

Pinterest. Ad Formats.

A short explanation

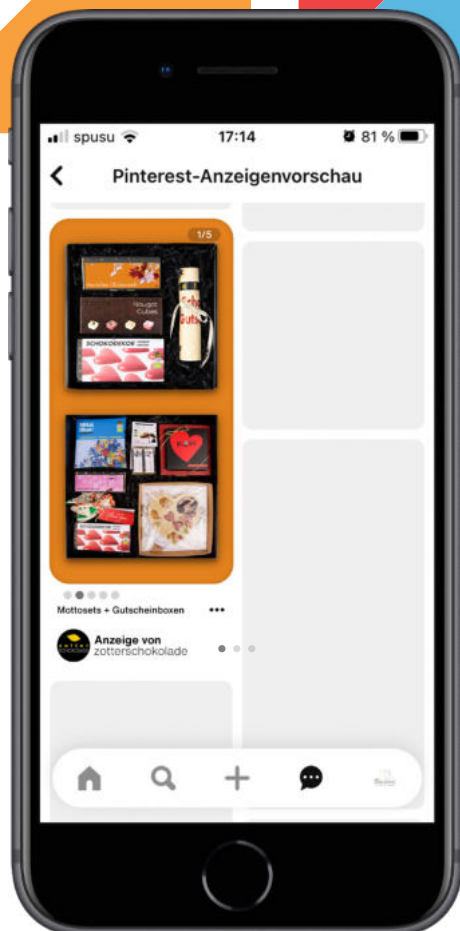
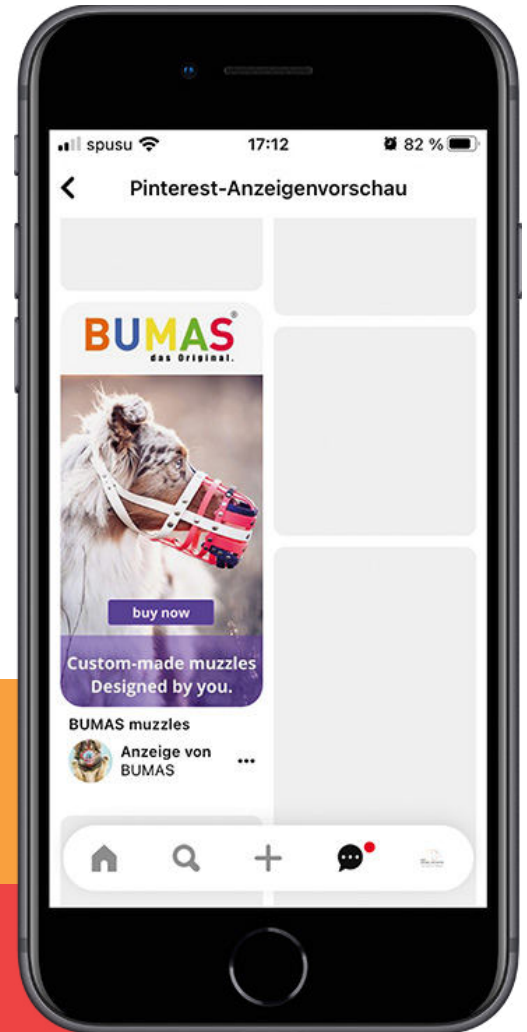


Standard Pins

The Standard Pin format allows you to showcase products and content in a simple vertical or square image format. Once a user saves a Standard Pin ad to a board, the "Promoted by" label disappears — making it into an organic Pin being shared in the Pinterest ecosystem. When a user clicks the Standard Pin ad, they're led straight to your website in a one-tap redirect.

Technical settings

- File type: PNG or JPEG
- Max file size: 20 MB
- Aspect ratio: 2:3 or 1000 x 1500 pixels (recommended)
- Title: up to 100 characters
- Description: up to 500 characters



Carousel Ads

Carousel ads are similar to Standard Pins, except they allow users to swipe through multiple images or videos (known as "cards") in a single Pin. Available for both desktop and mobile, Carousel ads allow you to add 2 to 5 cards. Each card has its own title, description, and link.

