MAKE MONEY ONLINE

Pinterest Affiliate Marketing Examples: Four Pin Formats to Copy

By Yassine A.

Updated Nov 10, 2026

> **Pinterest Create describes four Pin formats: instructional, quick trick, comparison and showcase, and the instructional format includes recommending specific products. Each one can carry an affiliate link if the Pin shows real value, says where the link goes and discloses the commission, as Pinterest's affiliate guidelines ask.**

Key takeaways

- Pinterest Create lists four Pin formats: instructional, quick trick, comparison and showcase. Its instructional format includes recommending specific products.
- The sample titles and descriptions in this guide are illustrations written for it, not real Pins or results.
- Pinterest's ad creative page recommends a 2:3 vertical format and gives titles up to 100 characters, with the first 40 most likely to show.
- Every example starts its description with a disclosure, since Pinterest's paid partnership guidelines give #ad as an example of a clear disclosure.
- Pinterest's affiliate guidelines warn against creating affiliate Pins repetitively or in large volumes, so make one good Pin per idea rather than many near copies.

Seeing an affiliate Pin is easier than reading a rule about one. This guide builds examples on the Pin formats that Pinterest Create describes, then shows how to create each Pin in a way that fits Pinterest's affiliate guidelines. It is part of our guide to earning money on Pinterest, and the step that comes before it is choosing what to promote in the first steps of Pinterest affiliate marketing.

The sample titles and descriptions below are illustrations written for this guide. They are not real Pins, and no result is claimed for them.

What makes an affiliate Pin work

Pinterest Create's page on content says the best Pins show an idea rather than only tell it. For an affiliate Pin, that means the product in use, in a real setting, rather than a product shot with a price.

Pinterest's affiliate guidelines add the conditions every example has to meet: affiliate content should be original and add unique value for Pinners, and you should be transparent about the commercial nature of your content and about your links and their behavior. The Community

Guidelines ask for a “no surprises” principle, so a person can reasonably anticipate where your link will take them.

Every example below follows the same pattern:

- An image or video that shows the product doing its job.
- A title that names the product type and the use.
- A description that opens with the disclosure and says who the product suits.
- A link that goes where the Pin says it goes.

Example 1: the instructional Pin

Pinterest Create describes instructional Pins as ones that teach new skills, provide tutorials or recommend specific products. This format fits affiliate work directly, because the products are part of the lesson.

Sample wording, written for this guide:

```
Title: How to Organize a Small Pantry with Clear Bins
Description: I earn a commission if you buy through this link. A five-step pantry
layout for a small kitchen, with the bin size that fits each shelf. The link goes
to the bins on the shop's page.
```

What to show: the shelves before and after, with the bins visible. Put the steps on your page or in the description, and keep the product as one part of the method.

Example 2: the quick trick Pin

Pinterest Create calls a quick trick a simple format for an idea that won’t take much time to explain. It suits a single, cheap product that solves one small problem.

```
Title: A Faster Way to Wrap Cables Behind a Desk
Description: I earn a commission if you buy through this link. One reusable strap
per cable keeps the back of the desk tidy. The link opens the strap pack on the
shop's page.
```

What to show: one image or a short video of the trick done once. Pinterest Create’s video advice says to start with a takeaway or useful tip in the first seconds rather than a long intro.

Example 3: the comparison Pin

Pinterest Create describes comparison Pins as showing multiple ways to use the same ingredient, product or object, and names fashion, home decor and recipe ideas as places to apply the format.

```
Title: One Linen Shirt, Three Summer Outfits
Description: I earn a commission if you buy through this link. The same shirt worn with shorts, with a skirt and over a swimsuit. The link goes to the shirt on the shop's page.
```

