Pinterest Ads Manager Guide

Create and manage ads using the Pinterest Ads Manager and see how your ads help your business grow.

Promoted Pins are ads that you pay for so they can reach a specific audience and meet your marketing goals.
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We’re excited you want to start advertising on Pinterest! In this section you’ll find the basics of what you’ll need to get set up and running.
To run ads on Pinterest, you’ll need to create a new business profile or convert your existing profile. When you setup a business profile we’ll automatically create an ad account associated with that profile. You can create more ad accounts and assign other business profiles to work on that ad account.

Another benefit of having a business profile is you can create protected boards that aren’t visible to people on Pinterest. You can use these boards to keep the Pins to test and promote.

Pins are what people save on Pinterest and what we use to create ads. You can learn more about how to make great Pins for your business category by visiting: https://business.pinterest.com/en/how-to-make-great-pins.

Set up your business account

Step 1

Go to business.pinterest.com and click on ‘Join as a business’. Or, if you have an existing account, you can convert it to a business profile.

Step 2

If you create a new business profile:

- Use your work email address to set up the business profile. This will make it easier to identify you for access if you need to be added to different ad accounts.

- Enter your Business name under ‘Business name’.

- Select your business type.

- Select three interests that you’d like to follow. This simply helps determine what content shows in your home feed when you log in.

- You can add the browser extension, or skip it if want to do it at a later time.
Setting up your ad accounts

Billing

You’ll need to add payment method and have the right address for the business you’re going to run ads for. Have your payment information on hand when you’re setting up your first campaign. Your billing address should match the country you’ve selected for your ad account. It will determine the currency you get billed in. If you’re set up on invoicing, your information will be entered by the Pinterest team.

Creating multiple ad accounts

If you need multiple accounts, go to ads.pinterest.com and select ‘Create new’ in the menu next to your business profile. You can set up different billing information for each ad account, and assign different access to different ad accounts. If you’re set up on invoicing, you can work with your Pinterest team to get this set up.
Assigning access to ad accounts

Step 1
Log into your business profile and go to ads.pinterest.com/accounts_manager, or click on the edit icon next to the account your give people access to.

Note: the people you add must have a business profile.

Step 2
Under the ‘Access’ tab, select ‘Add people to this account’ and enter the email addresses of people who should be added to the account and enter the email addresses associated with the business profiles of the individuals who should be added to the account.

To add multiple people, you can add a list of comma-separated email addresses.

You’ll be able to see who has access to the account under the ‘Access’ tab. Click ‘Remove’ to take them off your ad account. If you’re viewing accounts shared with you, you can also choose to ‘Leave’ the account.

All users are added as ‘Admins’ to the ad account for now, giving them read/write access to the ad account. This means they can create and edit ads. They can also add/remove other admins.

Note: People added to an ad account will not be able to access the business profile. This means people with access to an ad account will not be able to save organic Pins to the advertiser’s profile.

+ Did you know?

People will need a business profile to access your ad accounts. Here are some best practices for individuals setting up a business profile:

- Use your work email address to set up the business profile. This will make it easier to identify you for access.
- Enter your name under ‘Business name’.
- Select ‘Other’ for business type.
- Select three interests that you’d like to follow. This helps determine what content shows in your home feed when you log in.
- You can ‘Skip’ browser extension step.
- You’ll need to select a country for tax and billing purposes; select US, unless you are located elsewhere and plan to run ads out of this account.
Navigating your ad accounts

Step 1

Log into your new business profile and go to ads.pinterest.com.

Step 2

In the top right, next to your profile picture, you’ll see a menu that allows you to select which ad account you view. You can toggle between the ad accounts that you own, or flip to the ‘Shared with me’ tab for ad accounts you’ve been added to.

Step 3

Clicking on ‘View all’ brings you to the view (ads.pinterest.com/accounts_manager) where you can see all of the accounts shared with you and respective billing information.

