

Pinterest Tag Setup Guide for Tealium iQ

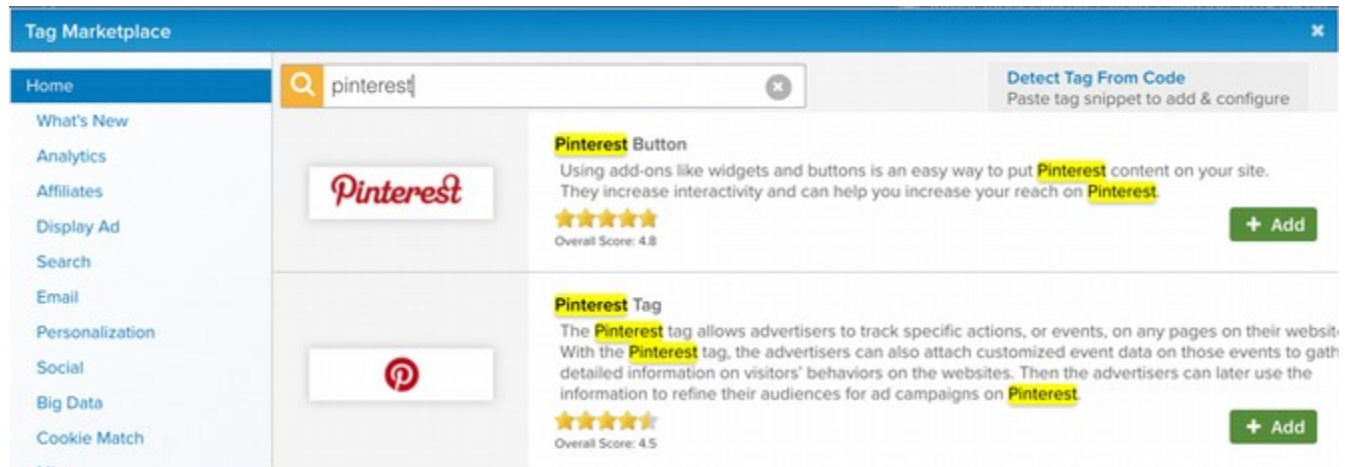
Learn how to install the Pinterest Tag in your Tealium iQ profile.

Prerequisites

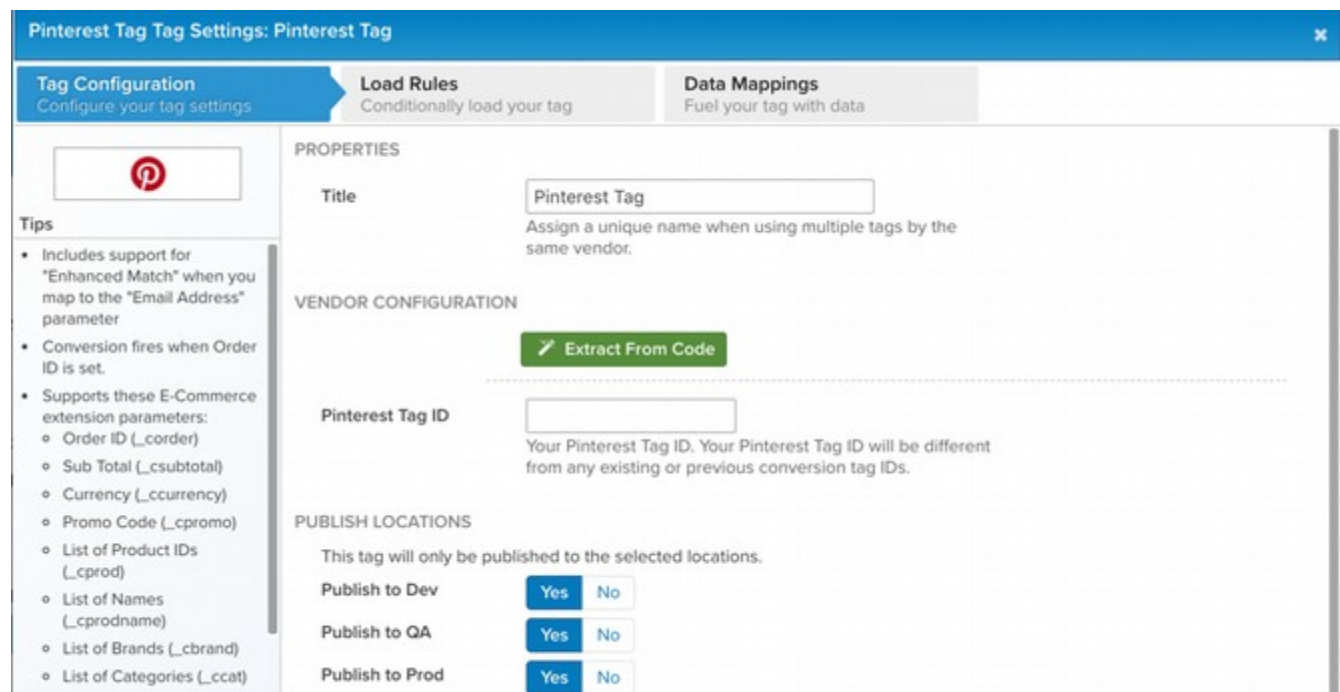
- Pinterest Business Account
- Pinterest Tag and Tag identifier

Tag Configuration

First, go to Tealium's Tag Marketplace and add the Pinterest Tag to your profile ([how to add a Tag?](#)).



