The Complete Pinterest Ads Guide
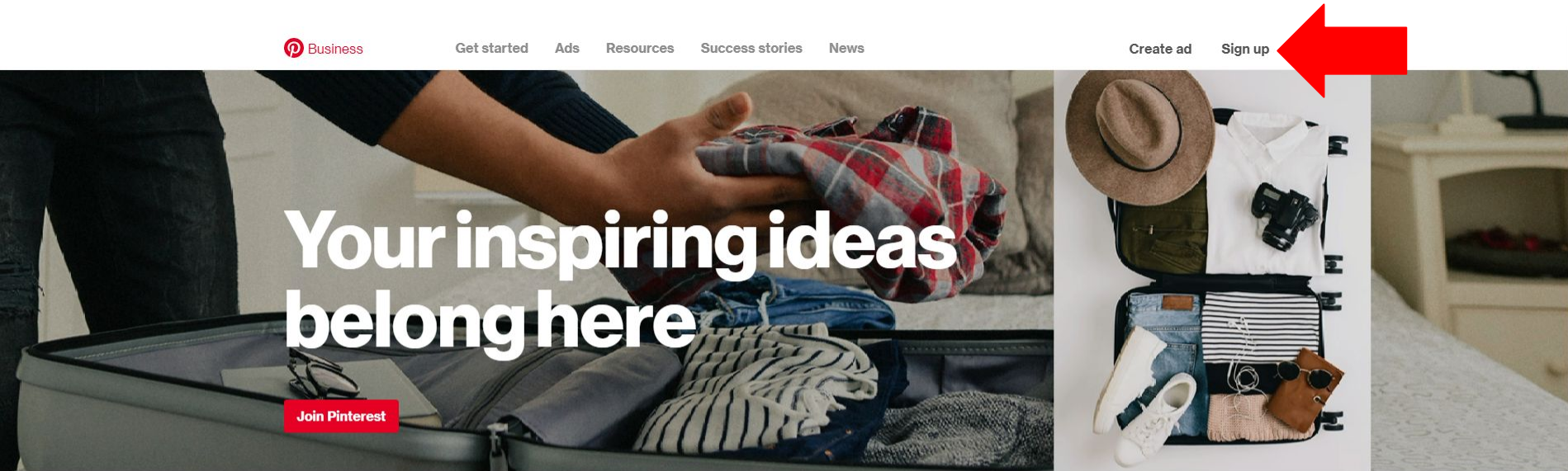
Pinterest Business Profile

➢ Pinterest Business Profiles enable you to unlock pro tools like Pinterest Ads and Pinterest Analytics.

➢ Pinterest Ads should be a key part of every online businesses marketing plan!

➢ Pinterest users are usually in a mindset of getting inspired and trying new things when they come to Pinterest. With Pinterest Ads you can reach these people when they're planning and making decisions!

How to Create Your Pinterest Business Profile

Pinterest Business Profile

➤ New to Pinterest? Create your Pinterest Business Profile at: **business.pinterest.com**

Pinterest Business Profile

➢ Already have a Personal Pinterest Profile? Login to your Pinterest account and navigate to your settings page to convert your personal account into a business account.

https://help.pinterest.com/en/business/article/get-a-business-account

Convert your personal account into a business account ⌃

Creating an account means you accept Pinterest's Business Terms of Service ⬈ and Privacy Policy ⬈.

1. Log into your personal Pinterest account
2. From the top-right of your screen, click ⌄ , then click **Settings**
3. From the left-side navigation, click **Account settings**
4. Scroll down to **Account changes**
5. Under **Account changes**, locate **Convert to a business account**, then click **Convert account**
6. Click **Convert account**
7. Fill out the fields to **Build your profile**, then click **Next**
8. Fill out the fields to **Describe your business**, then click **Next**
9. Select if you want to run ads, then click **Next**
10. Select where you'd like to start or click ✕ to go to your converted Pinterest business account

Pinterest Business Profile

➢ You will be prompted to enter your Business Name and Website.

➢ Once complete, you will be redirected to your Pinterest Business Profile page.

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄

Notice the addition of your **Business** menus.

