Path to Performance guide

Best practices to help maximise efficiency and results

Strengthen your signals

Optimise campaign set-up
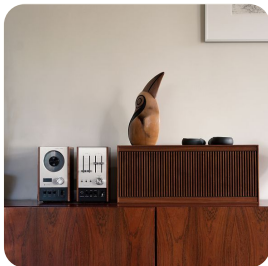
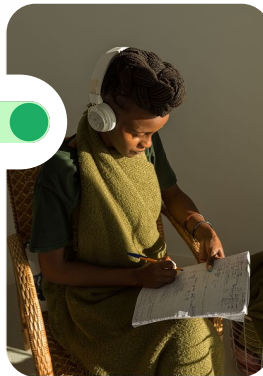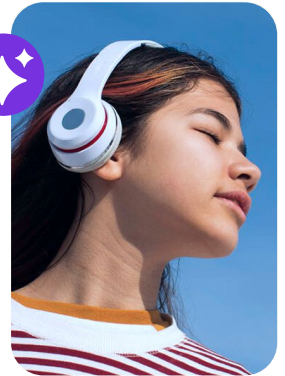**Level up your creative**

Test and iterate

API

Rehns
Sponsored

Rehns
Sponsored

Rehns
Sponsored

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, optimise your campaigns and achieve measurable results.

**Optimise campaign
set-up**

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

**Level up
your creative**

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

Test and iterate

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

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, optimise your campaigns and achieve measurable results.

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.

  Prioritise the following components by sending as many high-, medium- and low-priority signals on every event:
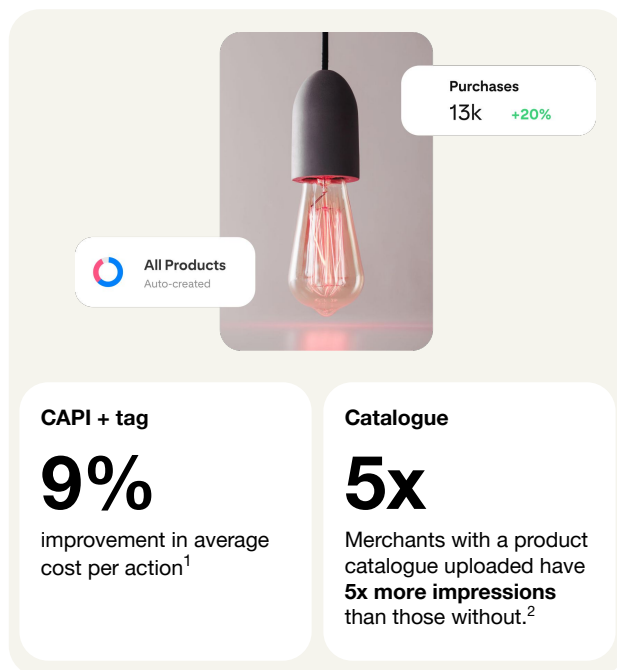
  - **Customer information**
  - **Event insights**
  - **Duplicate events**

For a full list of parameters, see our documentation.

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

Purchases
13k **+20%**

All Products
Auto-created

CAPI + tag

9%

improvement in average cost per action[1]

Catalogue

5x

Merchants with a product catalogue uploaded have **5x more impressions** than those without.[2]

Success story ✔

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

Optimise campaign set-up

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

Recommendations ✅

➔ **Pinterest Performance+ Bundle:** Turn on Pinterest Performance+ at the campaign level to help maximise 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 opportunities for consolidation and simplification (e.g. removing targeting constraints).

➔ **MDL** Direct shoppers straight 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 to increase outcomes by optimising against both clicks and conversions.

ROAS bidding
Creative
Targeting

Trainers
MILE45

Pinterest Performance+

Trainers
MILE45

£ 2.50
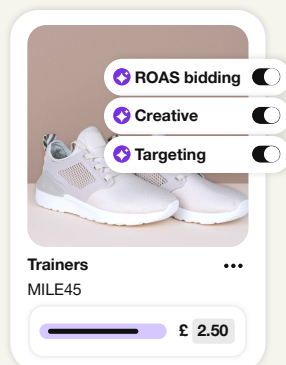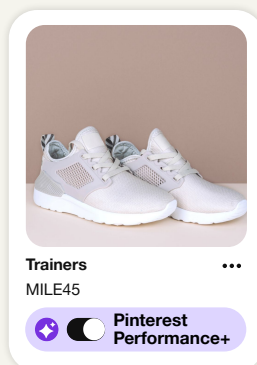
Pinterest Performance+

+20%

Average CPA improvement for advertisers who used Pinterest Performance+ catalogue sales campaigns relative to 'business-as-usual' campaign set-up.[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 set-up, Prada saw dramatic improvements in engagement and efficiency.[2]

Level up your creative

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

Recommendations ✓

➔ **Format diversification**
Leverage Pinterest Performance+ creative to build creative at scale, and level up product Pins through enhancement.

