Use Promoted Pins to reach new customers and grow your business
What’s inside

1 Getting started

2 Creating & editing Promoted Pins
   2 Create a campaign
   3 Pick a Pin to promote
   4 Add targeting details
   5 Set your bid
   6 Edit a campaign
   7 Edit a Promoted Pin

3 Tracking conversions
   8 Overview
   9 Get your code
   10 Add the conversion tag to your site

4 Reporting & optimizing
   11 Overview
   12 Understand the summary dashboard
   13 Reporting by campaign type
   15 Metrics glossary
1. Getting started

We're excited you want to start advertising on Pinterest!

The Pinterest Ads Manager helps you create Promoted Pins. Promoted Pins are regular Pins that you can pay for so that more of your desired audience sees them. They’re great for getting your products and content in front of more people in the most relevant places on Pinterest.

A few things you should know

- You need a business account to use Promoted Pins. Sign up or convert your existing account to get access.
- Right now, you can only promote Pins from your profile, so make sure to add Pins and boards before you start.
- To access the Pinterest Ads Manager, visit your profile or just bookmark ads.pinterest.com.
2. Creating & editing Promoted Pins

Create a campaign

Campaigns help you organize your Promoted Pins, kind of like boards on Pinterest.

You can create campaigns for different seasonal moments, product lines or to promote the same Promoted Pin with different targeting. You can manage your budget, start and end dates at the campaign level.

Ready to create your first Promoted Pin campaign?

1. Click the Promote button
2. Select your goal
3. Enter your campaign details
   a. Name your campaign
   b. Select campaign dates (the end date is optional)
   c. Add your daily budget (Note: this is not the same as your bid – this is the most you want to spend on your campaign in a single day)

HERE’S A TIP

Organize Pins with the same target under one campaign – our system will optimize and show the best-performing Pins more often. Or, set up one Pin per campaign if you want full control over optimization.

About campaign goals

Choose the campaign goal that best reflects the actions most important to your business. The goal you pick for your campaign determines how your Pins get promoted.

Engagement: Pay only when people engage with your Promoted Pin (closeup, repin or click)

Traffic: Pay when people click on your Promoted Pin to visit your website
Pick a Pin to promote
Finding the right Pin: Remember, right now you can only promote Pins that are already on your boards.

- If you know which Pin you want to promote, you can search your Pins by Pin ID, URL or keyword
- Or, you can filter for your most clicked or repinned Pins in the last 30 days (promote Pins that are already doing well so you can reach even more people)
Add targeting details
Tell us who you want this Promoted Pin to reach.

1. Terms
Add terms that accurately reflect your products and/or brand.
Think about terms your audience is likely to search for when looking for your content.
   - We’ll make a few suggestions for your Pin based on popular searches – add these terms by clicking the + button
   - When you add terms, you’ll also see a list of related terms
   - If you already have a list of terms, you can import them all at once
   - Once a term has been added, you’ll see them populate in the summary on the right

2. Locations
   - Defaults to All U.S. Locations
   - You can select All Canada or metro areas (US and/or Canada) by selecting ‘pick specific locations’
   - If you want to target U.S. and Canada, you can select both countries under ‘pick specific locations’
   - You can also select a combination of country and metros (Example: All U.S. + Quebec or All Canada + Anchorage)

3. Languages
   - Defaults to All languages
   - You can select specific languages

4. Devices
   - Defaults to All devices
   - You can select specific devices

5. Genders
   - Defaults to All genders
   - Unspecified means people didn’t select a gender when they signed up

HERE ARE SOME TIPS
   - Try and target at least 20-30 terms per Pin for greater coverage
   - Uncheck Clear all before selecting the locations or languages you want.
Set your bid
A bid tells us what’s the most you’d like to pay per desired action on Pinterest (click, engagement). You should bid what that action is worth to you.