COURSENVY

www.Coursenvy.com

Pinterest Business Profile

Get the tools, tips, and stats you need to grow your business:
https://www.pinterest.com/business/hub

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄

www.Coursenvy.com ✎

Business hub

3.1k
Monthly viewers

59
Followers

Your Pins
See stats for your latest Pins and promote them to grow your audience

+113%
3.6k
Impressions ❓

+350%
63
Saves ❓

+50%
6
Link clicks ❓

Top Pins   Recent Pins

See all Pins   See analytics

APPS THAT
PAY YOU

OW TO LAUNCH YOU
OWN COMPANY
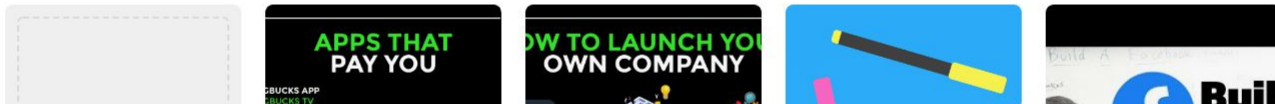
Click the menu in the top right corner.

In the dropdown menu, select "**Settings**".

Business ⌄   **Create** ⌄   **Analytics** ⌄   **Ads** ⌄

Accounts

Add account

More options

Settings

Business Access

Tune your home feed

Ads support ↗

Request a feature ↗

Get help ↗

See terms and privacy ↗

Log out

Succ... are not g...
ey just work h...
then succeed
on purpose.

d work beats ta...
hen talent doesn...
work hard.

en die of boredo...
ychological confl...
and disease.
They do not die
of hard work.

lent means nothin...
50% of my success
comes from luck...
% comes from nev...
giving up.

st Business
mpetition

m a great believe...
in luck,
nd I find the hard...
I work,
e more I have o...
day it's i...
to be p...
be rel...
d ac...

e hard jobs fir...
asy jobs will t...
of themselves.

satisfaction lies in t...
not in th...

COURSENVY

www.Coursenvy.com

🌐 coursenvy.com · @coursenvy · Over 300,000+ students love our top-rated Coursenvy.com online courses! Join learn.coursenvy.com to master #FacebookAds #AmazonFBA #SocialMediaMarketing

358 monthly views

Created   **Saved**

https://www.pinterest.com/settings

COURSENVY Coursenvy®

www.Coursenvy.com

Edit Settings Page

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄

Edit profile

Account settings

Home feed tuner

Claim

Bulk create Pins

Permissions

Notifications

Privacy and data

Security

Apps

Edit profile

Add details about your business profile. People on Pinterest will be able to see this information, so don't share anything private!

Photo

COURSENVY   Change

Display name

www.Coursenvy.com

Username

coursenvy

www.pinterest.com/coursenvy

Pronouns

Add your pronouns ⌄

Choose up to 2 sets of pronouns to appear on your profile so others know how to refer to

Completely fill out your business profile.

Edit Settings Page → Photo

➢ I like continuity for all social media account profile images, so I am using the same high-quality, 1000x1000 pixel, white background, centered, **Coursenvy** logo.

Edit profile

Account settings

Home feed tuner

Claim

Bulk create Pins

Permissions

Notifications

Privacy and data

Security

Apps

Edit profile

Add details about your business profile. People on Pinterest will be able to see this information, so don't share anything private!

Photo

Change

Display name

www.Coursenvy.com

Username

coursenvy

www.pinterest.com/coursenvy

Pronouns

Add your pronouns

Choose up to 2 sets of pronouns to appear on your profile so others know how to refer to

Edit Settings Page → Display Name

➢ I like to put my brand URL for the "Display name" to raise brand awareness for my website (i.e. letting potential customers know I have a website and what it is).

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄

Edit profile

Account settings

Home feed tuner

Claim

Bulk create Pins

Permissions

Notifications

Privacy and data

Security

Apps

Edit profile

Add details about your business profile. People on Pinterest will be able to see this information, so don't share anything private!

Photo

COURSENVY   Change

Display name

www.Coursenvy.com

Username

coursenvy

www.pinterest.com/coursenvy

Pronouns

Add your pronouns   ⌄

Choose up to 2 sets of pronouns to appear on your profile so others know how to refer to

Edit Settings Page → Username

➢ We want continuity across all the social media platforms for our brand… so I want **@coursenvy** on Facebook, Twitter, Pinterest, etc. Sometimes your name will be taken, which is fine, just try to get something as close to your brand name or main keyword.

Edit profile

Edit profile

Add details about your business profile. People on Pinterest will be able to see this information, so don't share anything private!

Edit profile
Account settings
Home feed tuner
Claim
Bulk create Pins
Permissions
Notifications
Privacy and data
Security
Apps

Photo

Change

Display name

www.Coursenvy.com

Username

coursenvy

www.pinterest.com/cours

Pronouns

Add your pronouns

Edit Settings Page → About Your Profile

Include your brand name, URL, at least 1 hashtag and 2-3 of your top searched keywords/keyword phrases.

This is your Pinterest profiles **meta description** in Google search results.

