Campaign setup

What is a campaign?
Campaigns are the highest level of organization for promoted Pins. At the campaign level, you specify your campaign objectives and select your bid type. You can also specify a lifetime spend cap to ensure you don’t overspend. For auction CPM, internal users are able to pull reach reporting at the campaign level.

What are ad groups?
Ad groups are used to organize promoted Pins that share a targeting set. Ad groups enable an additional layer of organization for better control and optimization. An ad group contains targeting, budget, bids and flight dates across a group of promoted Pins. For auction CPM campaigns, you can also set a frequency cap at the ad group level, to ensure that people aren’t overexposed to Pins within the ad group. Today, the frequency cap resets after 30 days.

What are promoted Pins?
Promoted Pins are regular Pins that you pay to show to users, to increase distribution of your message. You can promote an existing Pin that’s on one of your boards or you can create a new Pin to live on a protected board.

Pins on protected boards can be promoted (via bulk editor in Ads Manager or through a PMP), but Pinners won’t be able to discover or follow the protected board. As such, protected boards are a great option for advertisers who want to test several iterations of the same message.

What are common ways to set up a campaign?
An advertiser’s approach to how they set up campaigns often depends on how their marketing teams are organized, and where they get their funding sources. Below are some examples of how advertisers have organized campaigns:
1. **Always-on campaigns**: ad groups as targeting clusters

![Diagram of Always-on campaigns: ad groups as targeting clusters]

2. **Always-on campaigns**: ad groups as product lines

![Diagram of Always-on campaigns: ad groups as product lines]

3. **Departments or business lines as campaigns**: ad groups as seasonal initiatives

4. **Initiatives as campaigns**: ad groups as category budgets

**What are common ways to set up an ad group?**

There is no single, ‘right’ way to set up a campaign - ultimately, each campaign manager will have different preferences for how they set up their campaigns. Campaign setup doesn’t change how ads are served - we’ll continue to identify the single, eligible Pin from an advertiser’s account that is most likely to win the auction - but there are two common ways to approach set up.

**Pinterest-optimized setup:**

Use ad groups to cluster multiple Pins that share similar themes or topics, and allow the Pinterest ads algorithm to test and optimize for the top performing Pins. The definition of ‘top performing Pin’ depends on your bid type:

- If you are bidding on a CPC, we’ll automatically optimize for people who are more likely to click on your Pin.
- If you are bidding on a CPE, we’ll optimize for people who are more likely to engage (save, closeup or click) on your Pin.
- If you bid on a CPM, your Pins should be distributed fairly evenly.

This setup tends to be preferred for early testing, as it allows you to quickly learn performance trends and identify areas to further optimize. This setup and CPM bidding is also ideal if you are running a creative test or trying to get more even distribution of your Pins.

**Manual optimization setup:**

Set up a 1:1 relationship between ad groups and your Pins. While this approach creates several more ad groups, it gives you the ability to control budget and bid for each Pin. This setup is optimal if you are trying to drive conversion events beyond the click or engagement.

**Additional resources**

- [Campaign setup best practices guide](#)