Once you enter a bid, you’ll see bid guidance. This guidance is based on the targeting you’ve selected. It helps you understand how other advertisers are bidding against similar targeting. You can adjust your bid or targeting criteria to remain competitive.

Double-check your Promoted Pin
Take a look at the right column for a summary of your Promoted Pin, including the campaign run dates, budget, bid and targeting details.

Edit your Pin
- **The Pin description**: This is a global change that adjusts your description on the Pin in your profile, as well as any other promotions of this Pin
- **The destination URL for your Promoted Pin**: This only changes the destination URL for this Promoted Pin, in case you want to add any special tracking parameters

**Most common reasons why Pins don’t get approved**
- Irrelevant targeting
- Excessive hashtags
- Promotional material
- Excessive symbology
- Price in Pin description
- No content on destination landing page
- Calls to action in the Pin image
### Send Promoted Pins for review
- Once you promote your Pin, it will be reviewed to make sure it follows our [ad policies](#).
- It can take up to 24 hours for approval.
- We’ll notify you if a Pin wasn’t approved (by email and in the Ads Manager).
- If you add new terms or change the Pin description of your Promoted Pin, it may end up back in the review queue.

### Edit a campaign
You can edit a campaign’s name, end date or daily budget. You can also pause a campaign at any time. Just click **Edit campaign** on the top-right of the campaign reporting page.

<table>
<thead>
<tr>
<th>Campaign name</th>
<th>Fall Q4 Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Start and end dates</td>
<td>11/29/2014 – 10/31/2015</td>
</tr>
<tr>
<td>Daily budget</td>
<td>$700.00</td>
</tr>
<tr>
<td>Pause campaign?</td>
<td>No</td>
</tr>
</tbody>
</table>

[Learn more about how budgets work.](#)
Edit a Promoted Pin
Click on the Pin you want to edit. Click **Edit Promoted Pin**, and you’ll land back on the targeting screen. *(Note: if you edit targeting or the description, the Promoted Pin may go back through the review process.)*

![Image of Pinterest dashboard]

**Edit your Promoted Pin**

**Categories**

- Select a category
- Popular
- Promotions

**Set up billing**
You’ll be asked to set up your billing info the first time you promote a Pin. To update those details and see how you’ve been charged, you can visit **Billing** under the **Tools** menu.

- See what card you have on file
- Understand when you were charged, what campaigns you were charged for and what card was charged
- Edit your billing information

![Image of Billing settings and history dashboard]

**Billing settings and history**

<table>
<thead>
<tr>
<th>Date</th>
<th>Amount</th>
<th>Payment Method</th>
<th>Campaign</th>
<th>Description</th>
<th>Amount</th>
<th>Payment Method</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/4/2015</td>
<td>$900,000</td>
<td>{Payment Method}</td>
<td>1 campaign running from 10/01/2015 to 12/1/2015</td>
<td>Jay Thomas</td>
<td>$100.00</td>
<td>{Payment Method}</td>
</tr>
<tr>
<td>12/18</td>
<td>1287</td>
<td>{Payment Method}</td>
<td>Spring Fashion</td>
<td></td>
<td>$1,204.80</td>
<td>{Payment Method}</td>
</tr>
<tr>
<td>12/18</td>
<td>1287</td>
<td>{Payment Method}</td>
<td>Spring Fashion, Charcoal Skirt</td>
<td></td>
<td>$120.00</td>
<td>{Payment Method}</td>
</tr>
<tr>
<td>12/18</td>
<td>1287</td>
<td>{Payment Method}</td>
<td>Spring Fashion, Spring Sale, Prada Summer Dresses Campaign -2 more</td>
<td>Jay Thomas</td>
<td>$85.00</td>
<td>{Payment Method}</td>
</tr>
<tr>
<td>12/18</td>
<td>1287</td>
<td>{Payment Method}</td>
<td>Spring Fashion, Prada Dress</td>
<td></td>
<td>$2,000.95</td>
<td>{Payment Method}</td>
</tr>
<tr>
<td>12/18</td>
<td>1287</td>
<td>{Payment Method}</td>
<td>Spring Fashion, Spring Sale</td>
<td></td>
<td>$982.20</td>
<td>{Payment Method}</td>
</tr>
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</table>
3. Tracking conversions

