

Pinterest

[Overall Ad Specs by Creative Types](#)

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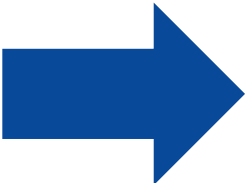
[Pinterest Video Best Practices](#)

[Best in Class Example Kroger Creative](#)

Requirements & What to Provide KPM

Ad Type	Creative Specs	Copy Specs	Best Practices	What to Provide to KPM
Image	<ul style="list-style-type: none"> 2:3 aspect ratio, or 1000 x 1500 pixels PNG or JPEG 	<ul style="list-style-type: none"> Title: 30 characters recommended (100 character limit) Description: 500 character limit 	Image Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) Copy for title Copy for description Where the ad should be directing to Versioned out creative by retailer with logos
Video	<ul style="list-style-type: none"> We recommend making your videos square (1:1) or vertical (2:3 or 9:16) Minimum 4 seconds, recommend 6-15 seconds MP4 or MOV 	<ul style="list-style-type: none"> Title: 30 characters recommended (100 character limit) Description: 500 character limit 	Video Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) Copy for title Copy for description Where the ad should be directing to Versioned out creative by retailer with logos
Carousel	<ul style="list-style-type: none"> 1:1 or 2:3 aspect ratio 2-5 images per carousel PNG or JPEG 	<ul style="list-style-type: none"> Title: 30 characters recommended (100 character limit) Description: 500 character limit 	Carousel Best Practices Do not include a retailer call-out in the copy	<ul style="list-style-type: none"> Minimum of 2 creative units (minimum of 2 ads as a best practice) All images involved in each carousel Copy for title Copy for description Where the ad should be directing to Versioned out creative by retailer with logos

Pinterest Creative Overview



Title: 30 characters recommended (100 character limit)



Text Overlay



Description: 500 character limit

Overall Best Practices

Pinterest Copy

What to Include:

Pinterest works as a search engine so ensuring the Pin title and description have relevant keywords is imperative to success.

- In the title: Brief landing page title or description or CTA. The purpose of a pin title is to give people more information about the content linked to your pin so they can decide if they want to engage with it.
- In the description: Product and/or brand name(s), CTA, and language that aligns with campaign objectives and has a variety of keywords related to your ad.

Pinterest Creative:

[Get Inspired & Check Out](#) Great Examples of Creative on Pinterest

- We recommend at least **2** creatives per campaign in order to help with delivery & measurement.



Brand & Retailer Focus

Incorporate brand & retailer identity with logos and products



Add Text Overlays

Keep your copy concise and reflect the most important information



Design for Sound Off

If video, ensure message is clear with sound turned off



Balance

Engage users with both lifestyle & product imagery

What to include:

- Pick eye-catching imagery - Platform users prefer high-quality, vertical images with a 2:3 aspect ratio (ex: 1000 x 1500 pixels).
- Make the brand the focal point - The focus product should be front and center. Avoid using abstract or lifestyle imagery that doesn't showcase the brand.
- Provide high-impact experiences - Show consumers how the product fits into their individual lifestyle. Contextualize the brand based on consumer need (examples: a key differentiator, a use-case, and/or functional benefit).
- Utilize a logo to drive association - Subtly place a logo on every Pin. Avoid the lower right corner, as Pinterest product icons occupy that area.
- Text overlay provides a stronger story - Text overlay is the copy included on the Pin, making it stand out, providing additional context and enhancing the brand message. Keep text concise so it's easy for people to read on their phones.
- Include an Actionable CTA in the Text Overlay of the Creative- Short, actionable phrases to drive engagement or conversion.
- Drive action with a consistent visual identity.
- Versioned out Pin creative with banner logos for all targeted divisions (Kroger, Bakers, Gerbes, Dillon's, City Market, Kings, Fred Meyer, Frys, QFC, Ralphs & Smiths).

