Pinterest advertising product fundamentals

Fundamental functions and features of Pinterest ad products
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5 Pinterest Tag
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Pinterest general facts

Pinterest’s mission
To help people discover and do the things they love. It’s 100 billion ideas, personalized for every Pinner so they can figure out which ideas are best for their lives.

How does the platform work?
There are two ways that people discover possibilities on Pinterest -- through their home feed and via search.

Why should brands be on Pinterest?
There is a clear alignment between the behavior that consumers have on Pinterest and the content that advertisers contribute to the platform. 75% of the possibilities that exists on Pinterest are from businesses.

Pinterest is different from other platforms.
• People come to Pinterest to plan. This behavior is unique to us.
• The mindset that people have on Pinterest is that they are open to new ideas
• The combination of this planning behavior and open mindset delivers intent. This intent is also unique to Pinterest.
• When marketers harness this intent, they are able to drive results

What are the ways advertisers can activate Promoted Pins on Pinterest?
• Though an assigned account team
• Through an assigned account team along with a Pinterest Marketing Partner (PMP)
• Through the self service Ads Manager tool

Ways advertisers can buy ads on Pinterest:
• Reserve IO - CPM: guaranteed inventory bought on a fixed CPM (video/cinematic can only be bought this way)
• Auction - CPM: sold via auction and optimized for reach and impressions
• Auction - CPE: sold via auction and optimized for Pin engagements (close-ups, saves, clickthroughs)
• Auction - CPC: sold via auction and optimized for website clicks
• Pinterest Marketing Partners are select third-party partners who offer managed and self service options for auction-based buying via our API

Pinterest selling points
175m monthly active users worldwide
100b Pins (every Pin is an idea)
80% of Pinners access via a mobile device
2b searches on Pinterest every month
76% of Pinners save items to purchase later
55% of people use Pinterest to shop and buy
Success insights

- Each Promoted Pin impression drives 5x more incremental in-store sales than ads on other platforms\(^1\)
- Pinners who engage with a brand’s Pinterest content are 12% more likely to buy in-store than Pinners who did not see that content\(^1\)
- Pinners who click on a brand’s Pinterest content are 5.8x more likely to convert online than Pinners who did not see that content\(^1\)
- Earned media generates 2x more sales lift than paid media on its own\(^2\)

Additional resources

- [Pinterest fast facts](#)

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\(^1\) Oracle Data Cloud DLX CPG ROI measurement study, 2016
\(^2\) Pinterest internal analysis, 2016
Ad formats

Pinterest offers five ad formats - Standard Promoted Pins, One-tap Promoted Pins, Promoted Video Pins, Cinematic Pins, and Promoted App Pins. Each is designed to drive a unique set of business objectives.

Standard Promoted Pins

*General availability - US, UK, CA, AUS, NZ, IRE*

This is a native format intended to look and feel just like an organic Pin on Pinterest. Use this format if the objective is to:

• Get started on Pinterest in an easy and fast way
• Test and learn what works for your brand
• Drive on platform engagement with an emphasis on earned media which is a proven driver of offline sales
• Drive online conversions with a very qualified audience (takes 2 taps to get to your website)

One-tap Promoted Pins

*Beta availability - US, UK, CA*

One-tap is designed to drive clicks to an advertiser’s website. Use this format if the objective is to:

• Drive online traffic at efficient CPCs
• Increase online conversions when using retargeting (CRM, Engager, and Website)

Promoted Video Pins

*General availability - US, UK, CA (adding AUS, NZ, IRE on 8/1/17)*

Video is a broad reach format. Use this if the objective is to:

• Drive brand lift (awareness, consideration, purchase intent) using sight, sound and motion
• Drive offline sales with sight, sound, and motion
• Drive video views

Cinematic Pins

*General availability - US, CA*

Cinematic is a custom Pinterest format that uses still images to give the appeal of motion. Use this if your objective is to:

• Drive brand lift (awareness, consideration, purchase intent) using sight and motion
• Drive offline sales with sight and motion
• Drive on platform engagement

Promoted App Pins

*General availability - US, UK, CA, AUS, NZ, IRE*

App is designed to drive mobile app installs. Use this if the objective is to:

• Drive mobile app installs for in-app purchases or bookings
• Increase install volume to impact consumer awareness and offline behavior
One-tap Promoted Pins

One-tap Promoted Pins help people take action on the ideas they’re most interested in. With just one tap, these Pins take people straight to a Pin’s original website, removing the closeup experience. Click here for a demo.