Tips

- You can only create ad accounts under ‘My ad accounts’. If you need to create a new ad account under the advertiser profile and you are on invoicing, please reach out to your Pinterest team. Otherwise, the advertisers can create a new ad account and assign you access.

- You will only be able to promote existing Pins, or create new Pins via bulk editor. You won’t be able to save organic Pins to the advertiser’s public boards.
Implementing the Pinterest Tag

The Pinterest Tag is code on your site that helps you measure the effectiveness of your ads. The Pinterest Tag can also help you define specific audiences to retarget. If you’re thinking you want to measure certain events on your site then you’ll want to create the Pinterest Tag and set it up before you start running ads.

The Pinterest Tag

Track conversions beyond clicks

Saves and close ups are actions that are unique to Pinterest. They are strong signals of consideration and demonstrate the influence your ads can have.

Better understand your customer journey

Track cross-device actions and understand where engagement with your Pins took place—and where any related conversions took place.

With the Pinterest Tag, you can track up to 9 different events and specify different attribution windows for conversion reporting. You can also export conversion reporting at the time of the ad event (default) versus conversion event, and get access to hourly conversion reporting.

<table>
<thead>
<tr>
<th>Conversion event</th>
<th>What it can measure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Page visit</strong></td>
<td>Measure how many people visited different pages on your site.</td>
</tr>
<tr>
<td><strong>View category</strong></td>
<td>Measure how many people visited a category page.</td>
</tr>
<tr>
<td><strong>Search</strong></td>
<td>Measure how many people searched on your site.</td>
</tr>
<tr>
<td><strong>Add to cart</strong></td>
<td>Measure how many items were added to a shopping cart.</td>
</tr>
<tr>
<td><strong>Checkout</strong></td>
<td>Measure how many people purchased from your site.</td>
</tr>
<tr>
<td><strong>Watch Video</strong></td>
<td>Measure how many people viewed your video.</td>
</tr>
<tr>
<td><strong>Signup</strong></td>
<td>Measure how many people signed up on your site.</td>
</tr>
<tr>
<td><strong>Lead</strong></td>
<td>Measure how many people are interested in your products or services.</td>
</tr>
</tbody>
</table>
Creating a tag

Select ‘Conversion tracking’ in the Ads menu and click on ‘Generate tag.’ This generates the base code that should go on each page.

Additionally, you can add event codes to track specific events. Use the implementation guide to help guide pixel formatting. https://developers.pinterest.com/docs/ad-tools/conversion-tag/.

- The base code must fire before any event code, so base codes should be placed in the <head> of all web pages.

- Event code names need to match the exact spelling provided in the technical implementation guide—otherwise the events won’t be reported correctly.

- Pinterest Tag Helper: install the Chrome extension to verify that the tag was implemented and sending back the right information.


+ Did you know?

People take time to make decisions about what’s next—that’s why measuring success on Pinterest is different.

Attribution and campaign timing

Because people come to Pinterest to plan, they’re here earlier than they might be on other platforms. Sometimes they’re thinking 3 to 4 months in advance of a big event, so getting in front of them early matters and can help you influence their decisions.

Earning more

Because people on Pinterest save ideas for later, your Pins can generate more impressions, clicks and conversions when people come back to their own Pins or are viewing other people’s boards. Pulling your reports over a longer time period can show you how these earned impressions and costs per action change.
Creating audiences

You can create an audience to target your ads to specific groups of people or exclude them from campaigns. You can use a few different sources to create different kinds of audiences.

It can be helpful to create your audience in advance because it can take up to 24 hours to finish creating an audience. You need at least 100 people in each audience. You can see the number of active Pinners that are in your audience in the ‘Size’ column.

Creating an audience

To create an audience, select ‘Audiences’ in the Ads menu, or go to ads.pinterest.com/audiences. From here, you can create different kinds of audiences to help you reach the people you care about. Target your ad groups to reach or exclude these audiences.