With conversion tracking, you can understand how your Promoted Pins are performing and what they’re doing for your business. A conversion is when someone does something on your website, like sign up for your newsletter or buy a product. Track your Promoted Pins to see how they’re affecting conversions with a conversion tag, a simple bit of code that you add to your web pages.

You can track conversions that result from 3 types of activity on Pinterest and adjust the attribution window for each type of Pinterest action:

- **Clicks**: When someone on Pinterest clicks your Pin and goes to your site (leaving Pinterest)
- **Repins + closeups**: When someone repins your Pin or clicks to see it close-up (staying on Pinterest)
- **Views**: When somebody sees your Pin on a Pinterest feed

You can also view existing tags to see whether or not they’ve been verified (have been implemented and fired correctly) and make any changes as well.

**HERE'S A TIP**
We tie conversions back to the day the Pinterest activity occurred, not the day the conversion occurred.
1. Click on Conversion tracking under the Tools menu
2. Fill out some basic info, like what you want to name your tag and the type of conversion you want to track
   - **Page visit:** A visit to a page on your site
   - **Signup:** A sign up for a newsletter, email, etc. from your site
   - **Checkout:** A purchase of a product or service from your site
   - **Custom:** An action that doesn’t fall into one of the other conversion types
3. Choose a timeframe (attribution window) for the different actions
4. Copy the bit of code at the bottom of the page

**HERE’S A TIP**
We default to 1 day (views) and 30 day (repins and closeups, clicks), but we recommend choosing the longest attribution window you can accept because Pinners are sometimes planning purchases months in advance.
Add the conversion tag to your site

- Once you’ve created the code, add it to your website. If you have a website developer, you may want to ask for their help.
- Paste the copied code just before the closing <body> tag (or in an existing container tag) on any page where you want to track conversions. For example, if you want to track purchases, you should put the code on your order confirmation or thank you page.

Check cross-device reporting
Cross-device reporting is available for conversion tracking only. While most people use the Pinterest mobile app, mobile checkout experiences aren’t great, so a lot of conversions still happen on desktop. We can map the Pinner’s path to purchase for you with cross-device reporting. For example, a Pinner might interact with a Pin from mobile and visit your website later from their desktop computer. If you use conversion tracking, you can see this journey. Cross-device reporting allows you to understand where Pinners engage and where they convert—something you can’t track using other tools.

HERE’S A TIP
Editing your existing tags only applies to future tracking.

Optimize conversion tracking

- People use Pinterest to plan for their future projects and purchases, so you can select a longer attribution window that captures this future intent
- Data shows people who repin or closeup on a Pin are more likely to convert, so don’t skip out on tracking those
- Pull historical reports to capture earned downstream and latent conversions
- Use cross-device reporting to better understand the Pinner path
4. Reporting & optimizing

A day or two after your campaigns start running, the Pinterest Ads Manager will update so you can get daily performance data from your Promoted Pins (Note: All data is tracked in UTC). This section will teach you how to interpret this data and optimize your campaigns to drive better results.

What do all these metrics mean?
At the end of this guide, you’ll find a glossary of all our metrics. At a high level, we report on paid and earned metrics. Paid metrics are all of the views and engagements you get from your Promoted Pins in search results, category feeds and on the home feed. Earned metrics capture the value you get when someone repins your Promoted Pin, distributing your content to their own followers. Earned values help you see the return you get from Promoted Pins. Since Pins last forever, you’ll see earned engagement long after your campaign is over. This extra value can help you drive down CPCs and CPEs over time.