What kind of results have we seen?
- One-tap increases traffic to websites at very efficient rates.
- So far with One-tap, we’ve seen that CTRs are up 298% and CPCs are down 30-70% on average.
- One-tap also works very well at increasing conversions when using retargeting (CRM, engagement, and visitor). For these campaigns, conversions per impression are up 158% on average.

Who is it available to? It is a beta product
US, UK and CA advertisers

Campaign setup:

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Basic setup</th>
<th>Pro-tip / Best practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying model</td>
<td>CPC</td>
<td>N/A</td>
</tr>
<tr>
<td>Targeting</td>
<td>Interests, Keywords, Audiences,</td>
<td>Retargeting has the highest performance for campaigns with ROAS and CPA goals</td>
</tr>
<tr>
<td></td>
<td>Retargeting</td>
<td></td>
</tr>
<tr>
<td>Bidding</td>
<td>For traffic campaigns: Drop bids</td>
<td>Calculate your CPM (price per 1000 impressions) for both your One-tap and non One-tap</td>
</tr>
<tr>
<td></td>
<td>by 10-30%</td>
<td>campaigns. If your One-tap campaign has a higher CPM, then you can lower your bid even</td>
</tr>
<tr>
<td></td>
<td>For conversion campaigns: Drop</td>
<td>more.</td>
</tr>
<tr>
<td></td>
<td>bids by 70%</td>
<td></td>
</tr>
<tr>
<td>Creative</td>
<td>Make sure you follow our new ad</td>
<td>Use text overlays to communicate your brand’s value proposition and why a person should</td>
</tr>
<tr>
<td></td>
<td>policies on how to create a</td>
<td>click. Here is an example of a top performing One-tap Pin.</td>
</tr>
<tr>
<td></td>
<td>great landing page experience</td>
<td></td>
</tr>
<tr>
<td></td>
<td>specific to One-tap</td>
<td></td>
</tr>
<tr>
<td>Measurement Options</td>
<td>For traffic campaigns: Use</td>
<td>Use Pinterest Online Conversion Lift study to measure incremental conversion lift.</td>
</tr>
<tr>
<td></td>
<td>Pinterest standard reporting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>For conversion campaigns: Use</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pinterest standard conversion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>reporting. Make sure the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>advertiser has implemented the</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pinterest tag.</td>
<td></td>
</tr>
</tbody>
</table>

How does this format compare to other platforms?
Most ad networks and social platforms have a one-tap experience, meaning you tap once on the ad and are taken directly to the ad’s landing page. What’s unique about One-tap on Pinterest is the ability to reach a person when they are in the mindset of discovering a new idea, product, or service.
Promoted Video Pins

Pinterest Promoted Video drives inspiration to action. It has three parts (In-feed preview, Video close-up, Featured Pins). Video Promoted Pins are mobile only.

What kind of results have we seen?
- Hunter case study saw branded searches go up by 30% on Pinterest during campaign
- Lowe’s case study Results showed that exposure to video ads led to a 2x higher uptick in awareness compared to standard Promoted Pins that ran at the same time.

Who is it available to?
- Promoted Video is available to advertisers in the US and UK (note: while video can not be bought in CA and IE, those countries can be targeted).

Campaign setup:

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Basic Setup</th>
<th>Pro-tip / Best practices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Buying model</strong></td>
<td>Reservation CPM</td>
<td>Work with Pinterest team on creative options and recommendations</td>
</tr>
<tr>
<td><strong>Targeting</strong></td>
<td>Personas, Audiences, Retargeting</td>
<td>Increase likelihood to drive brand lift and offline sales by retargeting everyone who viewed your video</td>
</tr>
<tr>
<td></td>
<td>Only available on mobile</td>
<td></td>
</tr>
<tr>
<td><strong>Creative</strong></td>
<td>Promoted Video is designed to drive brand lift so make sure to include the advertiser’s logo in the first few frames</td>
<td>We found that two types of content work best: storytelling and how-to’s. Storytelling videos bring brands or products to life, while how-to videos provide guidance and instruction</td>
</tr>
<tr>
<td><strong>Measurement Options</strong></td>
<td>Millward Brown study for evaluating brand lift</td>
<td>Results are highest for users exposed to an ad between 4-7 times</td>
</tr>
<tr>
<td></td>
<td>Oracle DLX for evaluating offline sales lift</td>
<td></td>
</tr>
</tbody>
</table>

How does this format compare to other platforms?
Pinterest Promoted Video is different because of our ability to reach an audience with intent. We go beyond video views. Our video offering allows advertisers to reach people in a discovery mindset and quickly bring them down the purchase path with featured Pins below the video.