After adding the Tag, configure the below settings:



Title: The default title is "Pinterest Tag". You may replace it with a custom name of choice.

Pinterest Tag ID: Enter the unique identifier that is assigned to your Pinterest Tag. Or you may set this value dynamically through the Data Mappings tab (more on this below).

Load Rules

[Load Rules](#) determine when and where to load an instance of this Tag on your site.

Recommended Rule: Create a custom Rule to load it on the page(s) where you want to track specific actions, events, and conversions.

Data Mappings

Mapping is the simple process of sending data from a Variable, in your Data Layer, to the matching destination variable of the vendor Tag. For instructions on how to map a Variable to a Tag destination, view this [Data Mapping](#) tutorial.

The destination variables for the Pinterest Tag are available in the Data Mapping toolbox. Available categories are:

Standard Category

Destination Name	Description
Tag ID	Unique identifier of your Pinterest Tag (not to be confused with the old Conversion Tag)
Email Address	Map the user's email to this variable to use Enhanced Match capabilities
Property	The action, item, or event being tracked
Search Query	Search Keyword(s)
List of product variant IDs	Unique identifiers of the variants available for the same product
List of product variants	List of variants available for the same product
Page Title	Name of the page where the event or action occurred
Video Title	Title of the video watched by the user
Lead Type	Type of product or service the user is interested in
Page Name	Name of the page as it appears in your site
Page Category	Category of the page

The screenshot shows the 'CATEGORY' selection menu on the left with 'Standard' selected. The main area is titled 'Select one standard destination.' and contains a list of 'DESTINATION' options. 'Email Address (email_address)' is selected with a blue checkmark. To the right, a callout box shows 'email_address' is populated by 'customer_email (js)'.

CATEGORY

- Standard
- E-Commerce
- Events
- + Add Custom Destination

Select one standard destination.

DESTINATION

- Tag ID (tag_id)
- Email Address (email_address)
- Property (property)
- Search Query (search_query)
- List of Product Variant IDs (product_variant_id) [Array]
- List of Product Variants (product_variant) [Array]
- Page Name (page_name)
- Page Category (page_category)
- Page Title (page_title)
- Video Title (video_title)
- Lead Type (lead_type)

email_address
is populated by
customer_email (js)

E-Commerce Category

Since the Pinterest Tag is e-commerce enabled, it will automatically use the default E-Commerce Extension mappings. Manually mapping in this category is generally not needed unless:

- you want to override any Extension mappings
- your desired e-commerce variable is not offered in the Extension

Destination	Description	E-Commerce Extension Variable
Order ID	Unique identifier assigned to the final order	_corder
Sub Total	Sub total amount of the final order	_csubtotal
Currency	Currency used in the payment	_ccurrency
Promo code	Coupon code used in the transaction	_cpromo
List of Product IDs	Unique identifier of each product in the product array	_cprod
List of Product Names	Name of each product in the product array	_cprodname
List of Brand	Brand of each product in the product array	_cbrand
List of Categories	Name of each product in the product array	_ccat
List of Quantities	Quantity of each product in the product array	_cquan
List of Prices	Unit price of each product in the product array	_cprice

Events Category

Map to these destinations for triggering events when your specified trigger value is found on the page.

