becoming More **Pinterested**

Pinterested

Pinterested

Pinterested

Pinterested

Pinterested

Pinterested

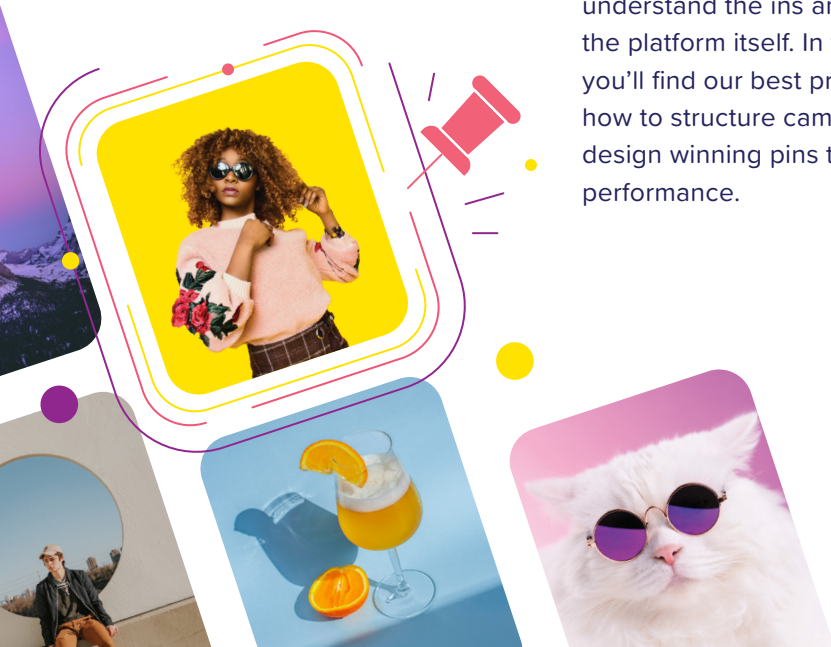
Pinterest offers brands opportunities to drive conversions, whether that be direct purchases, traffic, sign-ups, subscribers, or app-installs. Since becoming the third-largest social media platform and exceeding market expectations, Pinterest has established itself as an attractive platform for brands to diversify their ad spend and complement their marketing mix.

# Pinning Smartly

Pinterest offers users a highly visual way to search for new products, compile and organize items by interest, and share their pins with friends and family members. As [97 percent of Pinterest searches are unbranded](#), the platform uniquely enables brands to reach consumers when they are looking to discover new products and take action, before price comparisons and brand preferences kick-in.

As a network designed to help users discover, plan, and organize their ideas for everything from future vacations, to outfit ideas, and to healthy recipes, users come to Pinterest with the intent to get inspired and make purchases. Marketers have noticed, and are looking to get in on the action. The trouble is, most don't have the time or creative resources to get started or scale their efforts.

When kicking off campaigns on Pinterest, it's important to understand the ins and outs of the platform itself. In this ebook, you'll find our best practices for how to structure campaigns and design winning pins that drive performance.



# Six Things To Consider

## When Devising a Pinterest Campaign Strategy

1

### YOUR GOALS

Define your campaign objective

2

### YOUR BID

What is the avg bid?

3

### YOUR CPM

What is avg CPM?

4

### YOUR TIMING

What is the duration of your campaign?

5

### YOUR AUDIENCE

What Interests and keywords should you target?

6

### YOUR CREATIVES

What will resonate most with your audience?

# How To Structure And Optimize Campaigns

Campaigns

Campaigns

Campaigns

Campaigns

Campaigns

Campaigns

To drive success on Pinterest, brands need to make sure that the foundations are in place, before even thinking about testing or optimization. While the channel is relatively new, we've outlined the best way to structure successful campaigns on Pinterest.



# Best Practices for Campaign Structure & Management

1

## GOALS

When selecting your campaign objective, this goes without saying that you should consider your KPIs and broader business goals, but keep in mind your budget and the campaign flight time.

2

## GROUPIES

Just like on other social advertising channels like Facebook and Instagram, Pinterest allows marketers to break up ad campaigns into smaller ad groups to tailor their targeting and ensure creative is delivered only to relevant audiences. Pinterest recommends two to four ads per ad group, and marketers should target both desktop and mobile audiences together. Pinterest automatically optimizes delivery between ads and devices.

