

Pinterest Native Ads

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Pinterest Native Ads

Native ads are designed to blend naturally with the platform's content, creating an organic and non-disruptive experience. Matching with the look and feel of regular posts, they capture attention in a way that feels natural rather than forced.

On Pinterest, Native Ads take the form of promoted Pins that appear right where users are already discovering new ideas. These ads integrate effortlessly into feeds and search results, making them a part of the inspiration journey rather than an interruption while browsing.

Programmatic Ad Specs for Pinterest

- **Pinterest Ad Placements and accepted Creative Formats**
 - Where will ads serve on Pinterest?
 - Home Feed, Search Results, Related Pins
 - Which Pinterest ad formats are available?
 - Standard Image, Standard Video, Max Width Image, Max Width Video
 - Which DSP creative formats are accepted?
 - Native Image, Native Video, Standalone Video (VAST)
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Specifications

Below are Pinterest's recommended specs for programmatic ads; however, please note that each DSP may have different requirements, so use these recommended sizes where accepted for optimal performance.

Native Image

<u>Component</u>	<u>Best Practice</u>
Image	Aspect ratio: 1:1 or 2:3
Advertiser Name	Max 25 characters
Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in users' feeds.
Description	<ul style="list-style-type: none">• Enter up to 500 characters. Descriptions do not appear when users view the ad.• Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.

Native Video	
<u>Component</u>	<u>Best Practice</u>
Video	We recommend vertical or square video. Aspect ratios: 9:16, 2:3, 4:5
Advertiser Name	Max 25 characters
Title	Enter up to 100 characters. Depending on the device, the first 40 characters may show in users' feeds.
Description	<ul style="list-style-type: none">• Enter up to 500 characters. Descriptions do not appear when users view the ad.• Descriptions are used by our algorithm to determine relevance for delivery. We recommend entering a description to help get your Pin or ad in front of the right audience.

Available Geolocations / Countries

Country Full Name	IP Country
Afghanistan	AF
Albania	AL
Algeria	DZ
Argentina	AR
Armenia	AM
Australia	AU

Azerbaijan	AZ
Bangladesh	BD
Bolivia, Plurinational State of	BO
Bosnia and Herzegovina	BA
Brazil	BR
Cambodia	KH
Cameroon	CM
Canada	CA
Chile	CL
China	CN
Colombia	CO
Costa Rica	CR
Cyprus	CY
Dominican Republic	DO
Ecuador	EC
Egypt	EG
El Salvador	SV
Georgia	GE
Ghana	GH
Guatemala	GT
Honduras	HN
Hong Kong	HK
India	IN
Indonesia	ID
Iraq	IQ
Israel	IL
Jamaica	JM
Japan	JP
Jordan	JO
Kazakhstan	KZ
Kenya	KE

Kuwait	KW
Kyrgyzstan	KG
Lebanon	LB
Libya	LY
Malaysia	MY
Mexico	MX
Moldova, Republic of	MD
Mongolia	MN
Morocco	MA
Myanmar	MM
Nepal	NP
New Zealand	NZ
Nicaragua	NI
Nigeria	NG
Oman	OM
Pakistan	PK
Panama	PA
Paraguay	PY
Peru	PE
Philippines	PH
Qatar	QA
Saudi Arabia	SA
Senegal	SN
Serbia	RS
Singapore	SG
South Africa	ZA
South Korea	KR
Sri Lanka	LK
Taiwan, Province of China	TW
Tanzania, United Republic of	TZ
Thailand	TH

Trinidad and Tobago	TT
Tunisia	TN
Turkey	TR
United Arab Emirates	AE
United Kingdom	UK
United States of America	US
Uruguay	UY
Uzbekistan	UZ
Venezuela, Bolivarian Republic of	VE
Vietnam	VN
Yemen	YE

Ad Visuals / Examples

Pinterest Native Ad - Banner	Pinterest Native Ad - Video
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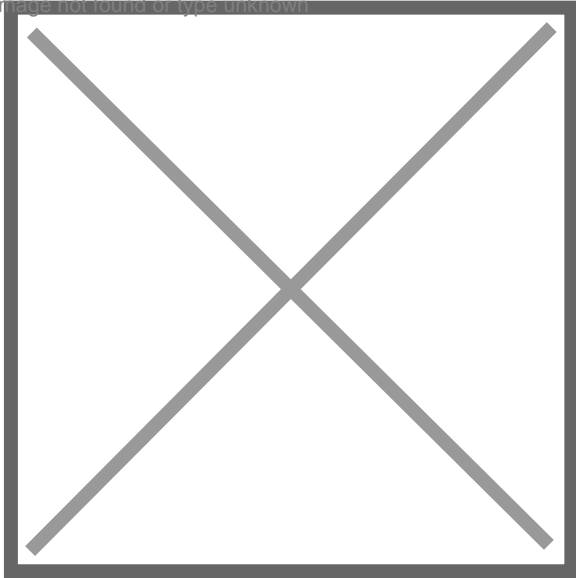
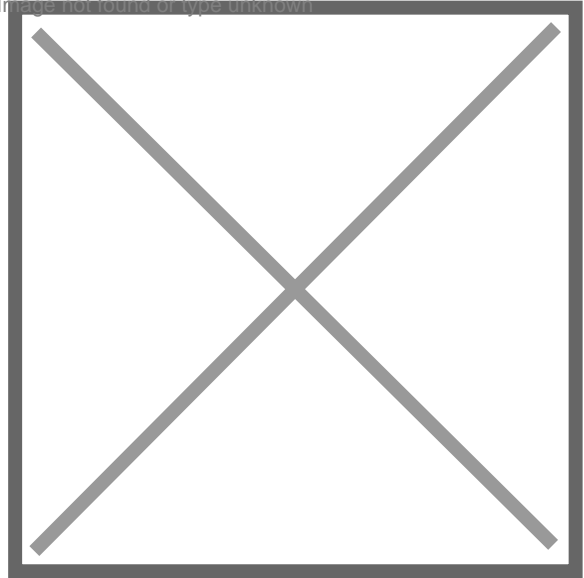


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Pinterest Native Avails / Supply

- An Estimated Supply / Avail data for 07 Days is available - [Here](#)
- If any assistance needed with the supply, please reach out to " **Shuvajeet Sen - Team Lead, Ad Operations** " and he will be helping with the communication with the Index Ad Exchange.

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