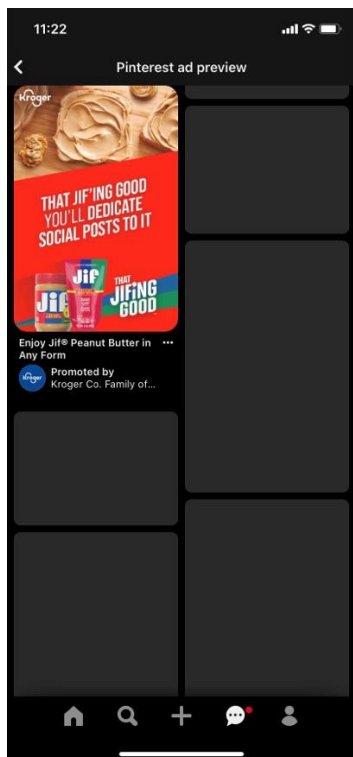
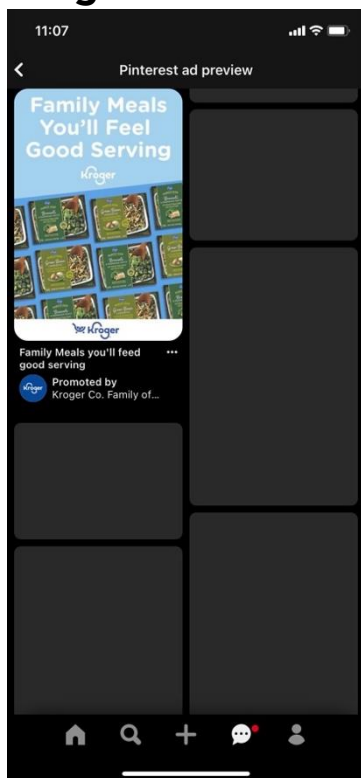


Video Best Practices:

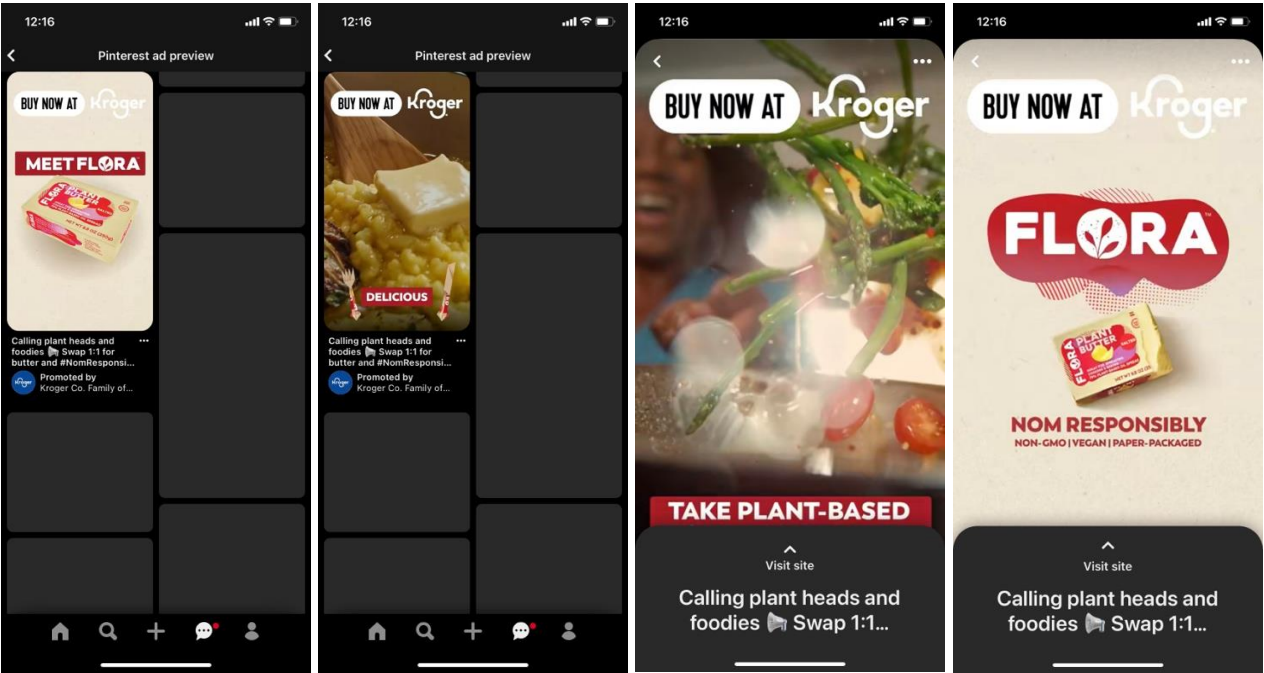
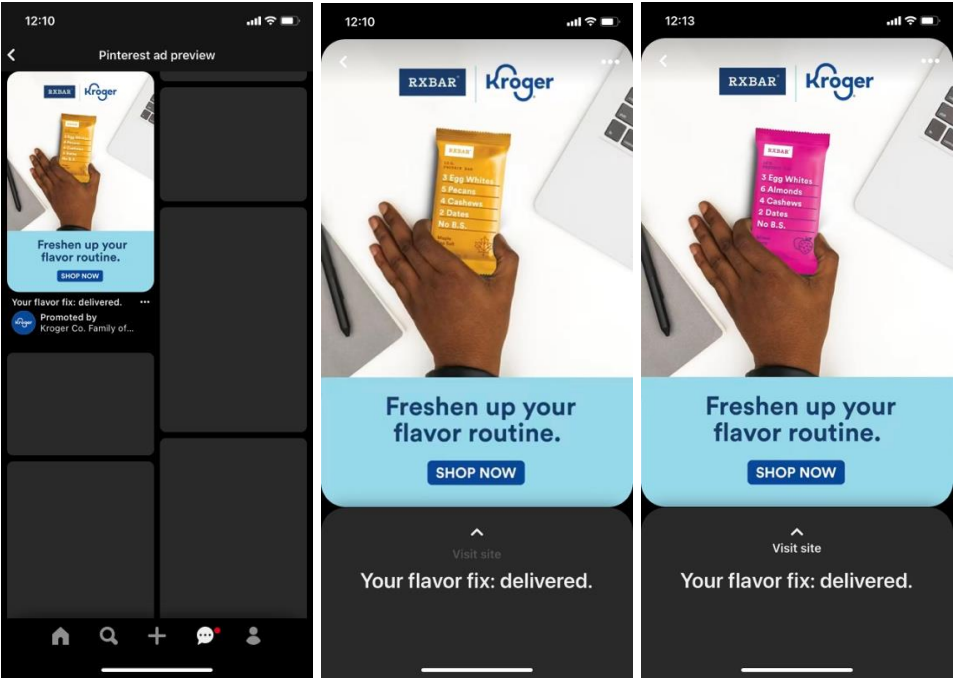
1. Start strong and make it actionable: We see top performance for videos that teach people how to do something or inspire people to try something new. Lead with a clear hook within the first few seconds to capture people's attention.
2. Tailor the length based on your goals: For Promoted Videos, we've found that 6-15 seconds works best. For videos that aren't promoted, you can choose any length that you'd like.
3. Don't rely on audio: Many videos play in people's feeds with the sound off. Make sure that you use text overlay or captions to help convey your message when the sound doesn't play.
4. Pick a strong cover image: Your cover image shows up in people's feeds and should provide a good sense of what they're about to watch. Cover images also help us show your video to the right audience.
5. Optimize your Pin copy: Clear titles, descriptions and hashtags help your video to get discovered in search. Spend some time getting your copy right before you publish.

Best in Class Kroger Banner Creative

Image Ads:



Video Ads



Carousel Ads