3

## DELIVERY

Marketers should rely on Pinterest's algorithm to deliver each ad to the appropriate user. It's worth nothing that a Pinner can see multiple ads from the →>>>

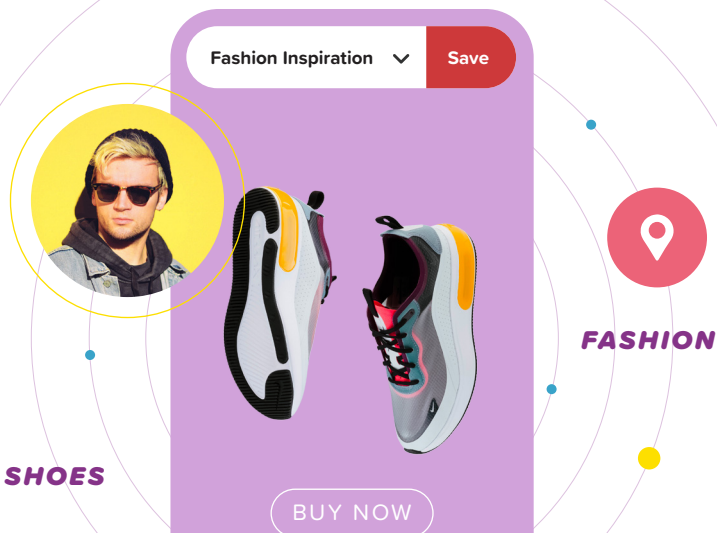
same advertiser during a scrolling session, therefore, marketers should be incentivised to include multiple ads to each ad group.

4

## TARGETING PRACTICE

In addition to interest and custom audience targeting, you can also target specific keywords. There are also 'Act Alikes' which are similar to Facebook Lookalike targeting.

> Build consistently themed ad groups that match copy and creative with the demographics you're targeting, especially if they're directly related (i.e., if you have an ad group for shoe keywords, make sure there's a shoe in the ad). Brands should also tap into Pinterest moments with relevant creatives: an airline promoting honeymoon destinations to wedding pinners or insurance companies promoting travel insurances to travel pinners.



# 5

## BIDDING FOR GOLDILOCKS

Keep an eye on your delivery and budgets to reach your campaign goals efficiently. It's easy to be overly cautious and end up with \$2 daily budgets per group - a bid which is unlikely to generate many conversions.

> Conversely, bidding too high can use up ad spend quicker than anticipated, and while you may see conversions at the start of a campaign, that momentum will not last. While there is no minimum number of conversions for Pinterest's optimization algorithm, the more data it can digest, the better chance it has to deliver to audiences who are more likely to convert. As a ballpark, aim for 200 conversions per week for optimal results. Some brands see better results with broad targeting and consolidating ad groups, so it's worth testing both to identify what works best in your exact case.



6

## LET IT BE

With Pinterest's learning phase, once a campaign is up and running, brands should avoid making changes for the first ten days. During this time the algorithm will optimize and learn how to deliver the Pins most efficiently. Once performance stabilizes and effective cost per actions (eCPAs) are coming in lower than your target cost per actions (tCPAs), you can try increasing your bids slightly to scale. Keep in mind that it's best to only make adjustments to your bids in 9% increments and we suggest limiting these adjustments to once a week.

## HOT TIP

When launching regular campaigns on Pinterest, if you are including an offer that includes pricing that may change or fluctuate, you should select Removable Pins to maintain a better customer experience. Note that this pin type removes to option for people to save Pins.

**The winning Pins  
are beautifully  
designed, tell a  
good story, and  
make the viewer  
want to know more.**

# How to Create Beautifully Effective Pins

Pins

Pins

Pins

Pins

Pins

Pins

Consumers are flocking to visual platforms to find new products and inspiration – and they expect promoted pins to blend seamlessly into their browsing experience. Given the visual nature of Pinterest, brands now have a tremendous opportunity to make their creatives stand out, attract new audiences, and drive incremental revenue throughout the year. Whether you are designing static or video creatives, keep these tips in mind.

# Creative Specs for Static Promoted Pins

**Pinterest has strict guidelines for image aspect ratios, so make sure you're aware of the following before designing anything:**