Creating different kinds of audiences

<table>
<thead>
<tr>
<th>Visitors</th>
<th>Use the Pinterest Tag to retarget ads to people who visited your site. You can create specific segments. For example, create a segment consisting of people who added to cart but didn’t check out.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer lists</td>
<td>Upload a list of your customers and reach them when they visit Pinterest. Segment your CRM list in a way that makes sense for your message.</td>
</tr>
<tr>
<td>Engagement</td>
<td>Retarget ads to people who engaged with your Pins. Reach people who may have never visited your site, but are engaging with your content.</td>
</tr>
<tr>
<td>Actalikes</td>
<td>Create an audience that behaves like some of your other audiences. People on Pinterest are actively considering new ideas and their behaviors on Pinterest are a strong signal of similar tastes and/or life stages.</td>
</tr>
</tbody>
</table>
Creating & managing ads

There are three ways to create and edit ads on Pinterest. We'll review two ways we recommend for creating campaigns with more than one ad group and ad.

<table>
<thead>
<tr>
<th>Ads Manager</th>
<th>Bulk Editor</th>
<th>Quick create</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Ads Manager to create a handful of campaigns, ad groups and Pins.</td>
<td>Use bulk editor to create hundreds (and more!) campaigns, ad groups and Pins at once.</td>
<td>Use quick create to promote a single, organic Pin that is resonating with your audience.</td>
</tr>
<tr>
<td>Benefits:</td>
<td>Benefits:</td>
<td>Benefits:</td>
</tr>
<tr>
<td>• Get recommended keywords and interests</td>
<td>• Create keyword level bids &amp; match types</td>
<td>• Quickly promote a top performing Pin to reach more people</td>
</tr>
<tr>
<td>• See bid guidance</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Selecting your campaign goals

Pinterest has a comprehensive suite of ad products to help advertisers reach their goals. In this section you’ll learn about what we offer and see how to create and manage your advertising to reach the right Pinners at the right time.

Goals

Your campaign objective determines how you bid in the auction and what ad formats are available to promote. Choose from the options listed here.

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach people to drive awareness of your business:</td>
<td>Influence people to evaluate your products or services and get people to your site or app to complete a purchase:</td>
</tr>
<tr>
<td>• You can set frequency caps to control how many times people see your ads.</td>
<td>• Reach people who are looking for new products and ideas, and help them take action (learn more, or sign up).</td>
</tr>
<tr>
<td>• Use the autoplay video format for a more immersive storytelling experience.</td>
<td>• Reach people who are actively considering products and get the right people to shop on your site.</td>
</tr>
</tbody>
</table>
Creating campaigns in Ads Manager

Step 1

Creating a campaign

The first thing you’ll do is choose your objective for your campaign. A campaign is how we organize different ad groups and ads. You can use campaigns to organize your overall budgets, product lines or even seasonal initiatives.

Select your campaign objective and select ‘Create a new campaign’.

Here you can:

• Set an optional daily or lifetime spend limit. Spend limits help ensure that you don’t exceed a specific budget amount. They are not used for pacing out your delivery.

• Select where your ads show. If you select ‘Browse’, your ads will reach users as they browse in home feed and related Pins. If you select ‘Search’, your ads will reach users in search results and related Pins.

• If you are set up on invoicing, you will need to specify which order line to associate your campaign to. This determines which invoice this campaign spend is billed against.

Note: you cannot edit order lines.

• Click on ‘Add more details’ on the bottom right once you’ve filled out your campaign information.

Tip

We recommend targeting all placements, to maximize your chances of reaching people across all areas of Pinterest.
Step 2

Create an ad group

Ad groups organize all your ads for a specific campaign so it is easier to control your budgets across ads and test different targeting options. Ad groups contain targeting, budget, bids and run dates.

1. Add your ad group details

Here, you can name your ad group, specify flight dates and budget type. The budget type determines how your ad group is paced. If you select daily budget, we’ll aim to deliver that amount each day. If you select lifetime budget, we’ll aim to deliver the total budget by the end date you’ve specified.

