



Campaign Excellence Guide

Awareness

Video



Video is an ideal way to draw attention to a product or service. Promoted Video “auto-plays” while Pinners are browsing and searching for ideas. Video comes in two sizes: standard width which is the same size as other Pins, and max width which spans the two-column feed.

Standard ads

The easiest way to help people take action on the ideas they’re most interested in. With an intuitive landing page experience, Pinners can easily find more information on your website.



Promoted by
Company Name

Targeting

Demographics: Targeting a specific age group is a great way to hyper-focus the appeal of a brand, product, or service. Pinterest offers the ability to focus on specific age ranges to better achieve your objectives.

Interests: Discover your ideal audience by leveraging our unique understanding of what Pinners are interested in and what they’re planning.

Keywords: The two key behaviors on Pinterest are browse and search. Keyword targeting allows advertisers to leverage SEM-like features to reach Pinners while they're actively searching.

Creative

Strong branding
Prominent logo

Aspirational imagery

Product shots

Measurement

Brand lift with Pinterest (6-questions, 2-questions) or Kantar; Moat, DV or IAS for viewability; Nielsen mDar for audience verification

How to Bid:

Use Automatic Bidding or set a maximum CPM bid, or the maximum you’re willing to pay for every 1,000 impressions.

Key Optimization Levers:

Increase your bid, and/or expand your targeting to increase scale of delivery.

Awareness *Tips*

Format

Differentiate ads across ad groups and campaigns.

Use 2-4 *unique* ads per ad group and consider a mix of both Video and Static ads to maximize the reach potential. Design ads for the ad groups to ensure relevancy.

Ad Group Structure

Keep structure simple for greatest control over goal attainment.

For each ad group, consider: is this a new target or new message? If Yes, break it out. If No, do not break it out.

Targeting

Avoid overlapping targeting across all advertiser entities.

Use targeting that doesn't overlap within a campaign, or with lower funnel objectives. For example, consider only demographic targeting for Awareness if using interest & keywords in other places.

Reach & Frequency

Consider setting an ad group Frequency Target or Cap

Set a [Frequency Target](#) to drive frequency (set 2x higher than goal if you need to boost frequency).

Set a [Frequency Cap](#) at 2x+ goal to cap user exposures or to increase reach.

Optimization Best Practices

To improve delivery and reach, expand ad group criteria to find additional ad serving opportunities [more info here](#)

- Boost Bid to increase competitiveness
- Expand Targeting to find more users
 - ex. Add Interests, target **All Placements**
- Adjust frequency settings depending on goal
 - ex. Increase Frequency Cap

Consideration

Standard ads

The easiest way to help people take action on the ideas they're most interested in. With an intuitive landing page experience, Pinners can easily find more information on your website.



Promoted by
Company Name

Collections

Collections is an ad format that features a hero creative followed by secondary creatives that show relevant products. This is an ideal tool for inspiring people through imagery and driving consideration in a full screen, immersive experience that features up to 24 products.



Promoted by
Company Name

Targeting

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Keywords: The two key behaviors on Pinterest are browse and search. Keyword targeting allows advertisers to leverage SEM-like features to reach Pinners while they're actively searching.

Creative

Content with clear call-to-action encouraging 'save' or click-through

Measurement

Pinterest tag; Pinterest conversion API; Pinterest conversion upload; Pinterest conversion lift; mobile measurement; 3p tracking

How to Bid:

Use automatic bidding, or set a maximum cost-per click.

Key Optimization Levers:

Bid and click-through rate are the key levers to improve. If using automatic bidding, focus on expanding targeting.

Consideration *Tips*

Creatives

Differentiate ads across ad groups and campaigns.

Use 2-4 *unique* ads per ad group and consider a mix of both Standard and Collection ads. Design ads with a strong call-to-action to inspire Pinners to take action.

Expanded Targeting

Broaden your targeting with Expanded Targeting

Utilize Expanded Targeting on your Keyword and/or Interest Ad Groups to help you reach additional Pinners who may be interested in or searching for relevant ideas

Campaign & Ad Group Structure

Optimize in real time.

Campaign Budgets simplify budgeting and performance optimizations by optimizing across ad groups in real time.

Keep your structure simple with all ad groups housed under one Consideration campaign. This will promote strong spend across the most performant ad groups.

Launch ad groups in a separate campaign if strict budgets must be applied for certain audiences.

Optimization Best Practices

Improve budget fulfillment while driving efficient performance with Campaign Budgets

- Utilize Automatic Bidding to increase competitiveness
- Focus on creatives with a clear message that drive a high click-through rate
- Expand targeting to allow Campaign Budgets to find your most valuable Pinners

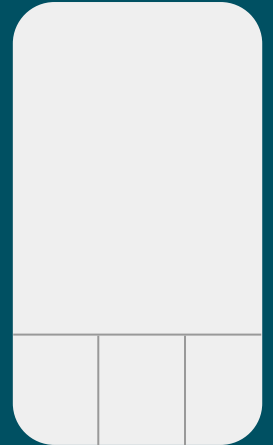
Catalog Sales - Consideration

Dynamic Collections

Help people discover your products or services while they're searching Pinterest for inspiration. Creating catalogs is an easy way to mass-generate Product Pins and organize your products into groups.



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Promoted by
Company Name

Targeting

Product Metadata:

Product Pins are enriched with metadata and formatted to let people on Pinterest know that they're shoppable. They contain pricing info, availability, product title and description.

Dynamic Retargeting:

Dynamic retargeting allows you to drive more online conversions by letting you retarget products to Pinners who viewed or added to cart on your site, but left without making a purchase.

Creative

Lifestyle images generally perform better than product shots. We recommend using all available images so Pinterest can optimize for you.