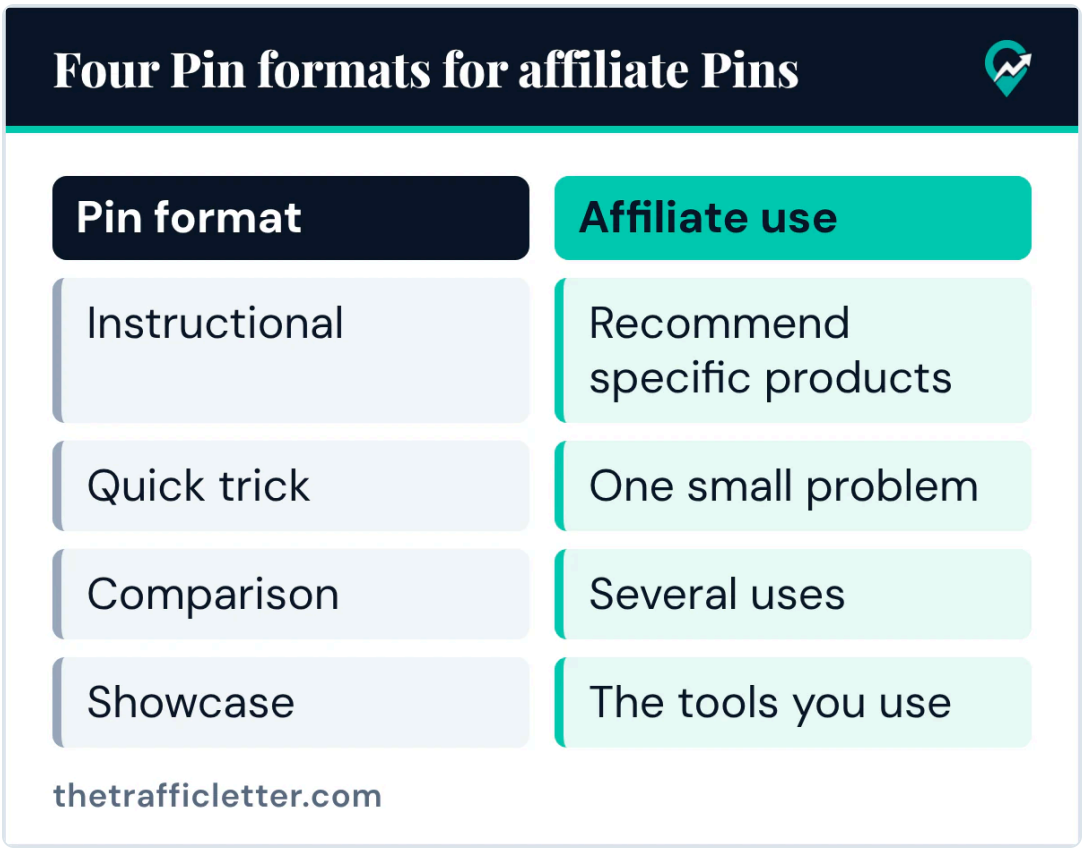
What to show: the variations side by side, so the comparison reads at a glance. Make it clear why one product covers several uses.

Example 4: the showcase Pin

Pinterest Create describes a showcase as recording yourself while you create something, to show off your skills and let other people learn from the process. For affiliate work, the tools you use become the products you recommend.

```
Title: Painting a Small Abstract Canvas with Five Brushes
Description: I earn a commission if you buy through this link. A short video of the full process, with the brush set and canvas shown in the video. The link goes to the brush set.
```

What to show: the process from start to finish, with the tools in frame. A faceless showcase works too: hands and materials are enough.



The four formats Pinterest Create describes, read with an affiliate link in mind.

How to create an affiliate Pin on Pinterest

Pinterest's creator page says you first need to join an affiliate program before using affiliate tags, and that Pinterest isn't part of the affiliate agreements. Once you have your link, Pinterest's help page on creating a Pin gives these fields on the web:

1. Click Create at the top-left of your screen. With a business account, select the hamburger icon, then under Create select Create Pin.
2. Click the arrow-circle-up icon to select an image or video, or drag and drop it into the upload window.
3. Add a Title, a Description and the Link to the page where you recommend the product, or to the product itself.
4. Choose a Board, and use Tag related topics to add up to 10 related topics.
5. Click Publish.

Pinterest's creator page also describes tagging products with the product sticker and tagging Pins using affiliate links. Whether your account offers it was not confirmed for this guide, so use the Link field when you do not see the option.

Specs to keep in mind come from Pinterest's creative best practices page for ads: a 2:3 aspect ratio, or 1000 x 1500 pixels, a title of up to 100 characters with the first 40 most likely to show, and a description of up to 800 characters. The page also suggests stacking your story, with visuals in the middle, key messaging at the top and extra details at the bottom. For the wording itself, our Pin description writing guide gives formulas, and finding the phrases Pinterest users search comes before the title.

The disclosure in every example

Each sample description starts with "I earn a commission if you buy through this link." Pinterest's affiliate guidelines tell you to follow its paid partnership guidelines, and those say all paid partnerships must disclose the commercial nature of their content, giving #ad and Pinterest's paid partnership tool as examples. Putting the sentence first means a reader sees it before tapping the link. The full rules on where the disclosure goes are in our guide to how Pinterest handles affiliate links. This is general information, not legal advice.

Betting and gambling affiliate Pins

Some people search for Pinterest for betting affiliates. Pinterest's rules answer that case before any Pin format does. Its Community Guidelines (last updated May 2026) list online gambling and lotteries under harmful or deceptive products and practices, and say Pinterest removes or limits the distribution of such content and accounts, including instructions, offers or promotion of them.

