

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:
 - Pinner 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. Pinner 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 Pinner 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](#)