1

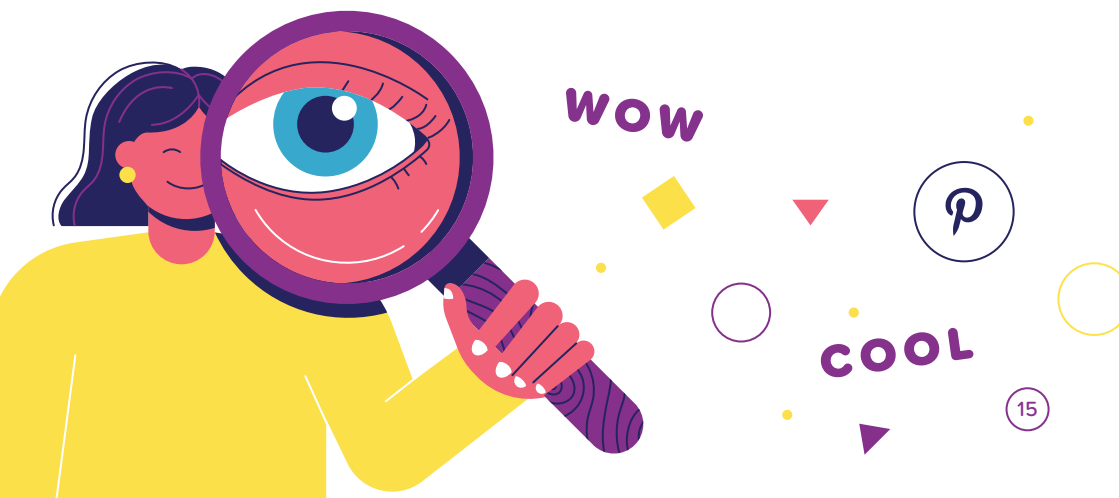
## **EYE-CATCHING**

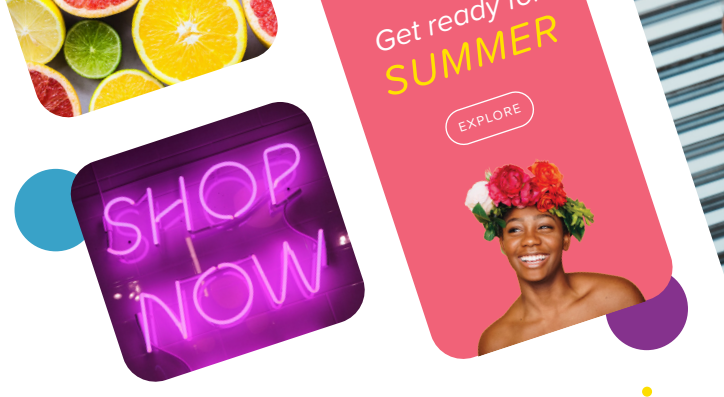
Pinterest recommends using high-quality vertical images with a 2:3 ratio (ex: 1000 x 1500 pixels). Keep in mind that 1:1 square ratio works as well - anything longer may be cut off or penalized in the ad auction. Make sure your product or service is front and center of your pin.

2

## **LOGO**

We recommend you to add your logo on every pin you create. However, keep it subtle and avoid the lower right corner as that spot gets covered up by product icons.





3

### COMMON FILE EXTENSIONS ONLY

Images used for Pinterest ads should be in either JPEG or PNG format and cannot exceed 10 MB in size.

4

### SHORT AND SWEET

Titles can be up to 100 characters long, but keep in mind that only the first 30-35 characters are visible in your ad by default. Choose your words carefully, and make that space count. The description can be up to 500 characters, and though it is not shown in all formats, pin descriptions along with board titles do play a role in determining pin relevance. As such, it's best to prioritize the important information in these fields, as well as in the asset itself.

5

### COPY IS KING

Remember there is no text rule in images on Pinterest, so you can leverage text overlays and the full real estate of the pin!

6

### NOTHING IS SET IN STONE

We recommended to check the most recent best practices on Pinterest's website [here](#).



# Creative Specs for Video Promoted Pins

**Video content has found its way to users' hearts, and it comes as no surprise that it will continue its exponential growth in the coming years. Video allows brands to tell their stories while engaging their audiences. Keep these tips in mind when creating your video pins.**

1

## **START WITH THE MOST IMPORTANT MESSAGE**

To capture your audience's attention, start with the most important message - don't wait until the end. For promoted pins, we recommend keeping the video between 6-15 seconds. People love to see videos that teach them something new or inspire them in their daily lives.

2

## **DESIGN FOR AUDIO OFF, DELIGHT WITH SOUND**

Remember to cater your video pins to two separate audiences: those who watch videos with sound on and those who don't. If the content relies on sound, the risk of losing the non-listening consumers increases exponentially. Use subtitles, text CTAs, text overlays, or keywords to complement content to sound and communicate the message to all users.