Definition of a view: Pinterest currently bills on CPM. A video view is only used in reporting. This is defined as when the video starts in the closeup (first frame loads). We define a video view in reporting as when the video started (first frame loads).
6 Big enhancements coming on 8/1 that will make video even more effective at meeting your business results:

- **New pricing:** Promoted Video can be bought through the auction on a CPM basis where you can bid to optimize reach and your CPV. Promoted Video can also be bought through our reservation on a flat CPM basis in order to guarantee impressions.

- **New feature:** All Promoted Videos will autoplay enabling more views; no need to create a custom infeed preview. If you are buying through the reservation, then you get the added benefit of having the featured Pins carousel below your video in closeup.

- **New targeting:** All Promoted Videos can use interest and keyword targeting to refine your audience.

- **New placements:** Promoted Videos will show up in people's home feeds when they are browsing or in their search results when they are looking for something more specific.

- **New buying methods:** You can buy through your Pinterest sells rep, Pinterest marketing partner, or Ads manager.

- **New measurement:** In addition to Millward Brown Digital for brand lift and Oracle Data Cloud for offline sales, you will also be able to measure how much of your ad was in view via Moat and who (age and gender) your campaign reached via Nielsen Digital Ad Ratings (mDAR) after it ran.

Here is a summary of our Promoted Video offering:

<table>
<thead>
<tr>
<th></th>
<th>Promoted Video (current)</th>
<th>Promoted Video in the auction on 8/1</th>
<th>Promoted Video in reservation on 8/1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Feature</strong></td>
<td>Infeed preview + click to play video with sound in closeup + featured Pins carousel beneath video</td>
<td>Autoplay video infeed + video with sound in closeup</td>
<td>Autoplay video infeed + video with sound in closeup + featured Pins carousel beneath video</td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>$12 CPM</td>
<td>Variable</td>
<td>$12 CPM</td>
</tr>
<tr>
<td><strong>Targeting</strong></td>
<td>Personas, Audiences and Retargeting</td>
<td>Interest, Keyword, Audiences and Retargeting</td>
<td>Interest, Keyword, Audiences and Retargeting</td>
</tr>
<tr>
<td><strong>Placement</strong></td>
<td>Home feed</td>
<td>Home feed, Search and Related Pins</td>
<td>Home feed, Search and Related Pins</td>
</tr>
<tr>
<td><strong>Buying method</strong></td>
<td>Reservation via Pinterest sales team</td>
<td>API via Pinterest Marketing Partner or self serve via ads manager</td>
<td>Reservation via Pinterest sales team</td>
</tr>
<tr>
<td><strong>Measurement</strong></td>
<td>Millward Brown, Oracle Data Cloud</td>
<td>Millward Brown, Oracle Data Cloud, Moat, Nielsen Digital Ad Rating post campaign</td>
<td>Millward Brown, Oracle Data Cloud, Moat, Nielsen Digital Ad Rating post campaign</td>
</tr>
</tbody>
</table>
Promoted App Pins

Advertisers who work with Pinterest and any one of our five mobile measurement partners can promote their mobile apps via a Promoted App Pin ad format and report downstream installs.

What kind of results have we seen?
- We’re seeing that 70% of advertisers hit their cost-per-install (CPI) objectives and are able to scale (source: internal data)
- We’ve seen strong performance particularly in the following verticals: e-commerce, health & wellness, personal finance and certain casual gaming segments.

Who is it available to?
Promoted App Pins are available to advertisers in all markets using Ads Manager, Bulk Editor and PMPs. Promoted App Pins require a mobile measurement partner (MMP) to track attributed installs from Promoted App Pins. Pinterest has integrated with the following:
  - Adjust
  - AppsFlyer
  - Apsalar
  - Kochava
  - TUNE

Campaign setup:

<table>
<thead>
<tr>
<th>Tactic</th>
<th>Buying Model</th>
<th>Pro-tip / Best practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buying model</td>
<td>Can input target CPI, but billed on a CPC basis.</td>
<td>Install-optimized model automatically predicts Pinners most likely to download an advertiser’s app</td>
</tr>
<tr>
<td>Targeting</td>
<td>Actalikes, Interests, Keywords, Audiences, Retargeting</td>
<td>Use Actalike targeting based on the highest value existing users</td>
</tr>
<tr>
<td>Bidding</td>
<td>Bid at or slightly above your target CPI</td>
<td>• Set up 2 campaigns (1 for iOS and 1 for Android)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Set up ad groups within each that separate targeting by Keyword, Interest, AAL, etc.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Pins: 1 pin per ad group</td>
</tr>
<tr>
<td>Creative</td>
<td>Highlight a benefit of the app or why a Pinner would download it</td>
<td>• Short succinct value proposition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Large text overlays so it’s easier to read in-grid on mobile</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• In-app screenshots on phone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• iOS OR Google Play badge</td>
</tr>
<tr>
<td>Measurement Options</td>
<td>Total installs including click-through and view-through attributed installs</td>
<td>App advertisers typically refer to their MMP dashboards as the source of truth. If they’re open to it, get a login to their MPP to verify numbers.</td>
</tr>
</tbody>
</table>
How does this format compare to other platforms?
App install campaigns are generally measured on a cost-per-install basis ("CPI") which is based on the lifetime value ("LTV") of a source of traffic.

Early advertisers have reported that Pinterest has a higher LTV than other platforms because Pinners are more likely to take in-app actions such as sign-ups and purchases.

Promoted App resources
• Best practices
Targeting

Showing ads to the right people is key to helping advertisers reach their goals. It’s also a key differentiator for Pinterest as we help advertisers target Pinterest users based on the unique consumer behavior and intent we see on the platform.

Targeting using Pinterest data

**Interests** - Reach people based on the interests they express in interactions with content on Pinterest. By targeting interests, you can reach Pinterest’s audience based on their mindset across over 400 expressed interest segments.

One common use case for interests is expanding your audience with users whose interests are related to but not directly reflected in your Pin content. For example, you can use interest targeting to promote home equity loans to people looking for home remodel ideas. When doing so, ensure Pins speak to relevant interests. Relevant content is important for a positive user experience and to drive improved ad performance.

**Keywords** - Reach people based on their search behavior and related interests. By targeting keywords, your Pins can show up contextually in search results and related Pins. Keyword-targeted campaigns also serve in home feed by expanding to include interests related to keywords and other targeting.

There is no ‘right’ number of keywords to include (as this varies greatly depending on your goals, keywords chosen, pin content, and other factors) but keep in mind that the keywords you choose will affect both scale and performance. Many advertisers choose to group keywords by theme, and we recommend testing both head and long-tail terms to maximize efficiency and coverage.

**Personas** - For reserve campaigns only, we offer Persona targeting, which offers the ability to target campaigns to 40 predefined interests and 4 key life stages.

Demographic and device targeting

You can refine your audience further by layering on the following targeting:

- **Location** - Targeting at the country and DMA level. We do not currently offer targeting by state or territory.
- **Device** - Target based on web, mobile web, iPhone, iPad, Android phone and Android tablet.
- **Language** - Target based on user’s selected language for Pinterest
- **Gender** - Target male, female, or users with unspecified genders. Note that “unspecified” comprises a small audience of people who didn’t select a gender when they signed up.

Targeting using advertiser data

**Customer list** - Bring your valuable first party data to Pinterest to reach or exclude existing customers in your Pinterest campaigns. Other common strategies include targeting high value customers, reactivating churned customers, and focusing customer acquisition efforts on net new customers. This is has a variety of names in the industry including CRM, Database, Custom Audiences (Facebook), Tailored Audiences (Twitter), and Customer Match (Google).

To activate a customer list campaign, advertisers must provide email addresses and/or mobile ad IDs (MAIDs) either through upload into the Audiences tab in Ads Manager or by uploading data to a PMP or through an approved third party data onboader (which includes LiveRamp, Epsilon, Experian, mParticle, Krux, Neustar).

Once an audience is uploaded, data will be processed within 24 hours. Match rates are dependent on the overlap of the advertiser’s customer list with Pinterest user data, and does vary significantly. Match rates typically fall within industry standards (30-50%).

We adhere to the strictest security standards for customer data and accept hashed customer files (SHA1, SHA256, MD5). We only use original hashed lists for matching and delete them within 24 hours once this process is complete. We treat targeting lists as strictly confidential.
Visitor retargeting - Retarget website visitors and build dynamic, high performing audiences. Encourage browsers to make a purchase, purchasers to become repeat buyers, or lapsed customers to rebuy. In the industry, this is also known as “Remarketing” (Google), “Website Custom Audiences” (Facebook), and simply “retargeting” (Criteo, Adroll, Quantcast).