2. Add Targeting details

Targeting is at the ad group level. All the ads you create in this ad group will share the targeting options you set. You can customize your targeting details to make sure your Pins are relevant to them.

Here are the following targeting options:

- Audiences: find your customers on Pinterest via customer list targeting, retarget people who have visited your site or engaged with your Pins, or create actalikes from people who behave similarly.

- Interests: reach people based on their interests.

- Keywords: find people who are looking for specific ideas or products.

- Dynamic targeting: let Pinterest find people to reach based on the content of your Pin and what we know about users.

- Other targeting options: location, languages, device, and gender.

Tips

- Name your ad group in a way that reflects the targeting you used so it’s easy to find and sort later.

- Leaving your run date open ended is recommended for always-on campaigns; you can only specify a daily budget in this instance.

- For ad groups with clear start/end dates, a lifetime budget is recommended, so our systems can help pace efficiently.
3. Add your bid

Your bid determines how much you're willing to pay for your ad to get placed on Pinterest.

We'll recommend a bid for you based on the keywords, interests, locations, languages, devices and genders you've specified. This number is based on what other advertisers are bidding to reach people with similar interests, etc.

Aim to start with a 'Strong bid.' This helps you get a faster understanding about how your ad is performing in the auction and with people on Pinterest—then you can edit your bids or turn off ads that aren't performing.

<table>
<thead>
<tr>
<th>Ad group details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use ad groups to manage budgets, targeting and schedules for a group of Promoted Pins within your campaign. Learn more</td>
</tr>
</tbody>
</table>

- **4 keywords**
- **Locations**
  - All U.S. locations
  - Pick specific locations
- **Languages**
  - All languages
  - Pick specific languages
- **Devices**
  - All devices
  - Pick specific devices
- **Genders**
  - All genders
  - Pick specific genders
- **Maximum CPC bid**  $2.99
  - A bid of $2.99 or higher will be the most competitive in auctions. You only pay for clicks to your website. Learn more
Step 3

Finally, pick a Pin from your boards that you want to use as an ad in this ad group. If you know what Pin you want to promote, you can search by Pin URL or ID in the top right corner.

Note: you can only promote Pins from public or protected boards. If you can’t find a Pin, check to make sure it’s not on a secret board.

Step 4

After you click ‘Promote Pin’, your campaign will go into review to ensure the ads meet our Pinterest Ads Policy.

+ Did you know?

Here are some common reasons why an ad might not get approved:

- Irrelevant targeting
- Promotional material
- Excessive symbology
- Price in Pin description
- No content on destination landing page
- Calls to action in the Pin image

For more information, visit https://policy.pinterest.com/en/advertising-guidelines
Editing your campaign

You can use Ads Manager to edit an existing campaign, ad group, ad or keyword. You can edit by clicking on the pencil icon or make your changes inline.

Editing

Select a specific campaign, ad group or ad to edit right in the reporting table. Click the pencil icon next to the campaign, ad group or Promoted Pin name.

Editing single rows

When you hover over editable fields, a small pencil icon appears. Click on the pencil to edit.

- For campaigns: edit name and spend limit.
- For ad groups: edit name, bids, budgets and dates (start date must be in the future).
- For ads: edit name or destination URL.
- To edit status, toggle ‘Off/On.’

Editing multiple rows

Use the boxes on the left under ‘Actions’ to select the rows you want to edit. You can edit status, by toggling ‘Off/On’.

- For ad groups, edit bids and/or budgets:
  - Increase or decrease by a set amount or percentage of existing amount.
  - Overwrite your existing amount with a new amount.
- Set a min/max threshold to apply to all changes.
- Preview the changes before you apply them.
Editing keywords

To manage keywords, you must select the ‘Keywords’ tab. At the campaign level, you can view or add negative keywords. At the ad group level, you can view or add keywords, as well as add negative keywords.