HERE’S A TIP
Check the Pinterest Ads Manager daily to see how your Promoted Pins are doing. Data updates every 24 hours.
Understand the summary dashboard

The summary dashboard provides an overview of your Promoted Pin campaigns across goals. You’ll see:

1. A topline summary over the last 30 days
2. Next steps based on:
   - Campaigns ending soon or running out of budget
   - Pins that weren’t approved
   - Bid performance
3. A summary by campaign type (last 30 days)
4. Highest-performing/lowest-performing Pins by either CTR if you’re driving traffic or engagement rate if you’re driving engagement
5. Best practice guides
6. Link to Promoted Pins support
Report by campaign type
Visit campaign reporting by clicking View all or going to Campaigns > All engagement/traffic campaigns in the navigation.

We provide reporting at the campaign, Pin and targeting level. Click into individual campaigns to see how they’re performing. Metrics in the dashboard change as you switch from the Overview, Activity or Spend tabs. Hover over a metric label to read its definition.

- **Overview**: General delivery metrics, including spend and end date
  - View impressions, clicks, repins and CTRs
- **Activity**: Specific delivery metrics (paid and earned)
  - View paid/earned impressions, paid/earned clicks, paid/earned repins
- **Spend**: Track your effective CPC or CPE and what you’ve spent so far

Different ways to view data

- Toggle between active, completed and paused campaigns
- Display up to 100 rows of campaigns at a time
- Search for campaign name in the top right
- Sort by any column—columns differ depending on the tab you’re on
- Export data at the campaign, Pin and targeting level—exporting is the best way to see more granular conversion reporting

**How do you get more volume?**

- Increase your bids to stay competitive
- Expand your targeting and add more terms to reach more interested people
- Ensure you’re running on mobile since most people use Pinterest on their mobile devices
- Keep creative fresh to see what resonates with your audience
Selecting dates
• Last 7, 14 or 30 days
• Customize date ranges by clicking on the calendar

Campaign level, Pin level and targeting level
• Click on the individual campaign to see all Pins within that campaign
• Click on the Pin to see performance at the targeting level

**HERE ARE SOME TIPS**
• Keep an eye out for creative fatigue: monitor declining performance and supplement with fresh creative
• Reduce bids or pause poorly performing creative

<table>
<thead>
<tr>
<th>Status</th>
<th>Promoted Pin name</th>
<th>Paid Imp.</th>
<th>Repin rate</th>
<th>CTR</th>
<th>Earned Imp.</th>
<th>Earned RR</th>
<th>Earned CTR</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved</td>
<td>Check out these beautiful spring cleaning...</td>
<td>1,058,322</td>
<td>0.15%</td>
<td>0.2%</td>
<td>34,617</td>
<td>0.13%</td>
<td>0.08%</td>
<td>$83,921.15</td>
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<tr>
<td>Approved</td>
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<td>93,557</td>
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<td>0.06%</td>
<td>$74,121.32</td>
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<td>0.31%</td>
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<td>0.29%</td>
<td>$65,331.06</td>
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<td>0.19%</td>
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<td>0.13%</td>
<td>$45,211.10</td>
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<tr>
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<td>23,357</td>
<td>0.14%</td>
<td>0.12%</td>
<td>$31,051.12</td>
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<tr>
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<td>0.1%</td>
<td>899</td>
<td>0.33%</td>
<td>0%</td>
<td>$1,242.10</td>
</tr>
<tr>
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<td>46,862</td>
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<td>0.1%</td>
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<td>0.14%</td>
<td>$1,101.05</td>
</tr>
<tr>
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<td>0.09%</td>
<td>0.13%</td>
<td>570</td>
<td>0.18%</td>
<td>0.18%</td>
<td>$921.31</td>
</tr>
<tr>
<td>Approved</td>
<td>No one thought this would work but...</td>
<td>46,690</td>
<td>0.04%</td>
<td>0.23%</td>
<td>85</td>
<td>0%</td>
<td>1.18%</td>
<td>$919.62</td>
</tr>
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<td>Approved</td>
<td>Try the new trends upcoming in 2016...</td>
<td>46,394</td>
<td>0.24%</td>
<td>0.39%</td>
<td>1,456</td>
<td>0.27%</td>
<td>0.27%</td>
<td>$911.99</td>
</tr>
</tbody>
</table>
Metrics glossary