Edit profile

Account settings

Claim

Notifications

Privacy & data

Security

Apps

Google

pinterest coursenvy

All   Shopping   Images   News   Maps   More   Settings   Tools

About 2,940 results (0.41 seconds)

www.Coursenvy.com (coursenvy) on Pinterest
https://www.pinterest.com › coursenvy
www.Coursenvy.com | Over 100000+ students love our top-rated Coursenvy.com online courses! Join learn.coursenvy.com to master #FacebookAds ...

About your profile

Over 100,000+ students love our top-rated Coursenvy.com online courses! Join learn.coursenvy.com to master #FacebookAds #AmazonFBA #SocialMediaMarketing
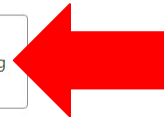
Location

Los Angeles, CA

Claim Your Website

Business ∨   Create ∨   Analytics ∨   Ads ∨   🔍   🔔 56   💬 1   📢   👤 ∨

Edit profile

Account settings

Home feed tuner

Claim

Bulk create pins

Permissions

Notifications

Privacy and data

Security

Apps

Edit profile

Add details about your business profile. People on Pinterest will be able to see this information, so don't share anything private!

Photo

COURSENVY   [Change]

Display name

> www.Coursenvy.com

Username

> coursenvy

www.pinterest.com/coursenvy

Pronouns

> Add your pronouns   ∨

Choose up to 2 sets of pronouns to appear on your profile so others know how to refer to you. You can edit or remove these any time.

About your profile

> Over 400,000 students love our top-rated Coursenvy.com online
> courses! Join at modMBA.com to master Facebook Ads,
> Amazon FBA, Social Media Marketing, and more!

You need to claim your website before you can include your URL in Pins you create.

Claim Your Website

Public profile

Personal information

Account management

Tune your home feed

Claimed accounts

Bulk create Pins

Social permissions

Notifications

Privacy and data

Security and logins

Branded Content

Claimed accounts

When you claim an account, you can monitor analytics and ensure your name or brand name appears on every Pin created from your sites. **Learn more**

🌐 Websites   Claim

coursenvy.com   Unclaim

Shopify

Install the free Pinterest app on Shopify to add your name and profile picture to Pins from your Shopify store, automatically connect your catalog and install the Pinterest tag.   Install app

Click the "**Claim**" button next to Websites.

Edit profile

Account settings

Home feed tuner

Claim

Bulk create Pins

Permissions

Notifications

Privacy and data

Security

Apps

Claim

Get credit for all your content on Pinterest. When you claim your content, your name and profile picture will show up next to any Pins that come from your site or external accounts.

Websites

coursenvy.c

Instagram

Choose how you want to claim

Add HTML tag

Paste this tag into the <head> section of your website.
Learn More

<meta name="p:domain_verify" content="e6720fe5aee75da00bf83 b7f9(

Upload HTML file

Upload this HTML tag to your website's root directory.
Learn More

Download

Add TXT record

Add this verification record to your domain host.

pinterest-site-verification=e6720fe5aee75da00bf 83b7

Cancel   Continue

YouTube

Shopify

Install the free Pinte
and profile picture to Pins from your Shopify store,
automatically connect your catalog and install the Pinterest
tag.

Install app

These are the options for claiming your website.

Adding an HTML tag to your website is the easiest way to claim your website.

Add an HTML tag to your website

An HTML tag is a piece of text that describes a web page's content. You have to add an HTML tag to your website's source code so Pinterest can confirm that you own the website you want to claim. Be mindful that different website hosts have different instructions for accessing their source codes.

Add an HTML tag to your website   ⌃

1. Log into your Pinterest business account.
2. Click ⌄ in the top-right corner to open your menu.
3. Select **Settings**.
4. Click **Claim** from the left-side navigation.
5. Click **Claim** next to websites.
6. Click the text in the box below **Add HTML tag** to copy it.
7. Click **Continue**.
8. Go to the index.html file of your website and add the tag to the <head> section before the <body> section. The instructions for this depends on what site your website is hosted on.
9. Go back to Pinterest, enter your website URL into the box and then click **Verify**.

After you click **Verify**, we'll automatically check for the HTML tag and claim your website. Once your site has been claimed, you can remove the HTML tag from your website's source code. This claim will only be removed if you make changes to your website in your Pinterest settings.

Follow the "claim your website" help URL for instructions:
https://help.pinterest.com/en/business/article/claim-your-website

Upload an HTML file to your website

Pinterest HTML Tag

➢ Copy and paste your Pinterest HTML tag into the <head> section of your website before the <body> section (typically in the index.html file or header file).

