# Your season to shine

A simple checklist for success on Pinterest this festive season

# Set the season in motion

**Season's greetings!**

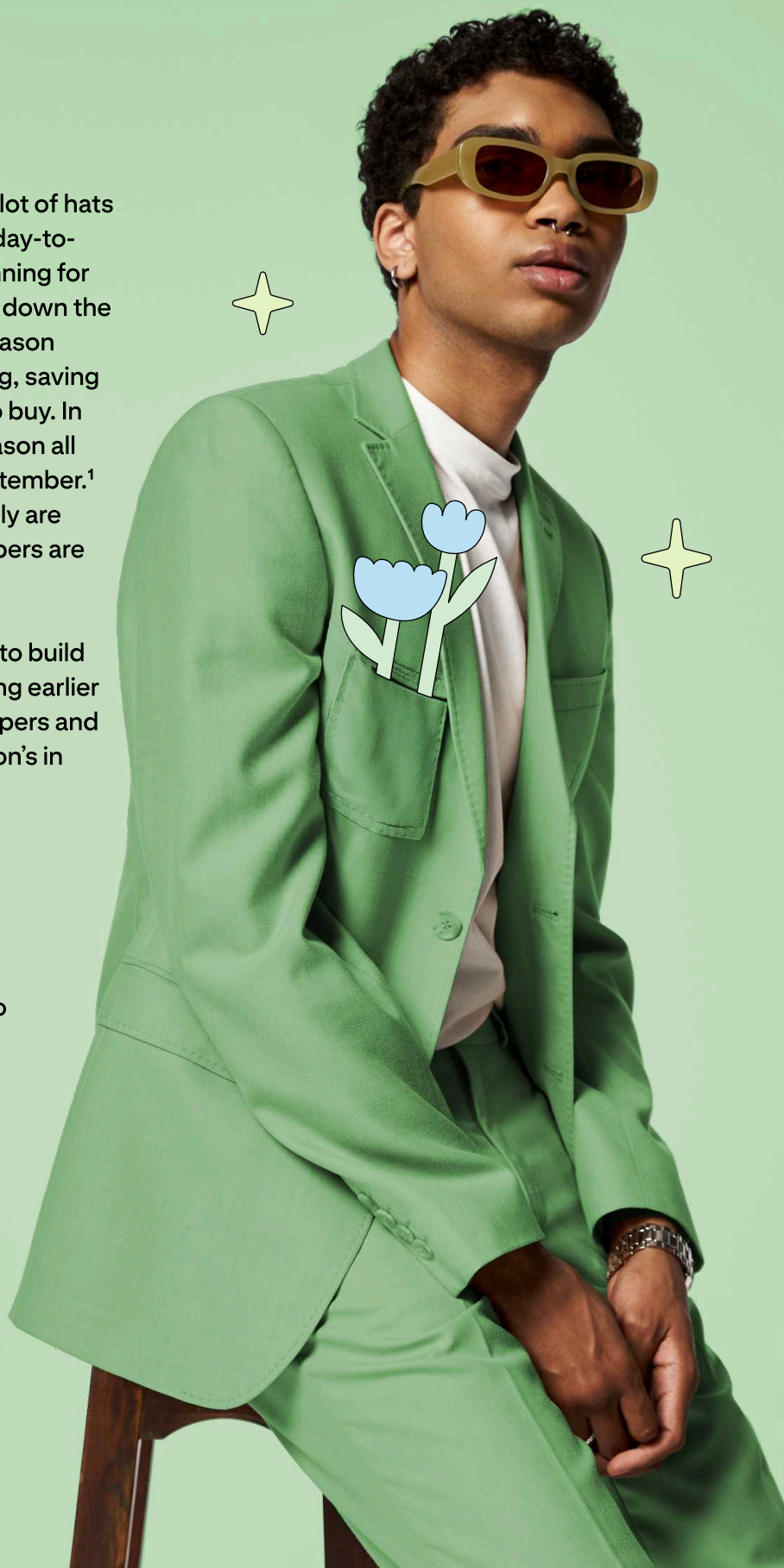
We know that you're probably wearing a lot of hats right now. And when you're juggling the day-to-day demands of running a business, planning for the festive season can easily get pushed down the to-do list. But on Pinterest, the festive season starts soon. Here, people begin searching, saving and planning long before they're ready to buy. In fact, they collect ideas for the festive season all year long, with activity that spikes in September.[1] That means businesses that show up early are more likely to be top of mind when shoppers are ready to make a purchase.

Waiting until the rush can make it harder to build visibility and learn what's working. Starting earlier gives you more time to show up for shoppers and make smarter decisions before the season's in full swing.

**Fortunately, you don't need a big team or a complicated strategy to get started.**

Taking a few simple steps can help you to reach shoppers sooner and feel more prepared for what's ahead. This step-by-step guide will help you to focus on the fundamentals first, so you can build from a strong foundation.

