Business

App Install Creative
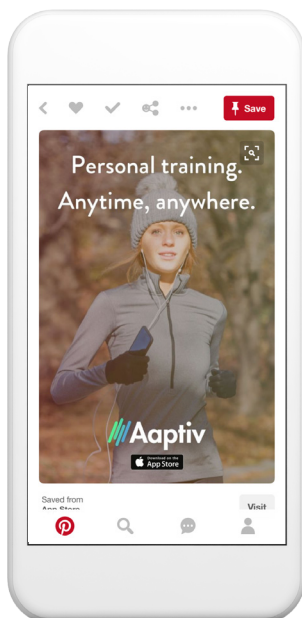
Creative recommendations for App Install Pins

Did you know 80% of Pinterest traffic comes from mobile devices?

App Install Pins enable Pinners to discover and download your app directly from a Promoted Pin. Here are some creative recommendations to make your Pins stand out.
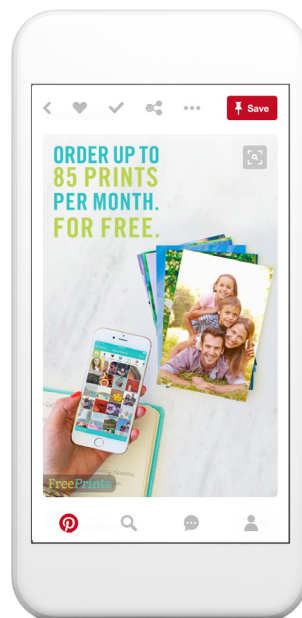
Do:

Include a clear, succinct value proposition
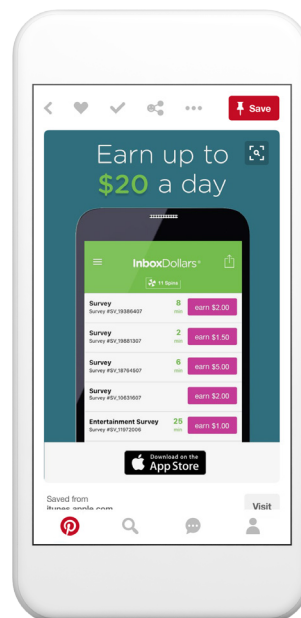
App in action

Test a mix of lifestyle-based (app in action) and in-app screenshot imagery

App in action + screenshot

Include iOS or Google Play Badge

In-app screenshots

Don't:

Don't create long pins with multiple in-app screenshots

Don't use catchy text overlays that don't speak to value prop

Don't use small text overlays that can't be read in-grid on mobile

Install to Shop

Do:

Multi-image pins

Pins with a variety of products or multiple images see higher engagement because they speak to different tastes.

Show product being sold

By displaying the value prop by focusing on the product, the person can better expect what they will see when the download the app.

Call out price points

People want to know what their options are and how much the product costs before deciding to download. Clearly display prices, but don't overload the image with too many sales tags or promotions.

Avoid:

In-app screenshots

Focus on what the Pinner can buy and at what price, rather than the features of the app.

Wish - Shopping Made Fun

wish
trendy tops
UNDER $10

Available on the
App Store
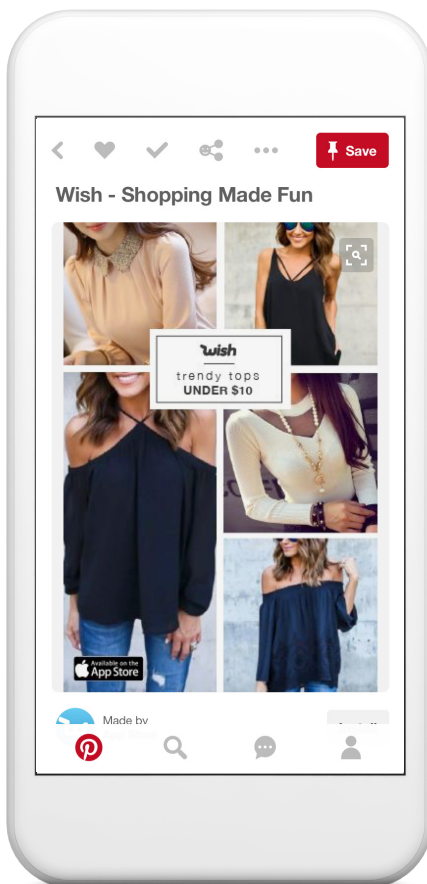
Install to Save Money

Do:

Headline hierarchy

Position text overlay at top of pin and clearly highlight a value prop so the Pinner knows why they should install.

In-app screenshots

This helps set expectations so Pinners know when they click through they will be taken to an app install landing page.
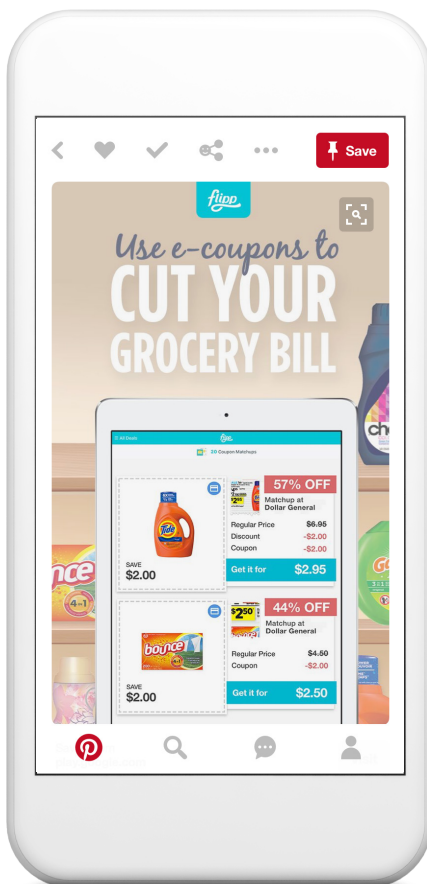
Show savings

Clearly call out savings potential, giving Pinners incentive to install.

Avoid:

Multiple app images

Stick to a single screenshot and value prop, rather than complicated step-by-steps.

Install to Play

Do:

Include app imagery

Showing in-app screenshots is not necessary but do include gaming imagery that will show Pinners what they can expect when they install the game.

Clearly highlight app logo/name

The app install badge will help qualify Pinners before they click through to the install page.

Avoid:

Repurposing banner ads

Avoid overly bright colors and flashy imagery.