

Path to Performance Guide



Best practices to help maximize efficiency and results

Strengthen your signals



Optimize campaign setup



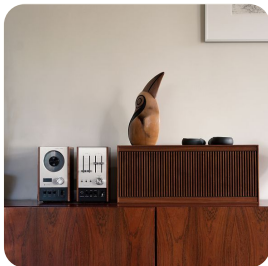
Uplevel your creative



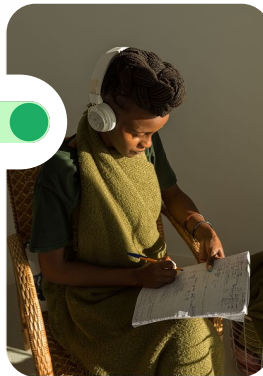
Test & iterate



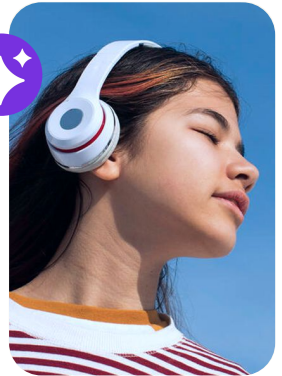
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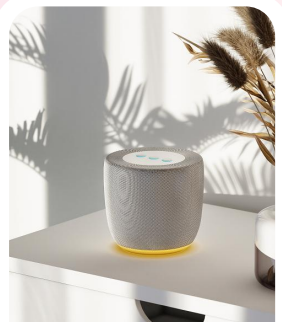
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Executive Summary

Strengthen your signals

Building a successful campaign on Pinterest starts with a strong foundation. By leveraging the right tools and signals, you can track performance effectively, optimize your campaigns, and achieve measurable results.

Optimize campaign setup

Pinterest offers advertisers tools and solutions that can make executing campaigns as simple or as detailed as needed.

Uplevel your creative

Running optimized creative can make all the difference on Pinterest. Tap into these levers to enhance your creative and highlight your offerings to drive maximized performance.

Test & iterate

Optimize smarter, not harder. Refine your campaigns, improve performance and make the most of your Pinterest campaigns.

Recommendations

→ **Conversions API:**

Integrate directly or through a partner

→ **Event Quality Score:**

Strive to achieve a “good” score across your web, app, and offline signals to see the most optimal performance on the platform.

Prioritize the following components by sending as many high, medium and low priority signals on every event:

- **Customer Information**
- **Event Insights**
- **Duplicate Events**

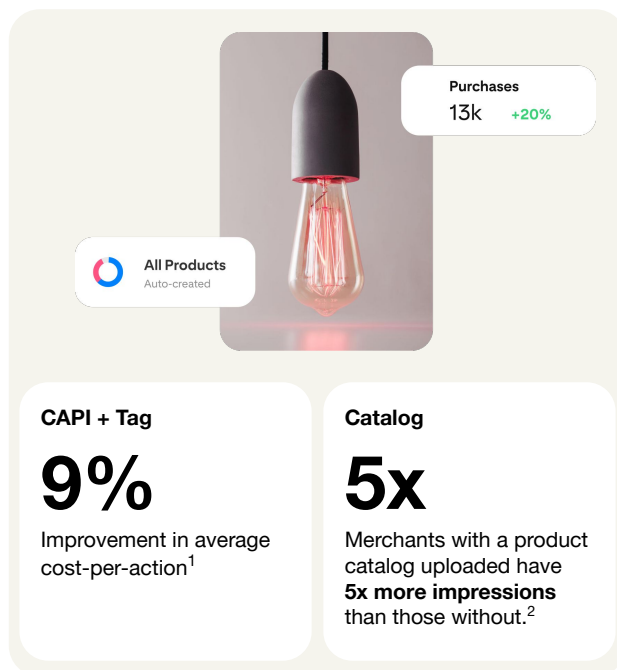
For a full list of parameters see our [documentation](#).

→ **Catalog health:**

The more products and information you have in your feed, the more optimized your ads can be—and the more relevant your content can be for shoppers. Improve your feed quality by including product category and relevant and detailed titles and descriptions.

Strengthen your signals

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Success story

Stradivarius implemented the Conversion API to measure key actions like purchases, sign-ups, and app downloads and saw an **82% boost in purchases** from Pinterest while lowering their CPA by **28%**.³

Images are for illustrative purposes only.