➔ **Promotions**
Apply promotions to your ads to help Pinners find the right deals and streamline their path to purchase. For catalogue campaigns, you can now apply promotions directly through your feed for easier set-up.

➔ **4Cs of creative**

Context
Consider your surroundings
Think about the feed context that 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
Decentre the copy
Put images in the centre and use copy at the top and bottom.

Keep it moving
An intentional use of motion and animation makes a difference.

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

Connect with colour
Consider your palette from the very start.

Deal

Free shipping on £65+

Slip into summer with new slides
Sonla Trac
Sponsored

Pinterest Performance+ creative

+14%

average increase in conversion rate when using Pinterest Performance+ creative[1]

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 catalogue'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]

Test and 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, such as incremental conversions, sales or revenue for a particular moment in a campaign.

→ Leverage marketing mix modelling to validate the value of marketing.

→ Utilise A/B testing to identify winning strategies and optimise campaigns.

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

Identify primary goals
and corresponding KPIs tied to business

Test your strategy
Validate with experiments where needed

Evaluate
against the primary goals and KPIs

Apply learnings
to optimise and inform the next iteration of strategy

Measurement

2.2x
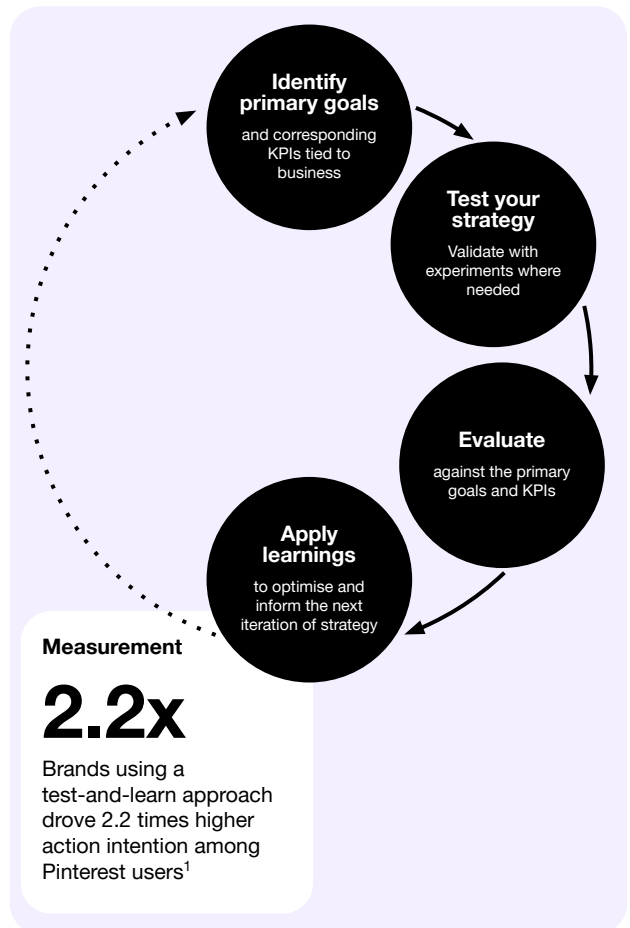
Brands using a test-and-learn approach drove 2.2 times higher action intention among Pinterest users[1]

Recap

Pillar	Focus area	Tactic	Benchmark
Strengthen your signals	Signal health	Web signal	Event Quality Score of at least Fair*
		App signal	Event Quality Score of at least Fair*
		Offline signal	Event Quality Score of at least Fair*
	Catalogue feed health	Catalogue ingestion	Feed ingestion > 85%**
		Catalogue feed health	Feed health score >= 80%
Optimise campaign set-up	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 catalogue sales, conversion optimisation and CPC objectives
Level up your creative	Creative	Format diversification	Leveraging at least three formats in the last 90 days
		Promotions	Ran promotions ads in the last 90 days
Test and 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 six months
	Optimisation	A/B testing	A/B test in the last 90 days

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

Source: Internal Pinterest data