You can add, delete or change the bid of an existing keyword. To edit match types or the term itself, you need to delete the existing keyword and add the keyword with new match type or edits.
Managing your campaigns

Viewing your changes

Use change history to view the changes that were made for a specific campaign, ad group or ad, or see all changes that were made in the ad account.

To view ad account history, select ‘Account history’ under the Ads dropdown. You can see new campaign, ad group or Pin creation, which changes were made and when. If you have assigned multiple people access to your ad account, you can also see who made the changes.

To view the history for a specific campaign, ad group or ad, simply select the object from the reporting table, and click on ‘See history’.

Streamline your account

Archive old campaigns, ad groups and ads that are no longer useful. This helps get rid of the clutter so you can focus on what’s most important. To archive, select the campaigns, ad groups or ads and click on ‘Archive.’ It’s important to note that archiving is permanent; once an something has been archived, you will not be able to restart it, but you can recreate it with the same details.
### How to use bulk editor

To access bulk editor, go to the Ads dropdown and select ‘Bulk Editor’ or go to [ads.pinterest.com/bulk_editor](http://ads.pinterest.com/bulk_editor).

### Get your bulk sheet template

You can download a sample sheet, or download your existing data by selecting ‘Download existing campaigns’. Select ‘Bulk sheet for editing or duplicating’ under your export options, for ‘Editing’ and ‘Selected rows’.

Your file will begin downloading in the ‘Download’ tab of your History of Changes. All downloads within the last 24 hours will be tracked here. Make sure you click ‘Download results’ to view the bulk sheet.

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#### Bulk editor

Create or edit lots of campaigns at once using a downloadable template. [Learn more](http://business.pinterest.com)

**Download a template**
- You can choose to edit a template prefilled with all your current campaign info, or start with an empty one to create all new campaigns.
- **Download existing campaigns**
- **Download sample sheet**

**Upload your completed template**

<table>
<thead>
<tr>
<th>Drop your .csv file here or</th>
<th>Drop your .csv file here or</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose a file</td>
<td>Choose a file</td>
</tr>
</tbody>
</table>

**History of changes**

<table>
<thead>
<tr>
<th>Date</th>
<th>File name</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 26, 2018 11:15 AM</td>
<td>bulk_results (10).csv</td>
</tr>
<tr>
<td>February 26, 2018 11:06 AM</td>
<td>M&amp;LSupply_BulkTemplate.csv</td>
</tr>
<tr>
<td>February 13, 2018 4:04 PM</td>
<td>bulk_edit_template_549755834668-10518355410-321084696630 (1).csv</td>
</tr>
</tbody>
</table>
Did you know?

With the bulk editor you can create campaign or ad group that are empty. This allows you to set up campaigns or ad groups ahead of time in case you don’t have your ads ready to go.

**Bulk sheets for specific sets**

If you only want to download a subset of information—for example, you only want to make edits to 3 campaigns—you can specify which to download from the Ads Manager reporting interface.

Go to the interface, select the specific campaigns, ad groups, ad or keywords that you want to edit. Select ‘Bulk sheet for editing or duplicating’ under your export options and select for ‘Editing’ and ‘Selected rows’ in the modal.

If you only want to make changes to the campaigns or ad groups, you can choose to export the file without information for ads and keywords. This helps make the file a little easier to read.

**Duplicating**

If you have campaigns, ad groups or ads that are performing well and you want to clone them, you can select ‘Bulk sheet for editing or duplicating,’ for ‘Duplicating’ and ‘Selected rows’.

The bulk sheet will automatically build out new copies of what you selected and specify a ‘Create’ action. All you need to do is update the name and specify any other changes (to dates, bids, budgets, etc) and upload the file.

Whether you are downloading a sheet to edit or duplicate, you’ll find your file under ‘Downloads’ in your History of Changes.
Filling out the bulk template

You’ll need to nest the rows to mirror the campaign structure, with ads underneath ad groups, and ad groups under campaigns, etc.