Technical settings








- File type: PNG or JPEG
- Max file size: 32 MB per image
- Creative quantity: 2-5 images per carousel
- Aspect ratio 1:1 or 2:3
- Title: up to 100 characters
- Description: up to 500 characters

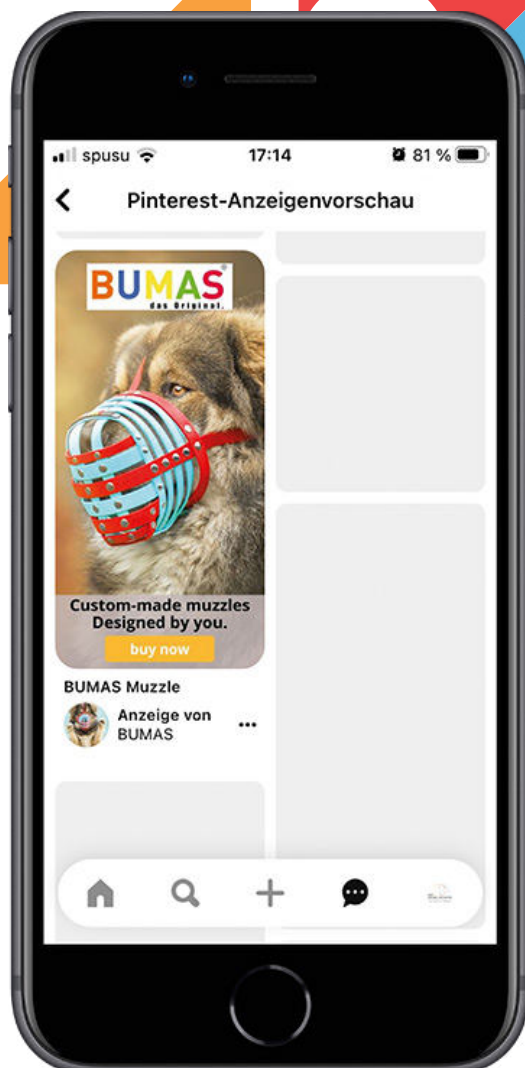
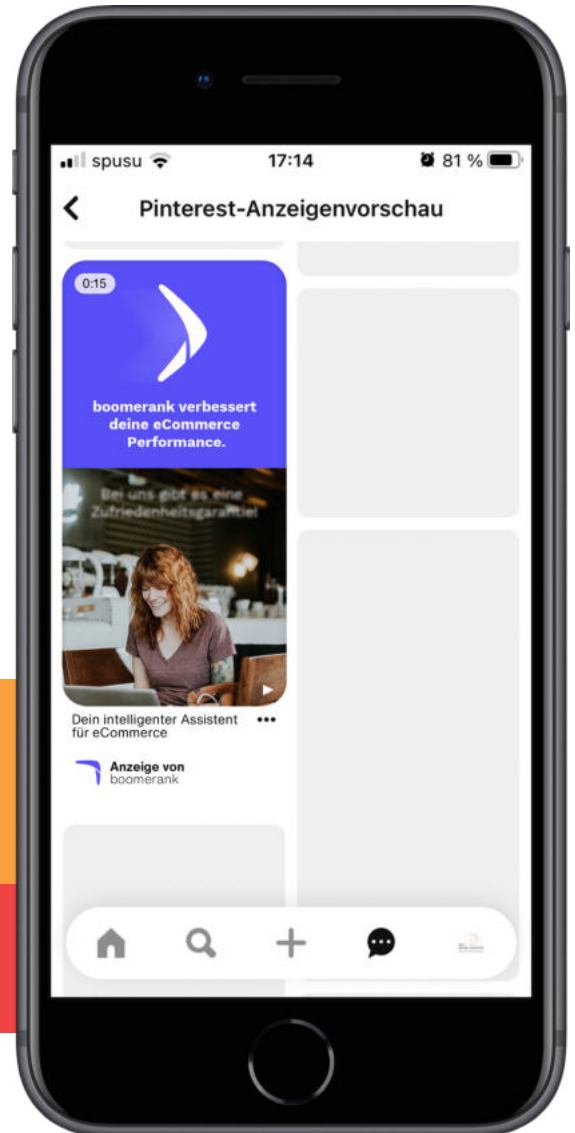


Video Ads

Video ads play when they come into view in a person's home feed. Viewers can tap on the video to play it in a larger view, replay it, or play it with audio. Video ads are available for brand awareness, video views, consideration, and conversions campaign objectives. If you promote a video with consideration or conversions as your campaign objective, tapping on the video will load your destination site.

Technical settings






-  **File type:** .mp4, .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:** 1:1, 2:3 or 9:16 (recommended)
-  **Title:** up to 100 characters.
-  **Description:** up to 500 characters



Shopping Ads

Shopping Ads are single image ads that promote a product relevant to people's interests. Shopping ads help you interact with customers early on as they search for inspiration on Pinterest. Once you have set up your product groups in catalogues, you can promote them as Shopping Ads to showcase your products to users.