Sources: 1. Pinterest internal analysis, Global Conversions API advertisers, Comparing to tag only, 2024-05-26 to 2024-06-01, n=5638

2. Pinterest internal data, Dec 2021 | Verified Merchants that have uploaded a catalog vs. allowed merchants.

3. Internal Stradivarius data, ES, 2023

Optimize campaign setup

Recommendations

→ **Pinterest Performance+ Bundle:** Turn on Pinterest Performance+ at the campaign level to help maximize performance gains

or

Individual features:

Use Pinterest Performance+ features individually in traditional campaigns to give you more transparency and control.

If doing so, remember to look for consolidation & simplification (eg. removing targeting constraints) opportunities.

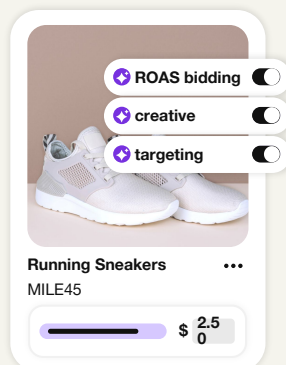
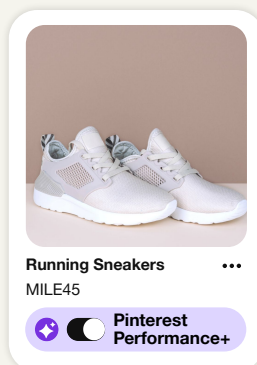
→ **MDL**

Direct shoppers right from your ad to pages within your native app to encourage more in-app actions and purchases.

→ **Full opportunity**

Align your business goals to campaign objectives and help increase outcomes by optimizing against both clicks and conversions.

Pinterest offers advertisers tools and solutions that can make executing campaigns as simple or as detailed as needed.



Pinterest Performance+

+20%

Average CPA improvement for advertisers who used Pinterest Performance+ catalog sales campaigns relative to “business as usual” campaign setup.¹

Success story

Prada partnered with Pinterest to test Pinterest Performance+ for the launch of a new collection—achieving a **2.9x ROAS** for checkout actions and an **88% increase in engagement rate** compared to traditional campaigns. By embracing broad, AI-driven targeting and streamlined campaign setup, Prada saw dramatic improvements in engagement and efficiency.²

Images for illustrative purposes only.

Sources: 1. Pinterest internal data from 200 global advertisers in beta from June-September 2024 —CPA improvements from Pinterest Performance+ campaigns and are not guaranteed.

2. Pinterest internal analysis, US Conversion Pinterest Performance+ Alpha Test, Attribution Window 7/7/1, Apr-May 2023

Uplevel your creative

Recommendations

→ Format diversification

Leverage Pinterest Performance+ creative to build creative at scale, and uplevel Product Pins through enhancement.

→ Promotions

Apply promotions to your ads to help Pinners find the right deals and streamline their path to purchase. For catalog campaigns, you can now apply promotions directly through your feed for easier setup.

→ 4Cs of creative

Context

Consider your surroundings

Think about the feed context your ad appears in.

Design for mobile

Focus on designing for the mobile experience.

Content

Keep it real

Bring authenticity to your ads with natural storytelling.

Show a face

Use real people with genuine expressions.

Craft

Decenter the copy

Put images center and use copy at the top and bottom.

Keep it moving

An intentional use of motion and animation makes a difference.

Color

Strike a contrast

Find a natural balance of brightness, contrast, and sharpness.

Connect with color

Consider your palette from the very start.

Running optimized creative can make all the difference on Pinterest. Tap into these levers to enhance your creative and highlight your offerings to drive maximized performance.

Deal



Free shipping on \$65+ 

Slip into summer with new slides
Sonla Trac
Sponsored

Pinterest Performance+ creative

+14%

Avg. increase in conversion rate when using Pinterest Performance+ creative¹

Promotions

+18%

increase in iCVR for ads including a promotion compared to the same ads without a promotion.²

Success story

Ruggable used Pinterest Performance+ creative to diversify their catalog's images in a hands-off approach and saw a +37% increase in click through rate from automatically created formats compared to Shopping ads alone.³

Source: 1. Pinterest internal data from >200 global advertisers in beta testing for ads treated with generated backgrounds and/or creative optimizations from June-August 2024. Performance improvements are not guaranteed.