Step 1

Indicate the action (create, edit or archive) that you’re going to take in column A. Remember, adding new keywords to existing ad groups is the same as creating a new keyword.

+ Did you know?

Some things to keep in mind when navigating the bulk template:

- Row 2 in every bulk sheet is a reference row that includes a description of the columns, and includes eligible parameters and special formatting required for each entry. This row should not be deleted.
- Every row must have an ‘Action’ filled out (column A). If there is no action specified, we ignore the row.
- You can use basic ‘sort’ and ‘filter’ functions in Excel to help you quickly identify what you want to optimize.
Step 2

Fill in the relevant columns:

- If you’re creating a new campaign, ad group, ad or keyword, leave the ID fields blank. We’ll create an ID for them once they’ve been uploaded.

- If you’re editing something that is existing or creating something new within an existing campaign or ad group, make sure you specify the ID of the campaign or ad group you are editing or adding the object to. This is how we know where it goes or how it changes the existing structure.

- Creating keywords:
  - If you’re setting the same bid and match type across all keywords, simply paste a list of comma-separated terms into a single row and they’ll be created as the individual keywords.
  - If you want greater control and have keyword-level bids and match types, you can enter each keyword into a single row. If you leave a keyword-level bid blank, we’ll simply use the ad group bid.
  - When you download your ad groups to edit, you will see individual keywords assigned to a single row. This makes it easier to optimize. If you’re only making edits at the campaign or ad group levels, simply filter out the keywords or download a bulk sheet without Promoted Pins or keywords data.

- Editing or deleting keywords:
  - To delete a keyword, set the action (column A) to ‘Archive’. The keywords will continue to show in reporting, but will not continue to serve.
  - To edit keyword match types, you will need to archive the existing keyword, and create the same keyword with a new match type.

- When creating ads, you can specify the Pin ID of an existing organic Pin. Find this by navigating to the Pin, and selecting the string of numbers at the end of the URL (https://www.pinterest.com/pin/<PINID>/). You can also create a brand new Pin that will live on a protected board. Each upload that has a new Pin will create a new protected board.

Tips

What are protected boards?

- Protected boards act similarly to secret boards. The only difference is you can’t promote Pins from secret boards.

- Protected boards are great when you want to test different creative. Protected boards are not public, so Pinners won’t be able to find the board unless they have the specific URL. Protected boards live in a specific section on your profile, and you can Pin to them from pinterest.com as you would any other board.

- We recommend that you rename the protected boards you create in bulk editor to reflect the content on these boards. This is an important signal that helps us increase the relevance for ad serving. Do this by going to your profile and editing the board.
Uploading your bulk sheet

Upload your bulk sheet to implement your changes. You can track all uploaded sheets from the last 30 days under ‘Uploads’ tab in your History of Changes. If you have multiple people uploading bulk sheets to your account, keep in mind a single file is processed at a time. The order in which files are processed is reflected in the History of Changes queue.

**Step 1**

Upload your bulksheet and images (if you’re creating new Pins). You can see a list of file names you’re about to upload before submitting your changes.

**Step 2**

Click on ‘Preview’ to see a summary of the changes you’re making, and then select ‘Process’. Your file will show up under ‘Uploads’ in your History of Changes.

**Step 3**

If the status of the upload switches to ‘Succeeded’, your sheet was implemented without any errors. If the status shows ‘Errors’, click on the ‘Download results’ button and view the Status column (column AO). Rows with a ‘Success’ status have been successfully processed, and the corresponding ‘Action’ for that row has been cleared out. There are no action to take for these rows.

Rows that were not successfully processed will reflect specific errors, and the corresponding ‘Action’ row still contains an action to take. These are the rows you need to address. Go to the Help Center for a list of common errors: https://help.pinterest.com/en/articles/bulk-editor?qa=5.