**Attribution window:** The acceptable length of time between the conversion and ad engagement, varies across partners

**Budget remaining:** How much money you have left for a given campaign

**Checkout conversion:** A purchase of a product or service from your site

**Conversions:** If you’re using our conversion tracking tag, the number of completed actions (purchase, sign-up, download, etc.) on your website that can be attributed to Promoted Pins

**Conversions from clicks:** When someone on Pinterest clicks your Pin and keeps going to your site (leaving Pinterest)

**Conversions from repins + closeups:** When someone repins your Pin or clicks to see it close-up (staying on Pinterest)

**Conversions from views:** When somebody sees your Pin on Pinterest

**Cost per click (CPC):** Cost per click, the average amount you paid per click to your website (cost/paid clicks)

**Cost per engagement (CPE):** Cost per engagement, the average amount you paid per engagement (repin, closeup and click) on your content, including paid and earned engagements (cost/total engagements)

**CTR:** The clickthrough rate (clicks/paid impressions)

**Custom conversion:** An action that does not fall into one of the other conversion types

**Earned clicks:** The number of visits to your website after your Promoted Pins were repinned or viewed

**Earned impressions:** The number of views your Promoted Pins got after they were repinned

**Earned repins:** The number of times your Promoted Pins were Pinned by people who saw it outside of your paid campaign

**Effective cost per engagement (eCPC):** Effective cost per click, the average amount per click including paid and earned clicks (cost/total clicks)

**Effective cost per engagement (eCPE):** Effective cost per engagement, the average amount per engagement (repin, closeup and click) on your content, including paid and earned engagements (cost/total engagements)

**eCTR:** Effective clickthrough rate of Promoted Pins (total clicks/total impressions)

**Effective engagement rate (eER):** The effective engagement rate of Promoted Pins (total repins + total closeups + total clicks/paid impressions)

**Engagement rate (ER):** Engagement rate (repins + close ups + clicks/paid impressions)

**Page visit conversion:** A visit to a page on your site

**Paid clicks:** The number of visits to your website that come directly from your Promoted Pins (these are the only clicks you pay for)

**Paid closeups:** Number of times a Pinner tapped on your Promoted Pin

**Paid engagements:** Closeups, repins and clicks on your Promoted Pins (these are only the engagements you pay for)

**Paid impressions:** The total number of views your Promoted Pins got from your paid campaign

**Paid repins:** The number of times your Promoted Pins were Pinned by people who saw it from your paid campaign

**Sign up conversion:** A sign up for a newsletter, email, etc. from your site

**Status:** This is the status of your campaign or Promoted Pins

**Total clicks:** The number of visits to your website from Promoted Pins, including visits earned from repins

**Total closeups:** Number of times a Pinner took a closer look at your Pin, including closeups earned from repins (a closeup is a single tap or click on the Pin that makes it appear larger)

**Total engagements:** Closeups, repins and clicks on your Promoted Pins, including engagements earned from repins

**Total impressions:** The total number of views your Promoted Pins got, including impressions earned from repins of your Promoted Pins

**Total repins:** The number of times your Promoted Pins were Pinned by others and repinned again

**Total spend:** The amount you’ve spent during the selected date range

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**Additional resources**

For more support on your Promoted Pins, check out our:
- How-to videos
- Best practice guides
- Business blog
- Weekly business newsletter
- Help Center for businesses
Thanks for reading!

For more advice, visit business.pinterest.com