2. Pinterest internal analysis, US, October - November 2024. Average based on beta iCVR for web conversions results comparing 250+ advertisers running identical ads with and without corner badge promotions.

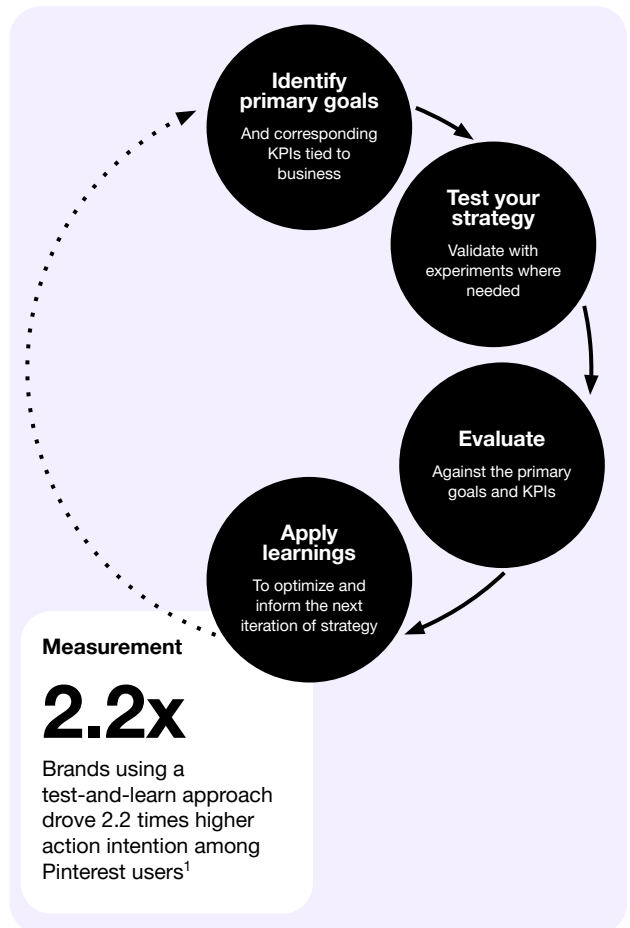
3. Ruggable, Internal Data, US, 2023-2024

Test & iterate

Recommendations

- There's no single source of truth in today's measurement landscape. Validate results with different measurement methods.
- Use lift to understand specific campaign performance, like incremental conversions, sales or revenue for a particular moment in a campaign.
- Leverage marketing mix modeling to validate the value of marketing.
- Utilize A/B testing to identify winning strategies and optimize campaigns.

Optimize smarter, not harder. Refine your campaigns, improve performance and make the most of your Pinterest campaigns.



Source: 1. Pinterest Brand Lift Meta Analysis, global, July 2021-June 2022 (N=709) Measured difference in Action Intent observed for those advertisers that ran 2 brand lift studies vs those that ran 1 brand lift study with an action intent question in the same year. Stats reflect advertisers who used a test-and-learn approach compared to advertisers who did not.

Recap

Pillar	Focus Area	Tactic	Benchmark
Strengthen your signals	Signal Health	Web Signal	Event Quality Score at least Fair*
		App Signal	Event Quality Score at least Fair*
		Offline Signal	Event Quality Score at least Fair
	Catalog Feed Health	Catalog Ingestion	Feed Ingestion > 85%**
		Catalog Feed Health	Feed Health Score >= 80%
Optimize campaign setup	Automation	Pinterest Performance+ (campaigns or features)	At least 80% of lower funnel revenue using Pinterest Performance+
	Post-Click Experience	Mobile Deep Linking	MDL enabled for any advertiser with an app
	Full Opportunity	Multi-objective	Media live on Catalog Sales, Conversion Optimization, and CPC objectives
Uplevel your creative	Creative	Format Diversification	Leveraging at least 3 formats in the last 90 days
		Promotions	Ran promotions ads in the last 90 days
Test & iterate	Results Validation	3P Measurement Integrations	Leveraging an MMM API/MMM Exports and/or 3P MTA integration
		Incrementality Measurement	Ran lift experiment via PCL, 3P MMT study, or Clean Room in the last 6 months
	Optimization	A/B Testing	A/B test in the last 90 days

*Event source is Conversions API
 **As of date data pulled