Technical settings






-  **File type:** PNG or JPEG
-  **Max file size:** 20 MB
-  **Aspect ratio :** 2:3 or 1000 x 1500 pixels (recommended)
-  **Title:** up to 100 characters
-  **Description:** up to 500 characters

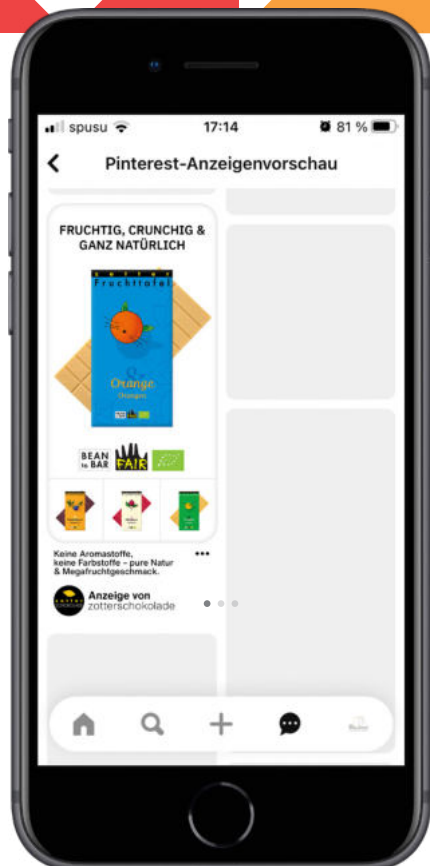
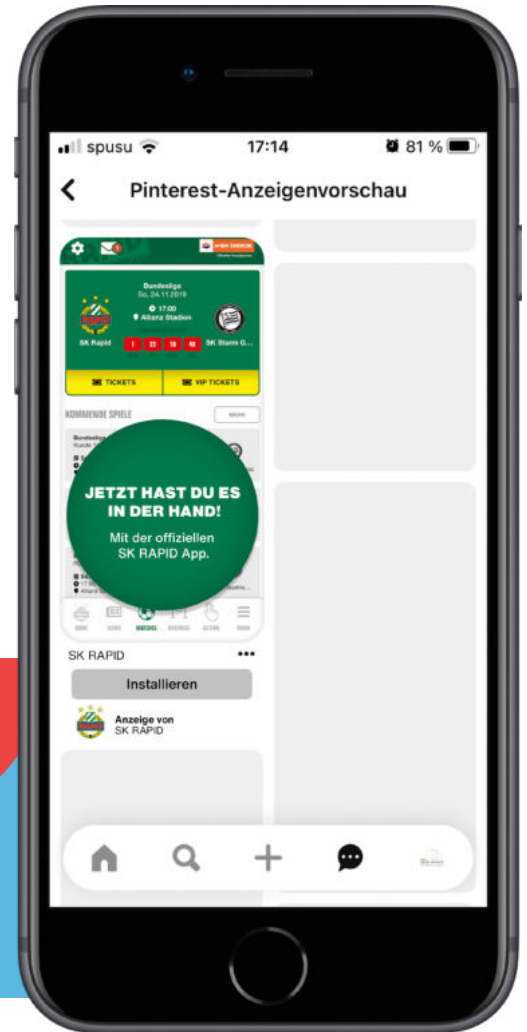


App Install Ads

App Install Ads look like standard Promoted Pins, but the difference is users can download apps directly from Google Play and the App Store. These Pinterest ads include a download button that links users directly to Google Play or the App Store for users to learn more about the product before downloading it.

Technical settings

-  **File type:** PNG or JPEG
-  **Max file size:** 20 MB
-  **Aspect ratio :** 2:3 or 1000 x 1500 pixels (recommended)
-  **Title:** up to 100 characters
-  **Description:** up to 500 characters







Collections Ads








Collections ads appear in the Pinterest mobile feed. They appear as a combination of one large, hero asset followed by three smaller, secondary assets. Once someone taps into a collections ad, they'll be taken to a full-screen experience where they can see the hero creative up close and up to 24 secondary creatives.

Technical settings

Static image hero creative and secondary creatives

-  **File type:** PNG or JPEG
-  **Max file size:** 10MB
-  **Creative quantity:** Must have 1 hero creative. Maximum of 24 secondary creatives.
-  **Aspect ratio:** 1:1 (square) or 2:3 (vertical)

Video hero creative

-  **File type:** .mp4, .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:** 1:1, 2:3 or 9:16 (recommended)
-  **Title:** up to 100 characters.
-  **Description:** up to 500 characters