Love, Pinterest



Source: Pinterest internal data, 2025, US, Saves of Christmas, Thanksgiving, BF/CM, Hanukkah or New Years content in 2025.

# Your festive head start

From set-up to launch, these simple steps can help you to prepare for Pinterest's busiest shopping moments. Want more detail? Follow the links throughout.

**Start** →

**1**

## Now
**Get your account and site ready**

**2**

Confirm that your Pinterest tag is installed and working properly

**3**

Connect your product catalogue—even 10–15 of your most popular products can go a long way

**4**

Review your feed to make sure that product details are accurate and up to date

**5**

Make sure that your company website and landing pages are mobile-friendly and ready for increased traffic during the festive season

**Get the basics in place early to help build a stronger foundation before competition and traffic increase.**

**6**

## Next
**Review what's worked before**

**7**

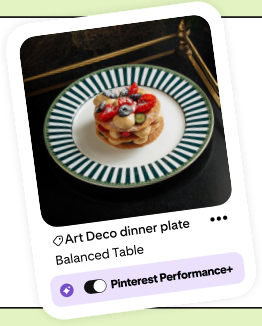
Look at past Pinterest campaigns to see which creative, products and audiences performed best

**8**

Reuse existing photos, videos and product assets from other platforms in Pinterest festive campaigns

**9**

Refresh Pin titles, descriptions and board names to improve discoverability




**10**

Let Pinterest Performance+ help to streamline campaign set-up and optimisation

**Dive into what you learned from past campaigns to help you focus your time, budget and creative where they can make the biggest difference.**

**11**

## Fast follow
**Set your plan for the festive season**

**12**

Define your primary objective: brand awareness, video completion, consideration, leads or sales

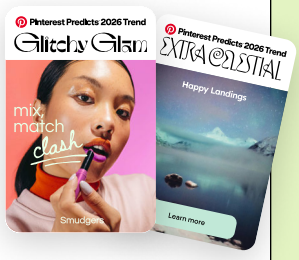
- Brand awareness
- Video completion
- Consideration
- Leads
- Sales

**13**

Set realistic KPIs based on your goals and budget →

**14**

Use Pinterest Trends to plan around the moments that are most relevant to your audience




**15**

Build a simple campaign timeline so you can launch before peak demand

**Align to a clear plan so you and your team can stay focused, prioritise the right moments and make the most of your budget.**

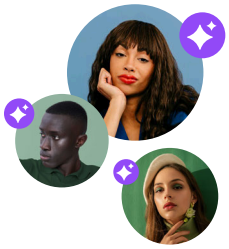
**16**

## Keep going

**Launch and optimise early**

**17**

Create or refine campaign structure with clear goals and creative themes

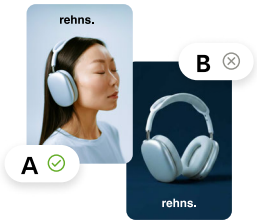


**18**

Set up retargeting audiences to stay connected with engaged shoppers

**19**

Launch an always-on test campaign early to learn what resonates




**20**

Schedule a mid-campaign check-in to refine creative, targeting and budget before peak periods

**Start early so you have time to learn, optimise and build momentum before peak shopping starts.**

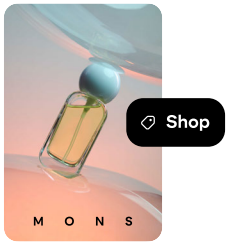
**21**

## Pro tip

**Get attribution right**

**22**

Make sure that your measurement reflects how people shop on Pinterest




**23**

Choose an attribution window that aligns with your typical buying cycle

**24**

Use an attribution window that aligns to your measurement source of truth

**25**

Review performance with a longer-term view

**Make sure that you have the right measurement set-up so you can better understand Pinterest's full impact and make more confident decisions.**

**You're all set for the festive season!**

# Don’t wait to get started

## Over 180 million

festive season ideas saved to 25M boards.[1]

## 67%

of monthly Pinners say that Pinterest helped them to feel confident they were choosing the right option when shopping during the festive season—that’s 61% more than on other platforms.[2]

## 36%

of Pinterest ad impact happens after the first eight weeks of a campaign, delivering results that build over time.[3]

On Pinterest, brands that stand out during the festive season start early. When you prep long before the peak shopping season, you’re set up to shine.

Get started today

**Quick ways to win the season**

1. Get started in Ads Manager
2. Level up your marketing on Pinterest
3. Optimise your results with Pinterest Performance+

Sources: 1. Pinterest internal data, UK, 2025, saves of Christmas, Black Friday/ Cyber Monday and New Year content in 2025. 2. Global Web Index, UK, 2026 global holidays, March 2026, study commissioned by Pinterest, Decision-makers for festive season purchases who use Pinterest monthly vs those on other social platforms and not on Pinterest. 3. TransUnion MMM study commissioned by Pinterest, US, 2023–1H 2025, n=10+ brands (Retail), n=75,810 campaign