3

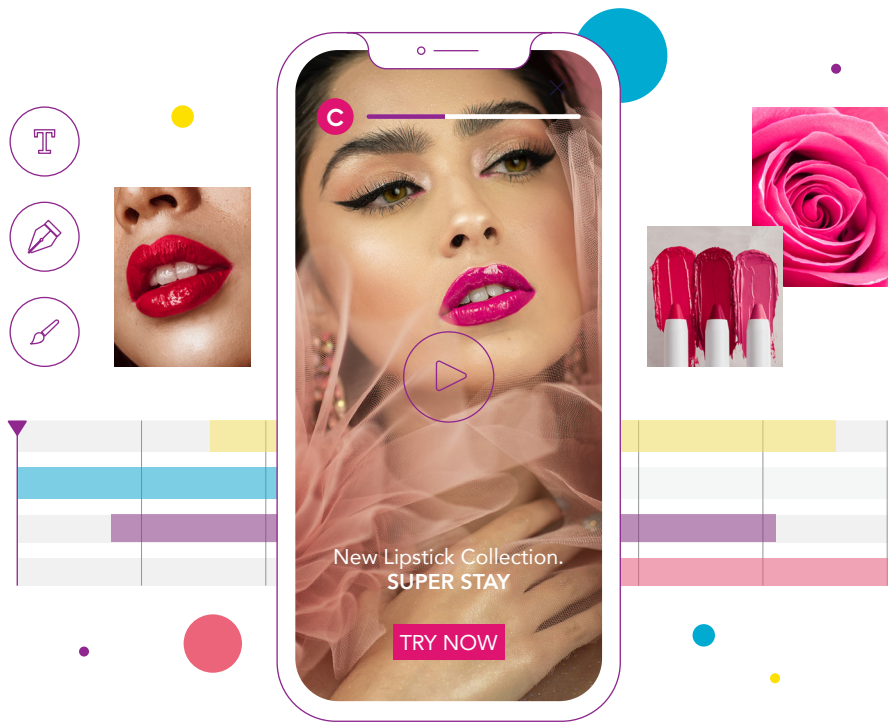
FIRST IMPRESSIONS LAST

Think about the first impression you want to give your audience and pick a cover image that reflects it. The cover image shows up in people’s feeds and gives a good sense of what to expect from the video.

4

REMEMBER THAT COPY MATTERS EVEN WITH VIDEO PINS

Add clear titles, descriptions, and hashtags that help the discoverability of your video pin. Take your time to create copy that matches your video content before publishing it.



# Follow these best practices to ensure success on Pinterest

1

## TEST, TEST, TEST

To capture customer attention and stand out from the competition, brands need to rapidly test and iterate to drill down and find the winning creatives that resonate with their audiences and drive the best performance.

2

## DON'T WORK IN SILOS

Testing and iterating work only if creative and performance teams work closely together from the start. We have seen that the teams working far away from each other creates inefficiencies in the workflow.

3

## KNOW YOUR LIMITS

Teams must be aware of network-specific formats - i.e., aspect ratios, character counts, text rules, creative formatting, etc. -- when scaling campaigns across social media platforms.

4

## TIDY UP

When scaling your social advertising across channels, it's critical to have a formula for managing and organizing campaigns and creative assets. Actions like tagging can make the process more manageable for creative and performance teams.



# Pinning it!

**For all marketers, be sure to follow best practices when launching campaigns on Pinterest. Consider using different types of creatives and ensure you are familiar with the platform's recommendations and restrictions. For optimal success, don't go into alone; loop in both creative and performance teams to work closely together from the start of a campaign to ensure the most seamless process.**

With users adopting Pinterest in droves, this channel is one that could prove to be a game-changer for retail and brand marketers who roll out effective and efficient advertising strategies.



# Why Partner With Smartly.io?

Smartly.io automates every step of your social advertising to unlock greater performance and creativity. We combine creative automation, ad operations, and outstanding customer service to help 600+ brands scale their results – not headcount.



## **INNOVATE FASTER**

Access what's new before the competition.



## **MEASURABLE RESULTS AT SCALE**

Watch your ROI soar.



## **EFFICIENCY THROUGH AUTOMATION**

Wave goodbye to manual work.



## **EXTENSION OF YOUR TEAM**

No tickets or waiting. We answer and solve fast.



## **CREATIVE AUTOMATION AND SERVICES**

Personalized ads, better business.

# Smartly.io ffices

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Austin, TX 78701

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Schiffbauerdamm 12  
10117, Berlin

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B, C10007, Buenos Aires

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Astro Labs Dubai  
Parkside Retail Level Cluster R  
JLT, Dubai

## DUBLIN

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The Chq Building, Custom House Quay,  
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SMARTLY.IO

# Ready to Pin It to Win It?

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Customer Success Manager.

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