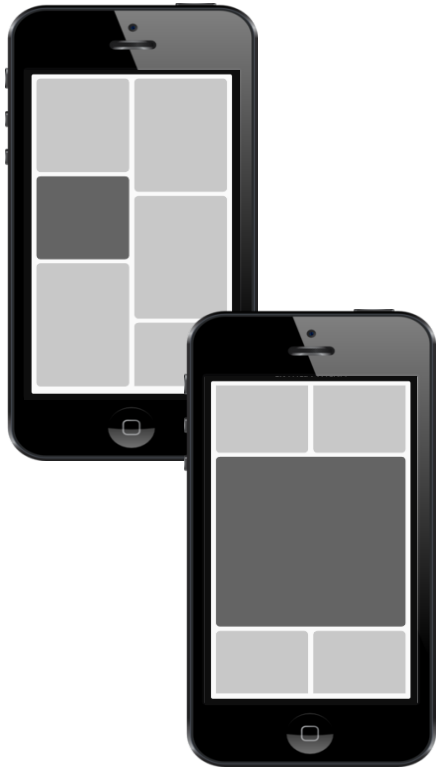




Case Study

Pinterest Standard vs. Max Width Video Ads



Challenge

A financial technology brand wanted to determine which video ad format resulted in the most video completions at the lowest cost to efficiently drive brand awareness on Pinterest

In order to gain these insights, we ran a test to compare performance of Pinterest's Maximum Width Video Promoted Pin vs the Standard Video Promoted Pin to determine which was the top performer

Strategy

The campaigns launched in March 2019, targeting self-employed, small business owners and users with personal finance interests with a :08 second animated video in both Max Width & Standard Width Video Promoted Pins formats

- Objective: Reach
- Investment: \$100k
- Flight: 3 weeks

Results

Promoted Pins using standard width video assets garnered more video completions at a much more efficient cost. Taking up more real estate within the Pinterest feed with Max Width video assets came at a 2.6X higher cost and resulted in a lower VCR, 18% vs 25%

Standard Video

