



Installing the Pinterest Tag on SquareSpace

Step 1: Base Code

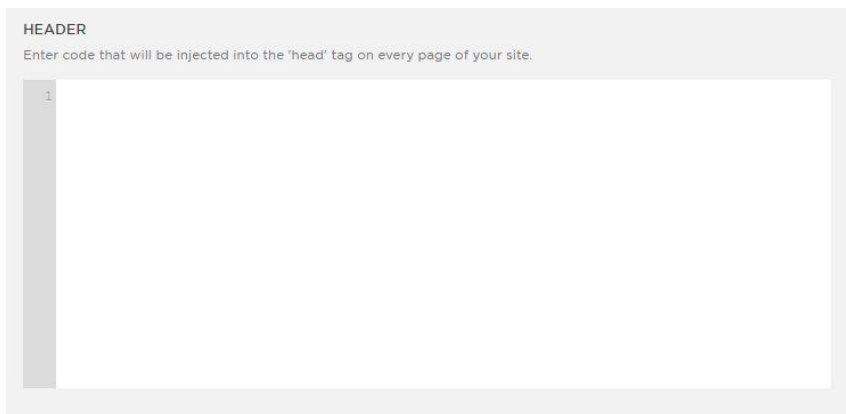
Copy the following code:

```
<script type="text/javascript">
!function(e){if(!window.pintrk){window.pintrk=function()
{window.pintrk.queue.push(Array.prototype.slice.call(arguments))};var
n=window.pintrk;n.queue=[],n.version="3.0";var
t=document.createElement("script");t.async=!0,t.src=e;var
r=document.getElementsByTagName("script")[0];r.parentNode.insertBefore
(t,r)}}
("https://s.pinimg.com/ct/core.js");

pintrk('load','YourTagID',{em:'{customerEmailAddress}',});
pintrk('page');
</script>
<noscript>

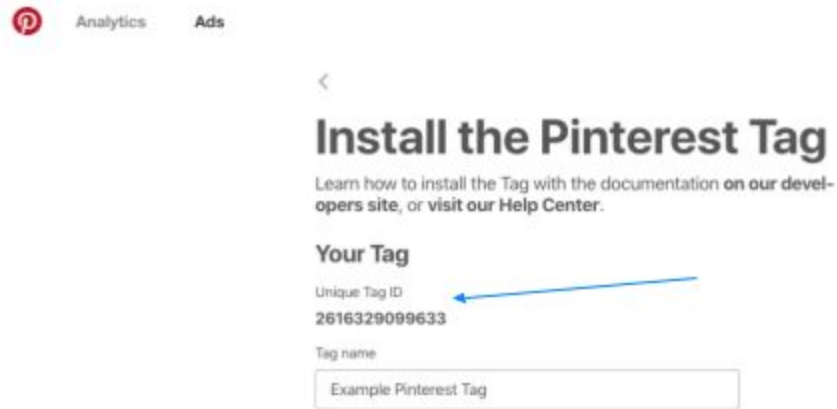
</noscript>
```

1. From your Squarespace admin, click **Settings**, then click **Advanced**, and then click **Code Injection**.
2. Paste the code in the box titled **Header**. If there is already code in this box, paste your tracking code after it.



3. Replace **YourTagID** with your own unique tag ID. You find this by:
 - o From Ads Manager: **Ads** → **Conversion Tracking** → **Generate Pinterest Tag**

- i. The unique tag ID will now be available in your conversion tracking overview and details section. **Keep in mind, you only need to create one tag for your website.**



- o The 13 digit number below “Unique Tag ID” is your tag ID. **Copy just this 13 digit number and paste it in place of YourTagID.**
4. Click the **Save** button in the top left of your Squarespace Code Injection page.

Step 2: Checkout Code

Copy the following code:

```
<script>
pintrk('track', 'checkout', {
value: '{orderGrandTotal}',
order_quantity:1
});
</script>
<noscript>

</noscript>
```

1. In the same place in your Squarespace admin (**Settings**, then **Advanced**, and then **Code Injection**), scroll down to the box titled **Order Confirmation Page**.
2. Paste the code in the box titled **Order Confirmation Page**. If there is already code in this box, paste your tracking code after it.

ORDER CONFIRMATION PAGE

Enter code that will be injected into the footer of the order confirmation page after checkout. If you'd like to pass the Order ID, subtotal, grand total, or customer email to a third party service, use the tags below in your code:

- {orderId}: The unique ID of the confirmed order
- {orderSubtotal}: The subtotal of the confirmed order
- {orderSubtotalCents}: The subtotal of the confirmed order, in cents
- {orderGrandTotal}: The grand total of the confirmed order
- {orderGrandTotalCents}: The grand total of the confirmed order, in cents
- {customerEmailAddress}: The customer's email address, as it was entered in the "Billing Info" section

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3. Remember to replace **YourTagID** with the unique tag ID that was generated in Ads Manager.
4. Click the **Save** button in the top left of your Squarespace Code Injection page.