The affiliate guidelines tell you to follow Pinterest's paid partnership guidelines, and those ask you to adhere to its Advertising Guidelines, including the prohibited and restricted content guidelines. Under "Gambling products and services", the Advertising Guidelines say Pinterest doesn't allow the advertising of:

- Lotteries, unless specified in the country-specific guidelines.
- Gambling game apps.
- Gambling websites.
- Fantasy sports or other online prize-based games that require payment for entry.

The same section says ads for brick and mortar casinos that don't lead to online gambling, lotteries or games of skill are okay except where the country-specific guidelines prohibit them. Pinterest's preview of its updated Advertising Guidelines, effective November 12, 2026, keeps this list. The Pinterest pages read for this guide describe no way to promote betting or gambling offers through affiliate Pins, so this guide gives no example for them.

A prompt to turn a product into four Pin ideas

```
I am an affiliate for [product name] in the [your niche] niche. My audience: [who
they are].
Write four Pinterest Pin ideas for this product, one per format: instructional,
quick trick, comparison, showcase.
For each idea give:
- A title of up to 100 characters, with the main keyword [your main keyword] in the
first 40 characters.
- A description of up to 800 characters that starts with "I earn a commission if
you buy through this link."
- One sentence on what the image or video should show.
Use only the product facts I give you here: [facts you have checked]. Do not invent
prices, results, reviews or earnings.
```

It works in ChatGPT, Claude, Gemini or any AI assistant. Keep the ideas you could really photograph or film, and drop the rest.

How to tell which example works for you

Pinterest's Pin stats page says you will always see Impressions, Saves, Pin clicks and Outbound clicks, and product tag metrics when a Pin has tagged products. Outbound clicks are the number to watch for an affiliate Pin. The Pinterest pages read for this guide do not describe sales or commission reporting, so check those in your affiliate program's own reports.

Pinterest's affiliate guidelines give creating affiliate Pins repetitively or in large volumes as an example of prohibited behavior. Test one Pin per format, each with its own image and text, rather than many copies of one idea.

Right after

- Pick one product and write the four Pin ideas with the prompt above.

- If your niche is not settled yet, read how to choose a Pinterest affiliate niche first.
- Starting without a site? See how affiliate Pins work with no blog behind them.

Frequently asked questions

What does a good affiliate Pin look like?

Pinterest Create says the best Pins show an idea rather than only tell it. A good affiliate Pin shows the product in use, has a title that names the product type and the use, starts its description with a disclosure and links to a page the reader can anticipate.

Can I use the merchant's product photo?

Pinterest's affiliate guidelines ask for original content that adds unique value for Pinners. Your own photo or video of the product in use is the clearest way to meet that, and a merchant's image may also be covered by its own terms.

How do I create an affiliate Pin on Pinterest?

Create a Pin, add a title and description, put your link in the Link field, choose a board and publish. Pinterest's help page lists these fields, and the creator page says you must join an affiliate program before using affiliate tags.

Can I use Pinterest for betting or gambling affiliate links?

Pinterest's Community Guidelines list online gambling and lotteries among the products whose content and accounts Pinterest removes or limits, and its Advertising Guidelines do not allow the advertising of gambling websites or gambling game apps. Its affiliate guidelines point to its paid partnership guidelines, which ask you to adhere to the Advertising Guidelines, so this guide gives no betting example.

Are these examples real Pins?

No. The sample wording was written for this guide to show each format. It includes no real product, result or earnings figure.

Sources

How to create Pin and board content on Pinterest | Pinterest Create
https://create.pinterest.com/product-features/how-to-create-pins/

How to grow your audience and make money on Pinterest | Pinterest creators
https://create.pinterest.com/creators/grow-and-succeed/

Create a Pin from an image or video | Pinterest help
https://help.pinterest.com/en/article/create-a-pin-from-an-image-or-video

Creative best practices for Pinterest ads | Pinterest Business
https://business.pinterest.com/creative-best-practices/

Commercial and Branded Content Guidelines | Pinterest Policy (last updated April 2025)
https://policy.pinterest.com/en/commercial-and-branded-content-guidelines

Community Guidelines | Pinterest Policy (last updated May 2026)
https://policy.pinterest.com/en/community-guidelines

Advertising Guidelines | Pinterest Policy
https://policy.pinterest.com/en/advertising-guidelines

Advertising Guidelines preview, effective November 12, 2026 | Pinterest Policy
https://policy.pinterest.com/advertising-guidelines-preview

Review your Pin stats | Pinterest Business help
https://help.pinterest.com/en/business/article/pin-stats

Sources last checked on Nov 10, 2026.

THE TRAFFIC LETTER

The latest version of this guide is online:

https://thetrafficletter.com/blog/make-money-online/pinterest-affiliate-marketing-examples/

Get new guides by email.

Subscribe to The Traffic Letter on Substack:

https://thetrafficletter.substack.com