➢ As you can see in this example below, I clicked the EDITOR option under the APPEARANCE menu on the backend of our WordPress website. Then I clicked the theme HEADER file and pasted our Pinterest HTML tag right before the closing head tag </head>.

```
15
16      <meta name="p:domain_verify" content="f12da8d5058740ae93
17
18      <meta name="google-site-verification" content="FnXEYH_V
19
20  </head>
21  <?php flush(); ?>
22  <body id ="blog" <?php body_class('main'); ?>>
23      <header class="main-header">
24          <div class="container">
```

Pinterest Ads 101

Pinterest Ads

https://ads.pinterest.com

Now it is time to put your Pinterest business profile to work! Click the **Ads** menu option in the top navbar and select "**Create Campaign**" in the dropdown menu.

Business ∨   Create ∨   Analytics ∨   Ads ∨   Viewing: www.Coursenvy.com ∨

Create ad

Switch to campaign creation ⓘ
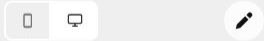
1 Select a Pin   **2** Fill out ad details   **3** Promote your Pin

Select a Pin

Destination URL ⓘ
Where your Pin links to

Daily budget (USD) ⓘ   Duration (days) ⓘ
0   10

☐ Run continuously

Targeting   ☑ Expanded targeting ⓘ

Total budget (USD)
-

-

Promote

www.Coursenvy.com ∨

The default ad creation view is "Quick Ad Creation".

We use and suggest clicking "**Switch to campaign creation**".

Create campaign ?

Web conversion campaign, 1 ad group

2022-12-13 00:12 UTC |...

2022-12-13 00:12 UTC | Ad...

New ad group

Campaign details

Choose a campaign objective ?

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Build awareness

Brand awareness
Help people discover your brand, products and other services

Video views
Promote videos to help people discover your brand or drive actions

Drive consideration

Consideration
Get more people to click your ad on Pinterest

Get conversions

Co
Dr
we

Ca
Pr
sh

⚠ Once the campaign is launched, the campaign may experience some performance fluctuations and take some

Campaign name and status ?

Campaign name

Now this option will say "**Switch to quick ad creation**".

We use and prefer this "**Campaign Creation**" view as all the detailed campaign editing options are available to us in this user interface.

Publish

Campaign Objective

➢ Your first step is to select your **campaign objective**.

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄   Viewing: www.Coursenvy.com ⌄

Create campaign ?

Switch to quick ad creation

Web conversion campaign, 1 ad group

2022-12-13 00:12 UTC |...

2022-12-13 00:12 UTC | Ad...

New ad group

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Video views
Promote videos to help people discover

Drive consideration

Consideration
Get more people to click your ad on Pinterest

Get conversions

Conversions ✓
Drive people to take actions on your website

Catalog sales
Promote your product inventory with

Create campaign ?

Switch to quick ad creation

Web conversion campaign, 1 ad group

2022-12-13 00:12 UTC |...

2022-12-13 00:12 UTC | Ad...

New ad group

Campaign details

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Drive consideration

Consideration
Get more people to click your ad on Pinterest

Get conversions

Conversions ✓
Drive people to take actions on your website

Catalog sales
Promote your product inventory with shopping ads

⚠ Once the campaign is launched, the campaign may experience some performance fluctuations and take some days to stabilize.

Campaign name and status ?

Campaign name

Publish

Here are the Pinterest campaign objectives to choose from for your Pinterest ads.

Coursenvy®

www.Coursenvy.com

Create campaign ?

Web conversion campaign, 1 ad group

2022-12-13 00:12 UTC |...

2022-12-13 00:12 UTC | Ad...

New ad group

Campaign details

Choose a campaign objective ?

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Get more people to click your ad on Pinterest

Get conversions

Conversions ⬤
Drive people to take actions on your website

Catalog sales
Promote your product inventory with shopping ads

⚠ Once the campaign is launched, the campaign may experience some performance fluctuations and take some days to stabilize.

Campaign name and status ?

Campaign name

Publish

First let's discuss **AWARENESS** campaigns.

Awareness Campaigns

Customers Are In 2 Categories

➢ 10% are "loyalists" and will only purchase from brands they know and/or have purchased from in the past.

➢ The other 90% are people willing to "shop around" for the best deal, product, or service. Of that 90%, typically we see 30% go with newly recognizable brands and the remaining 60% of your target market are OPEN to purchasing from you/your brand!

➢ This is why **Awareness Campaigns** are so important! Consumers must be able to IDENTIFY your brand when it comes time to purchase so you can claim EITHER the 30% that relate to a new brand they are aware of (people need an average of 7 touch points before purchasing from a new brand) OR the 60% willing to try a new brand!

