

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 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 onboarder (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 Pinner 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.

Targeting	Home feed	Search & related
Interests	✓	
Personas	✓	
Keywords <i>Keywords show in Home Feed based on related interests</i>	✓	✓
Demographic and device	✓	✓ <i>If also targeting keywords</i>
Customer list	✓	✓ <i>If also targeting keywords</i>
Visitor retargeting	✓	✓ <i>If also targeting keywords</i>
Engagement retargeting	✓	✓ <i>If also targeting keywords</i>
Actalikes	✓	✓ <i>If also targeting keywords</i>
Search Ads ^{Alpha}		✓

Targeting availability

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

Targeting	Auction	Reserve
Interests	✓	
Personas		✓
Keywords	✓	

Targeting	Auction	Reserve
Demographic and device	✓	✓
Customer list	✓	✓
Visitor retargeting	✓	✓
Engagement retargeting	✓	✓
Actalikes	✓	✓

Additional resources

- [Audience targeting guide](#)
- [Targeting best practices guide](#)