Measurement

What types of measurement are available on Pinterest?

- **Brand objectives**: Brand Lift Measurement with Millward Brown
- **In-store sales**: Offline Sales Measurement with Oracle Data Cloud (Datalogix)
- **Online sales**: Online Conversion Lift studies (Pinterest Tag)

Why should advertisers utilize these solutions?

**Brand lift measurement**
If Pinners come to Pinterest to discover new content and plan for their everyday lives, Pinterest should be an ideal place to drive brand or product awareness, perception, affinity and purchase intent among an advertiser’s desired audience.

Brand Lift Measurement helps advertisers understand which of these metrics their campaigns are driving. Brand advertisers desire to measure the impact of their media investment on consumer attitudes toward their brand and typically measure this impact on digital platforms using a Brand Lift study.

**Offline sales measurement**
Our partnership with Oracle Datalogix enables us to solve this problem by linking the purchase of a product at a retailer back to campaign impression exposure. Therefore, Retail and CPG brands should run Offline Sales Lift studies to prove that Promoted Pin impressions drive offline sales.

**Online conversion lift studies**
Advertisers should leverage the Pinterest Tag to measure the incremental impact of Pinterest campaigns on online conversion activity. It provides a view into the value that we drive which isn’t visible through click and conversion data.

We use OCL measurement to prove Pinterest drives incremental conversions and that these incremental conversions can come from views, repins and close ups - not just clicks, which has been the industry standard. For example, this captures when someone closes up on a Pin -- but doesn’t click through -- and then types the product name into Google and converts.

How does each type of measurement work?

**Brand lift measurement**
Measure shifts in consumer perception (aided awareness, pin awareness, brand favorability, purchase intent, etc.) through survey respondents from exposed and control groups. This is conducted through an in-app survey and the data is presented by Millward Brown.

**Offline sales measurement**
Offline Sales Lift proves the value of Promoted Pins by comparing the online and offline purchasing behavior to quantify the offline sales impact of your Pinterest ad campaign. The purchase data for in-store sales comes from Visa transaction data and Retail SKU data, and Oracle links this data in an anonymous way with exposure to the Pinterest campaign to perform this analysis.

**Online conversion lift studies**
Online conversion lift measurement proves the incremental value of Promoted Pins by comparing the online behavior (signups or purchases) of Pinners who were exposed to a promoted Pin to that of identical pinners who weren’t exposed to that Promoted Pin. By comparing online behavior of Pinners who see messaging from the advertiser and Pinners who don’t, we can help the advertiser evaluate the impact of their promoted Pins and help quantify the return on their investment. This requires that advertisers have implemented the Pinterest Tag and that we setup a holdout group on their behalf.

Additional resources

- [Measurement best practices guide](#)