Measurement

Pinterest tag; Pinterest conversion API; Pinterest conversion upload; Pinterest conversion lift; mobile measurement; 3p tracking

How to Bid:

Use automatic bidding, or set a maximum CPC for when people click through.

Key Optimization Levers:

Bid and click-through rate are the key levers to improve. If using automatic bidding, focus on expanding targeting.

Conversions

Video



Video is an ideal way to draw attention to a product or service. Promoted Video “auto-plays” while Pinners are browsing and searching for ideas. With conversions, we recommend using standard width which has been proven effective at driving conversions.

Standard ads

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Promoted by
Company Name

Targeting

Actalikes: reach new people who are similar to your existing customers. We use information that you provide to create similar audiences using information we know about Pinners and their behavior patterns.

First Party Audiences: Customer list targeting allows you to focus your campaigns using CRM data that you share with Pinterest.

Site Visitor Retargeting: target Pinners who have taken action on your website, including visiting a page, adding a product to a cart, signing up for a service, or making a purchase.

Creative

Strong branding Prominent logo

Clear call-to-action

Include pricing

Measurement

Pinterest tag; Pinterest conversion API; Pinterest conversion upload; Pinterest conversion lift; mobile measurement

How to Bid:

Use automatic bidding, or set a maximum CPA for when people click through.

Key Optimization Levers:

Bid, click-through rate and conversion rates are the primary metrics to optimize for Conversion campaigns.

Conversion *Tips*

Targeting

Broad Is Best!!

For some brands, this could be no targeting; otherwise, focus on top-level interests and use expanded targeting.

Target All devices and placements

Expanded Targeting

Broaden your targeting with Expanded Targeting

Utilize Expanded Targeting on your Keyword and/or Interest Ad Groups to help you reach additional Pinners who may be interested in or searching for relevant ideas

Campaign & Ad Group Structure

Reduce Ad Group Overlap

Avoid Ad group overlap to limit deduplication issues because Pinterest deduplicates at the advertiser level.

The system will choose the an ad (from the Ad Group) that it thinks is going to provide the best user value.

Ad Group overlap can result in pacing issues. Strive for 1 Ad Group if there's no reason to break it out. Use *2-4 unique ads* per ad group

Optimization Best Practices

Follow these Best Practices to ensure you get the best Performance for your client's oCPM campaigns

- Broad targeting, broad targeting, broad targeting!
- Utilize Automatic Bidding to increase competitiveness
- Launch then do not touch, The learning phase runs for a minimum of 10 days
- Choose best attribution window for how your advertiser will measure success!

Catalog Sales

Standard Shopping ads

Help people discover your products or services while they're searching Pinterest for inspiration. Creating catalogs is an easy way to mass-generate Product Pins and organize your products into groups.



Targeting

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Creative

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Measurement

Pinterest tag; Pinterest conversion API; Pinterest conversion upload; Pinterest conversion lift; mobile measurement

How to Bid:

Use automatic bidding, or set a maximum CPA for your desired action.

Key Optimization Levers:

Bid, click-through rate and conversion rates are the primary metrics to optimize for Catalog sales using conversion optimization

Catalog Sales - Consideration *Tips*

Hero Creative

Start and stick with the hero image throughout the campaign.

Choose your hero image before creating the campaign and don't change or delete this image mid-flight to preserve the integrity of the campaign data. Include a CTA to help encourage action.

Drawer Creative

2-4-6-8 what do we appreciate? Product feeds!

Choose an even number of products (at least 4) to make sure the drawer creative is always full. Use a wide variety of products to inspire the Pinner and make sure the hero and product images are relevant to each other.

Landing Page

Be Consistent!

Make sure the theme, messaging, and experience on the landing page and in the Pin are consistent and complementary. Try featuring the same hero image or CTA on the landing page to drive consistency.

Targeting

Cast a wide net.

Remember to keep targeting broad by making sure you have rich metadata in the product feed, and a wide selection of products. Keep any retargeting audiences higher in the funnel - IE retarget web visits but not Add To Carts at this phase of the funnel.

Optimization Best Practices

Mid-Campaign optimizations are limited, plan accordingly! You can't (or shouldn't) make changes to the following after a campaign has launched:

- Delete or change the hero image
- Toggle between standard Shopping ads and Collections ads for Shopping
- Run Collections and Standard Shopping ads from the same Product Group in the same Ad Group (ideally, don't run them in different AG's or campaigns either to avoid overlap).

Catalog Sales *Tips*

No Twinning

Don't run the same product groups or products in multiple campaigns or objectives

Differentiate your approaches between campaigns and objectives to reach a broader audience and prevent overlap and delivery challenges in the auction.

Broader is Better

Avoid Targeting Restrictions

Because Shopping uses the feed and Pin metadata to reach the ideal audience, it's better to avoid layering narrow audiences or including audience restrictions on top of that targeting. The feed will work its magic best if you let it do its thing naturally.

Show Me The Data!

Data-Rich Feeds Are Better

Think of your Shopping feed as a car that's meant to drive you to a land of plentiful conversions. The metadata in the feed or product Pins is the fuel that gets you there. Including as many details as possible in the metadata will result in the optimal delivery and performance.

Let Me Upgrade (Your Creative)

Lifestyle Images Work Best

We see an average 32% higher click through* rate when brands use lifestyle images in their Shopping feeds. We recommend loading both lifestyle and product shots so the system can optimize to the best performing image.

Optimization Best Practices

Pre-launch details make the biggest impact in Shopping campaigns. Start strong and optimize with these levers:

- Increase the number of products in the feed or add additional metadata.
- Increase the bid/target CPA or switch to AB to increase delivery and conversions
- Check the tag health to make sure all the right signals are coming through correctly.