# Pinterest’s Mobile Apps Are Going Single-Column

Pinterest began rolling out an update to its mobile applications last week in which its tiled images are replaced by what it called “an immersive single-pin format”—a single column of posts. The company also revealed in a blog post that tapping on a Pin under its following tab will bring users directly to the Pin… https://www.adweek.com/digital/pinterests-mobile-apps-are-going-single-column/