Set up your campaign for success

Since the auction's always changing, it's a good idea to test and learn from things you try. Here are some best practices and other things to consider.

Campaign structure

With different personal preferences and resources, there's no correct way to set up a campaign—you should decide what feels right for you! That said, here are some structures we'd suggest:

One campaign, one Pin

- This gives you more control over optimization, since the budgets are set at the campaign level
- Reporting may be more streamlined, since there aren't as many layers to review
- Delivery's still based on bid and creative relevance

One campaign, multiple Pins with the same target

- Our system selects the top performing creative to compete in the auction
- This is a great structure for A/B testing creative
- Not all Pins will be treated equally—it's possible that if a Pin's constantly being outperformed by other Pins, it'll have a very small distribution

Creative and targeting

Keep in mind that regardless of which structure you choose, there's no frequency cap in the auction. This means you should be thoughtful about creative and targeting, so you don't show Pinners the same Pins over and over.

With your Promoted Pins, you choose from two different ad formats. **Standard Pins** are a beautiful, native way to reach your audience. **Rich Pins** provide extra details right on the Pin to make them more useful.

As you're making your creative, here are some guidelines to consider:

- **Showcase multiple products:** Display a wide range of styles to attract Pinners with different tastes
- **Add a detailed description:** Add extra details and a clear call-to-action
- **Add branding and text overlay:** Tasteful branding show Pinners you're trustworthy, and text makes your Pin more helpful

A few tips for your terms:

- **Add 20-30 terms per Pin:** This helps us show your Pin to the right audience in the right place.
- **Try broad *and* specific terms:** Broad terms let you cast a wide net and drive more volume—they help make sure you stay top of mind. Specific terms may not have as wide a reach, but they usually do a better job of getting someone's attention when they're ready to act.

See how your Promoted Pins are doing

Use conversion tracking to tie actions that people take on your site back to a Pinterest action.

- Track four types of conversions: page visits, signups and checkouts, or set your own custom action
- Customize attribution windows for three different types of activity on Pinterest: views, clicks, and repins and closeups
- With cross device reporting, see the path that Pinners take when they convert on your site