



**Beautifully
actionable:**

**The art and science
of making great Pins**



People come to Pinterest to discover what's possible, and brands play an important role in helping them decide what to do or buy next

In fact, 78% of people say that branded content is useful.* To help you make the most of the opportunity and drive more results for your business, we've put together this creative guide.

The Methodology

The Numbers

Using third-party measurement solutions, we analyzed **21,000** Promoted Pins across **2,000** campaigns, **25** different attributes and **9** verticals.

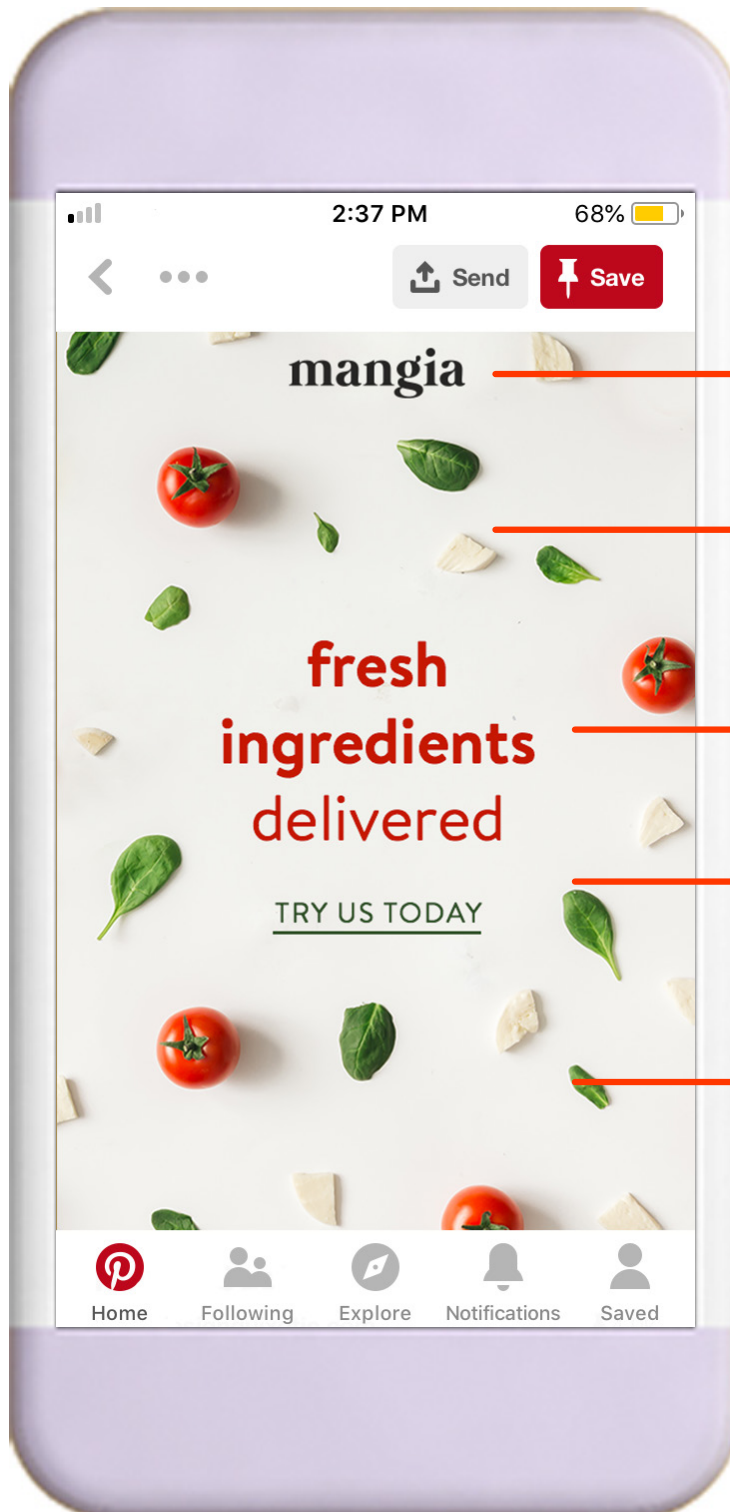
The Business

The analysis identified the top-performing Pin creative characteristics across four key business objectives: **awareness, signups, online conversions and offline sales.**

The Creative

You'll see that **it's part art, part science.** All in the pursuit of driving action with beautiful Pin creative.

The five common characteristics that make up the anatomy of a great Pin



Tasteful logo placement

Striking visual image and vertical format (2:3 ratio)

Bold and clear use of text overlay so the Pin stands out in-feed

Context that clearly shows how to use your product or service

Your product or service as the **focal point of the Pin**

Tips by objective

Awareness

Align with life, seasonal and everyday moments throughout the year

Pins with content specific to moments had 10x higher aided awareness

Call out unique product features when relevant

Pins that had “new” in the text overlay drove 9x higher aided awareness

Use the Pin description to add more context to the idea and reinforce branding early on

Pins with a brand name in the first sentence of the description drove 2x higher aided awareness

Offline Sales

The product should be prominent in the Pin

Campaigns that feature clear product placement were 20% more likely to drive offline sales lift

Help the audience visualize the product or service in their lives

Campaigns that show someone using the product or service were 67% more likely to drive offline sales lift

Signups

Help the audience visualize the product or service in their lives
Pins featuring a person wearing or using the product drove 25% higher email conversion lift

Use text overlay to convey specific details about the featured product/service

Pins promoting a special sale or offer drove 61% higher email conversion lift. *(note: this negatively affects brand awareness)*

Use the Pin description to add more context to the idea and reinforce branding early on

Pins with a brand name in the first sentence of the description drove 54% higher email conversion lift

Include clear, actionable wording and a strong call to action in the description copy

Descriptions with a strong CTAs like “sign up,” “enroll” and “discover” drove 70% higher email conversion lift

Align with life, seasonal and everyday moments throughout the year

Pins with content specific to moments had 22% higher online sales lift

Include clear, actionable wording and a strong CTA

Pins with CTAs in the text overlay had 6% higher online sales lift

Use description copy to convey specific details about the featured product/service

Pins with pricing information in the description had 28% higher online sales lift

Create consistency between the Pin and landing page experiences

Pins that drove to landing pages with similar imagery had a 13% higher online sales lift

Online Sales

Other Creative Resources



Creative Examples

Interested in seeing more creative examples?
[Check out the Studio Gallery](#)

Success Stories

Interested in seeing more success studies?
[Check out our business blog](#)