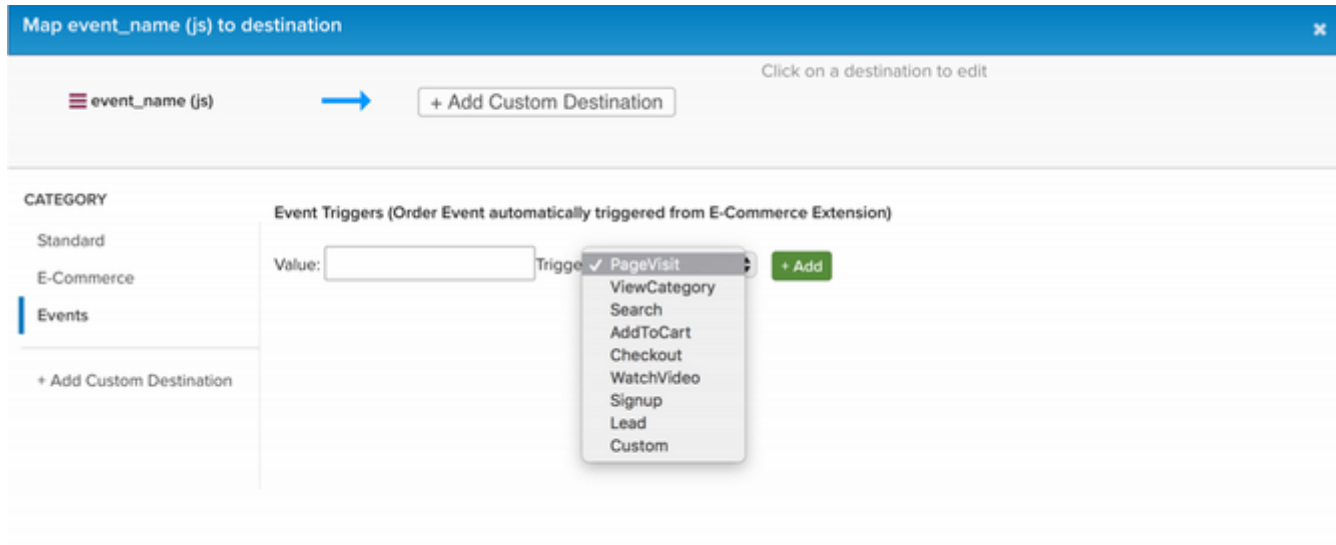
1. Select an event from the dropdown list. You may choose from the predefined list or create a 'Custom' event. For a 'Custom' event, enter a name with which to identify it.
2. In the Trigger field, enter the value of the variable being mapped.
3. To map more events, click the + button and repeat steps #1 and #2.
4. Click Apply.

The event triggers when the supplied value is found in the data layer.

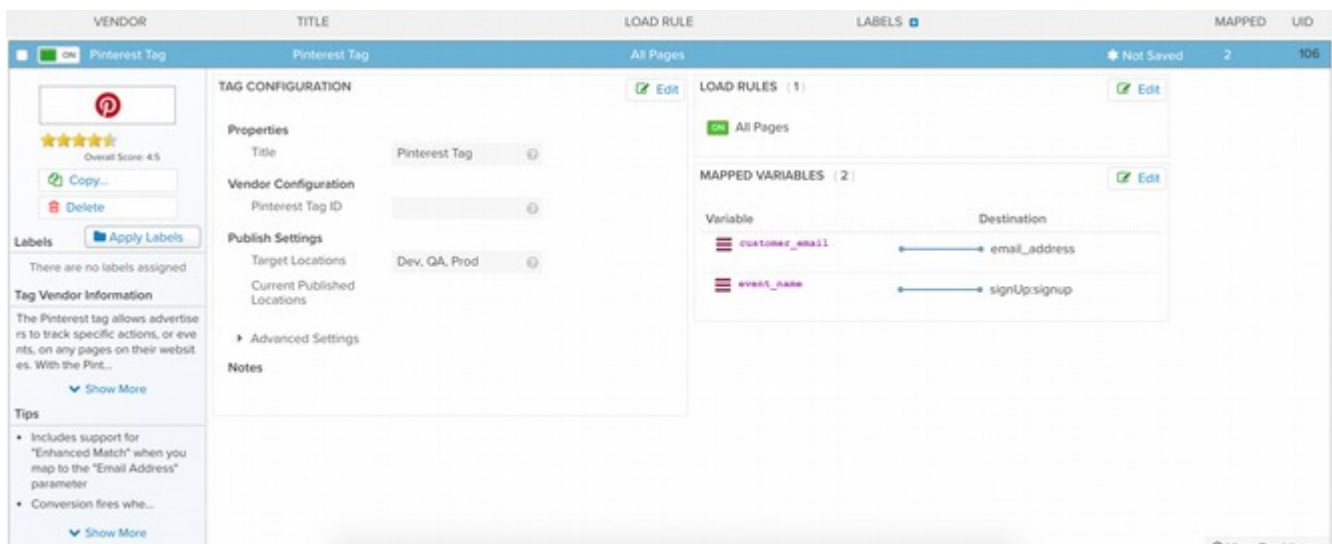
Destination Name	Description
PageVisit	Visitor has viewed the current page
ViewCategory	Visitor has viewed a category type page
Search	Visitor has conducted a search on the site
AddToCart	Visitor has added an item to their cart
Checkout *	Visitor has successfully completed a transaction
WatchVideo	Visitor has watched a video
SignUp	Visitor has signed up for your product or service

Lead	Visitor has shown interest in your product or service
Custom	Track a special event for your conversion reporting

*Checkout event is automatically triggered if an order id value is available on the page.



When you are done mapping, perform a save and publish. That's it! You have successfully set up the Tag in your profile.



[Vendor Documentation](#)
[About Pinterest Tag](#)
[Pinterest Ads Manager Guide](#)