Make changes in this new downloaded sheet and reupload—successful rows have already been processed and will not be re-processed.

**Tip**

Successful rows in the bulk sheet are processed, even if there are errors in the file. For this reason, do NOT edit your original sheet to upload, as this may cause you to accidentally recreate campaigns, ad groups, Pins or keywords that were successfully uploaded the first time. Instead, make changes on the downloaded results file and reupload. We’ll ignore the successful rows because they no longer have an ‘Action’ status.
Reporting is an important part of campaign management and optimization, and can help you understand how your ads are performing.
Measuring your performance

You can create and download different reports to help you understand how your ads are performing.

Reading your data

In Ads Manager, you can use the graphs and metrics in the table to measure your performance or you can export data to view in an Excel workbook.

- Use the graph in Ads Manager to view performance over time and learn how different metrics affect each other.

- Use a reporting preset, or create a custom view, to see different metrics in Ads Manager and optimize quickly inline.

- Export the metrics that are most important to you and view the data in an Excel workbook.
Using the graph

Select two metrics to graph against each other, allowing you to track metrics over time and see how variables are correlated. This graph can help you see changes in delivery or performance. You can also edit the timeframe and see how changes impacted delivery.

You can view graphs for all campaigns within the same objective type, or graphs for a specific campaign, ad group or ads. Keep in mind, the graph reflects all activity for your particular view, rather than only active. This allows you to get a comprehensive view of the activity over the full timeframe.

Tip

The variables on the graph depend on the reporting view you have selected. Select delivery preset to see paid and earned breakdowns and the performance preset to see conversion metrics.
Data available in Ads Manager

There are different views of data in Ads Manager: delivery metrics, conversion metrics and a view of delivery and performance by targeting criteria.

Delivery metrics

If you want to see delivery metrics, including a breakout of paid and earned metrics, use the delivery preset or customize your own view to see data in the interface. This view can help you understand how you’re pacing against your budget and helps you understand the earned impact or your ads. Export this data into a spreadsheet if you want to work offline.

Conversion metrics

If you want to see conversion metrics from the Pinterest Tag, use the performance preset or customize your own view to see data in Ads Manager. The performance preset helps you understand how your campaigns are performing and includes information from certain events tracked by the Pinterest Tag. You can export the data from the interface or customize your export from the conversion tracking dashboard.

Delivery & performance by different targeting criteria

If you want to see delivery and performance by different targeting criteria then use the ‘Targeting breakdown’ options at the ad group and ad level. This can help you identify trends across your target audience, and help you identify which targeting subsets are performing the best. You can see breakdowns by Gender, Location, Interests, Keywords, Device.
**Customize conversion settings**

You can customize the conversion settings by clicking on the tool icon next to conversion settings and selecting the parameters you want to see.

Variable attribution windows and additional event types are available only with the Pinterest Tag. We recommend an attribution window of 30/30/1 or longer.

Here you can also select reporting on conversions at the time of the conversion event or at the time of the ad event.
You can export different reports in the Ads Manager. The available exports will depend on what you’re viewing (objective, campaign, ad group or ad).

**Current table view**

Export the exact view you see displayed on the screen. This view is available across all entities.

- Select timeframe, reporting preset, conversion settings and targeting breakdown in the reporting tool.

- Get data aggregated over the timeframe.

- You can export from the delivery and performance presets, as well as export your custom view.
Conversion tracking dashboard

You can also export comprehensive conversion reporting across different objective types. Select ‘conversion tracking’ in the Ads dropdown and click on ‘Export data’ under the reporting section.

Here, you can:

- Specify objective types, conversion types, conversion settings and timeframe
- Get data by day, by Promoted Pin over the specific timeframe
- You can export CPA and ROAS summaries, detailed daily reporting, aggregated cross-device reporting by conversion type, as well as daily device reporting.

Still have questions?


Or contact us at https://help.pinterest.com/en/contact