How it works:
Visitor retargeting uses the Pinterest Tag to send events to Pinterest when people take a specific action on a website. Pinterest then matches user segment(s) to Pinterest users and creates targetable audiences in Ads Manager or via PMPs. We offer 9 primary event types that will appear in conversion reporting, but advertisers can create unlimited additional custom-defined events for targeting.

**Engagement retargeting** - Engagement retargeting identifies people who have already interacted with an advertiser’s content on Pinterest. By applying Pinterest engagement data, you can more effectively target people who are already interested in the advertiser’s brand and drive them to action.

You can target people who have clicked, saved, closeup-ed, liked, commented or watched a video. We provide the granular ability to target specific Pins and behaviors but be careful that overly-specific targeting doesn’t restrict delivery.

To activate, advertisers must have confirmed their website and have Pins with engagements (either from ads, organic content, or content that Pinners saved from their website).

**Actalikes**
Actalike targeting helps advertisers reach even more people who are similar to an existing “seed” audience. This lets advertisers find more people like their best performing customers or people that are positively responding to their campaigns.

Across the industry, Facebook offers a product like this called “lookalike” targeting, which is based primarily on demographic data. Google offers “similar audiences” which is based on browsing activity. Pinterest's offering, actalikes, is created from the actual behavior that people do on the platform — commonalities between what people are pinning, browsing, searching for, and more.

You can create an actalike audience from any audience type (engagement, visitor retargeting, or customer list). When you do that, you will also choose the size of your actalike audience as a percent of the Pinterest user base. Note that you’re making a tradeoff between a very similar audience at 1% and a very large audience at 10%, so test what works best for the advertiser based on their objectives.

**Where ads appear**
The table below outlines where ads are placed, depending on the targeting. If you use multiple targeting types, they’re applied on top of one another (“AND”), which will further reduce the size of your possible audience.

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Home feed</th>
<th>Search &amp; related</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interests</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Personas</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Keywords</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Demographic and device</td>
<td>✓</td>
<td>If also targeting keywords</td>
</tr>
<tr>
<td>Customer list</td>
<td>✓</td>
<td>If also targeting keywords</td>
</tr>
<tr>
<td>Visitor retargeting</td>
<td>✓</td>
<td>If also targeting keywords</td>
</tr>
<tr>
<td>Engagement retargeting</td>
<td>✓</td>
<td>If also targeting keywords</td>
</tr>
<tr>
<td>Actalikes</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Search Ads Alpha</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

**Targeting availability**
The table below outlines which targeting options are available for auction and reservation campaigns.

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Auction</th>
<th>Reserve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interests</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Personas</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Keywords</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>
### Targeting

<table>
<thead>
<tr>
<th>Targeting</th>
<th>Auction</th>
<th>Reserve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demographic and device</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Customer list</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Visitor retargeting</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Engagement retargeting</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Actalikes</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

### Additional resources

- [Audience targeting guide](#)
- [Targeting best practices guide](#)
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 set up tends to be preferred for early testing, as it allows you to quickly learn performance trends and identify areas to further optimize. This set up 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](#)
The Pinterest Tag

What is the Pinterest Tag?

The Pinterest Tag is a piece of code (javascript preferred, no-script version is available) that advertisers add to their website to help track visitors and the actions they take.

The Pinterest Tag and the process to implement it are very similar to Facebook and Twitter’s version of conversion tracking. The Pinterest Tag is compatible with all tag managers and we show a ‘verified’ status in the UI when we record the first conversion event to let you know that there has been activity recorded.

Good to know: If advertisers have the old conversion tag implemented (the tag was a no-script, image tag), they could only create and track up to 4 different types of conversions (page visits, signups, checkouts and custom). Advertisers should update this version of the tag with the updated Pinterest Tag.

Why is this important to advertisers?

The Pinterest Tag is important for two reasons:
1. It allows advertisers to understand the impact of their promoted Pins. The Pinterest Tag enables us to report on conversions that occur as a result of seeing or engaging with their promoted Pins.
2. It allows advertisers to create granular audiences from visitors to their website that they can retarget on Pinterest. In addition to being able to target more effectively, advertisers have the ability to customize their messaging so it is more relevant to their audience.

How does it work?

