

Promoted Pins conversion tracking

LEARN THE BASICS

Want to see how your Promoted Pins are doing? With conversion tracking, you can tie actions that people take on your site back to an action that they took on Pinterest, and quantify the impact of Promoted Pins.

- **Conversion types:** Track page visits, signups and checkouts, or set your own custom action
- **Pinterest actions:** Tie conversions to views, clicks, or repins and closeups on your Promoted Pins
- **Attribution window:** Track conversions that happen within 1, 7, 14, 30 or 60 days of a Pinterest action

The conversion tag will record each time a desired action takes place. You can also choose to pass back order value and quantity, to help you make optimizations for your campaigns based on meaningful metrics, such as return on ad spend.

SET UP A CONVERSION TAG

To get started, all you need to do is add a simple bit of code to your webpages:

1. Go to **Ads**, then **Conversion tracking** in the Pinterest Ads Manager
2. Name your tag, select a conversion type and choose an attribution window for each Pinterest action
3. Click **Create tag** then copy the code
4. On any page where you want to track conversions, paste the code before the closing body tag or in an existing container tag. (If you use the same code on multiple pages, your report will show the sum of all those conversions). If you're interested in tracking order value and quantity, set up your tag to dynamically return those values.

It's a good idea to try the conversion you're tracking to check if everything's working. Your tag will be verified once you've gotten a conversion—it may take 24 hours for your status to update. Check the source code in your browser to see if the conversion fired.

ANALYZE YOUR CONVERSION DATA

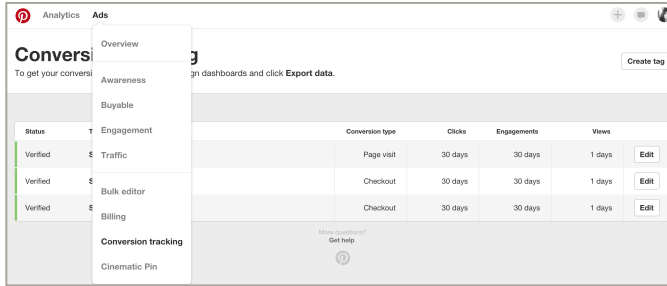
To find your conversion data, click **Spend** in the Pinterest Ads Manager. This is where you'll find info about your conversions at the campaign, Pin and term targeting levels.

- **See conversions by conversion type and Pinterest action** by clicking **Export**. We'll give you a detailed CSV with all the data.
- **Get cross-device tracking** by exporting your data at the campaign level. You'll know which device Pinners first engaged with your Pin and which device they converted on. This helps you understand the path that Pinners take (and we track real, logged in Pinners!).
- **If multiple Pinterest actions happened** before the conversion, we'll attribute the conversion to the most recent action (in this order): clicks, repins and closeups, views

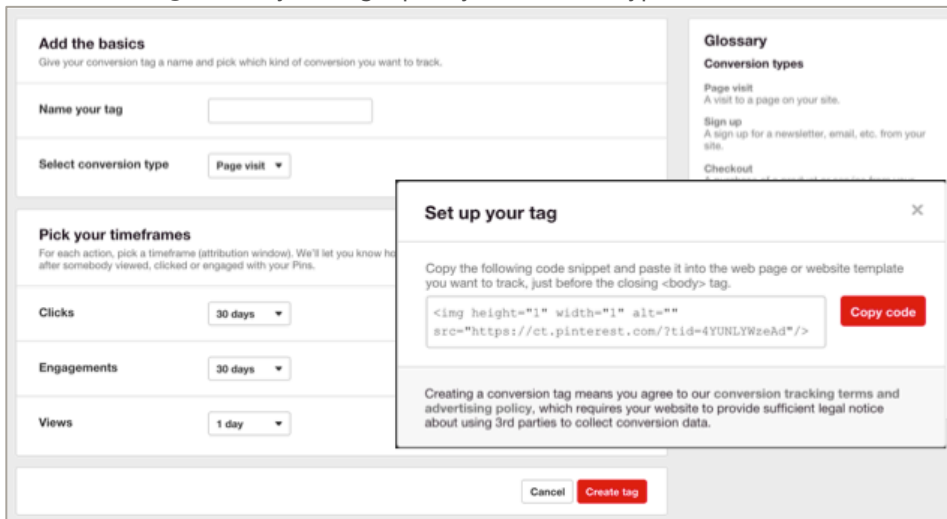
TIPS AND TRICKS

- Use custom conversion tags when you want to track different paths for the same conversion. For example, you might want to use the signup tag to track signups for the landing page, and use the custom tag to track signups that happen within the purchase flow.
- People use Pinterest to plan things over a period of time, so set a 30 day or 60 day attribution window.
- Pull a rolling 30-60 day report, to account for conversions that occur later because Pinners are planning things over a period of time. We also record the conversion on the day the Pinterest action happened, not the day the conversion occurs, so the longer timeframe helps capture the full impact of your Promoted Pins.
- When you calculate effective cost per action (eCPA), include conversions from repins and closeups, since those are strong signals of intent. Make sure to also calculate your eCPA over a longer timeframe, because Pins last forever and will continue driving conversions even after your campaign has ended.

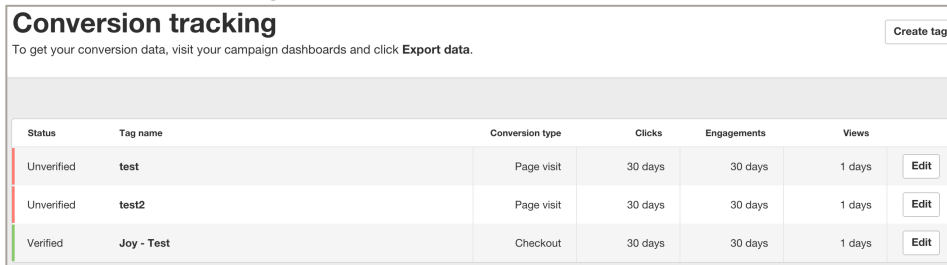
How to get started: Go to **Tools**, then **Conversion tracking**, or visit ads.pinterest.com/conversion_tags



Create the tag: Name your tag, specify conversion type and set attribution windows for each action



Tag status: Once a tag has been created, check the status on the left side



Reporting: You can find conversion reporting in the **Spend** tab, or if you export your data