Tracking

There are two parts to the Pinterest Tag: the base code and the event code.
• The base code is required to track measurable events and should be added to all pages in your domain.
• The event codes track specific actions that occur on an advertiser’s site (as a result of a promoted Pin or organic Pin) and should be placed on the pages where the specific events occur. For example, the ‘viewcategory’ event should be added on category pages, the ‘checkout’ event should be placed on your order confirmation page and should be placed on the page so it loads after the base code.
• There is also the ability to pass additional data (event data) in the event codes. For example, ‘item price’, ‘product id’, ‘order value’, etc. This can be used to create more granular audiences for retargeting. For checkout conversions events, we also report on ‘order value’ and ‘order quantity’ to help you calculate return on ad spend and average order value.

When an advertiser’s page loads, the Pinterest Tag fires and lets us know that an event has occurred. We then look to see if there were any engagements (views, close ups, saves or clicks) on any of their promoted Pins preceding the conversion event. If so, that event gets counted as an attributed conversion and will be reported on when you pull a conversion report as long as the conversion occurs within the attribution window you’ve specified.

The Pinterest Tag loads asynchronously, meaning it won't interfere with or slow down the advertiser’s site while it loads.

Reporting

You can pull conversion reporting to understand the impact of an advertiser’s promoted Pins. In conversion reporting, you have the option to pull different attribution windows to understand how performance looks across each window. We recommend a 1-day view, 30-day click and 30-day engagement window as this best represents the planning mindset of the Pinner.
We default to reporting on conversions on the day the action on Pinterest happened, rather than at the time the conversion occurred. For example, assuming you’re looking at a 30/30/1 (click/engagement/view) window, if on day 1, a Pinner clicks through to the advertiser’s site, but doesn’t purchase until day 29, we’ll show that conversion as being tied to the advertiser’s spend on day 1.

We currently report conversions on the day of the conversion event through API-only, which is preferred for many retailers. Additionally, we only attribute conversions once, so we won’t double-count conversions if multiple Pinterest action occurs. For example, assuming the same 30/30/1 attribution: if a Pinner saves your Pin, then clicks and then purchases, we’ll attribute that purchase to only one of those Pinterest actions (always prioritizing the click, then the save or closeup, and then view, for a given attribution window).

For this reason, it’s important to pull historical reports to make sure you capture conversions that occur over a longer attribution window.

Targeting
The Pinterest Tag allows advertisers to set up visitor retargeting in Audience Manager. For more details, see the Targeting section.

Additional benefits of the Pinterest Tag

Cross device reporting
Understand how people move from device to device, and understand how people engage with an advertisers content, and where they ultimately convert. This is essential for understanding overall performance as nearly 80% of Pinterest usage is on mobile today, but people tend to convert at a higher rate on desktop.

Track conversions beyond the click
The Pinterest Tag enables you to tie conversions back to impressions and clicks as well as attribute conversions to unique signals of intent such as saves and closeups. These actions are strong signals of consideration and demonstrate the influence an advertiser’s Promoted Pins can have.

1. Impressions drive incremental conversions:
   • Pinterest is a high-intent platform – people come to Pinterest looking for ideas. The visual nature of Pinterest drives influence without requiring subsequent actions.
   • On average, we see an incremental 5-10% lift in online purchases from people who were exposed to a Promoted Pin (but didn’t necessarily click or engage) compared to people who didn’t.
2. Saves and closeups indicate a higher propensity to convert:
   • Pinners who save or closeup on a Pin are more likely to sign up for a service and more likely to purchase. (source: internal Pinterest data 2016)

Best practices for attribution on Pinterest

1. Pinners declare their intentions early. Evaluate performance against a longer attribution window (30 day recommended) to help capture the planning mindset
2. Pinterest is a high intent platform. Views of Promoted Pins drive thoughtful consideration and influence for your brand. Saves and closeups are unique actions that signal a higher likelihood to convert.
3. Pins last forever, driving earned efficiencies:
   • Not only do Pinners help spread the word when they save Pins, they generate free impressions and subsequent conversions for an advertiser
   • Unlike social networks, where content expires within hours, the shelf-life of a Pin is considerably longer. Pins live in perpetuity, and continue to drive engagement and action to an advertiser’s site even after campaigns have ended.
   • Pull historical reporting to get the full value of an advertiser’s Promoted Pins campaigns
When should advertisers implement the Tag?

All advertisers should implement the Pinterest tag as it unlocks targeting and tracking functionality for any actions that occur on their site after a view, closeup, save or click. Today, the Pinterest Tag helps you track up to 9 different types of events, including: page visit, view category, search, watch video, add to cart, lead gen, signup, checkout and custom events.

Additional resources

- [Pinterest Tag implementation guide](#)
- [Pinterest Tag troubleshooting guide](#)
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.

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](#)