Pinterest

=

The Complete Buying Formula

Inspiration +
Brand Discovery +
Information Evaluation =
Action/Purchase

The Buying Cycle

➤ Pinterest is typically used as a place to "save" (Pin) an item that the user can refer to at a later time. The consumer may be ready to buy but typically is just seeking inspiration!

➤ By using **AWARENESS CAMPAIGNS**, you can get your brand and products discovered in this "shopping around", "planning", "pinning for later", or **1st phase** of the buying cycle… INSPIRATION! You as brands or marketers want to take this opportunity to **influence** the early stages of consumers buying cycles. Pinterest is the perfect place for this!

➤ Then we can move these consumers from this brand awareness and discovery/pinning phase into more of an active shopping/evaluation mode! And then ultimately, move them through our sales funnel by getting them to make a purchase or convert!

➤ ACTION (or buying) is always **fueled by inspiration**! And a lot of that inspiration comes in different forms of content users Pin on Pinterest!

Pinterest = The Complete Buying Formula

➢ People need a mix of inspiration and information in order to make decisions about a purchase.

➢ While Amazon is great at presenting information in the form of reviews and confidence in the form of 2-day shipping, they are missing an important part of the buying formula… **INSPIRATION**!

➢ Consumers state the reason for a purchase is based on **inspiration** 75% of the time and **information** 25% of the time. So our goal is to mix these two reasons together to expedite the sales process!

How Do You Inspire Consumers?

Provide your potential customers with content that gives them **ideas/inspiration** on how your product/service will help them solve a problem.

EXAMPLE PRODUCT: **Cowboy Boots**

➢ Show users what outfits go well with cowboy boots.

➢ Share images of events to wear cowboy boots at via **lifestyle images**.

➢ Share other relevant country/cowboy topics (country music videos, country wedding images, horse images, rustic home decor, country craft DIY blog links, redneck humor, etc.)

➢ Become this "country-loving" users all-in-one place for inspiration based around your product and/or service!

Pinterest = **Shoppers**

Pinterest helps people get inspired, make decisions, and take action!

➢ Data from our client accounts shows 50-60% of Pinterest users use the platform to **shop around** and **find products**... compared to an UNDER 10% average on Facebook, Twitter, and Instagram!

Pinterest Sales Funnel

1. Awareness

2. Consideration

3. Conversion
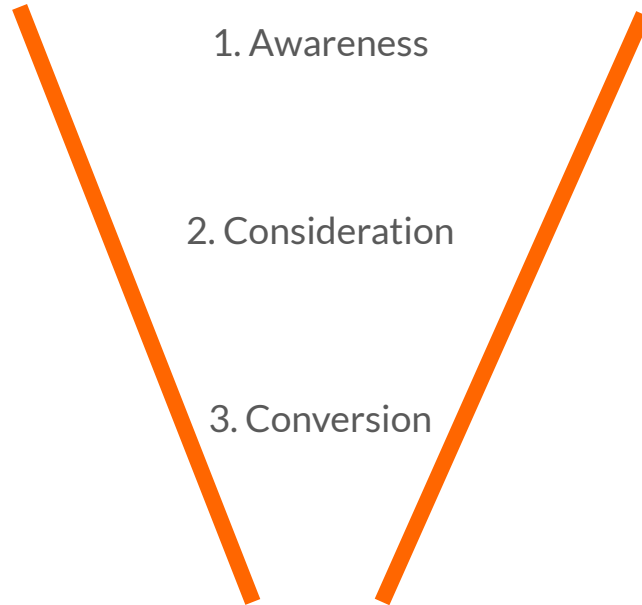
Sales Funnel Step #1 → Awareness

Awareness - Inspire and share information with your branded Pins! Make your brand known!

➢ These ads are the best way to gain awareness for your brand and spark that initial inspiration to get users to Pin your content!

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Build awareness

Brand awareness
Help people discover your brand, products and other services

Video views
Promote videos to help people discover your brand or drive actions

Drive consideration

Consideration (formerly traffic)
Get more people to click your ad on Pinterest

Get conversions

Conversions ●
Drive people to take actions on your website

Catalog sales
Promote your product inventory with shopping ads

Sales Funnel Step #2 → Consideration

Consideration - Acquisition, collect leads, create traffic, and build up your Pinterest audiences!

➢ These ads are for growing your audiences and working your customers down the funnel.

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Build awareness

Brand awareness
Help people discover your brand, products and other services

Video views
Promote videos to help people discover your brand or drive actions

Drive consideration

Consideration (formerly traffic)
Get more people to click your ad on Pinterest

Get conversions

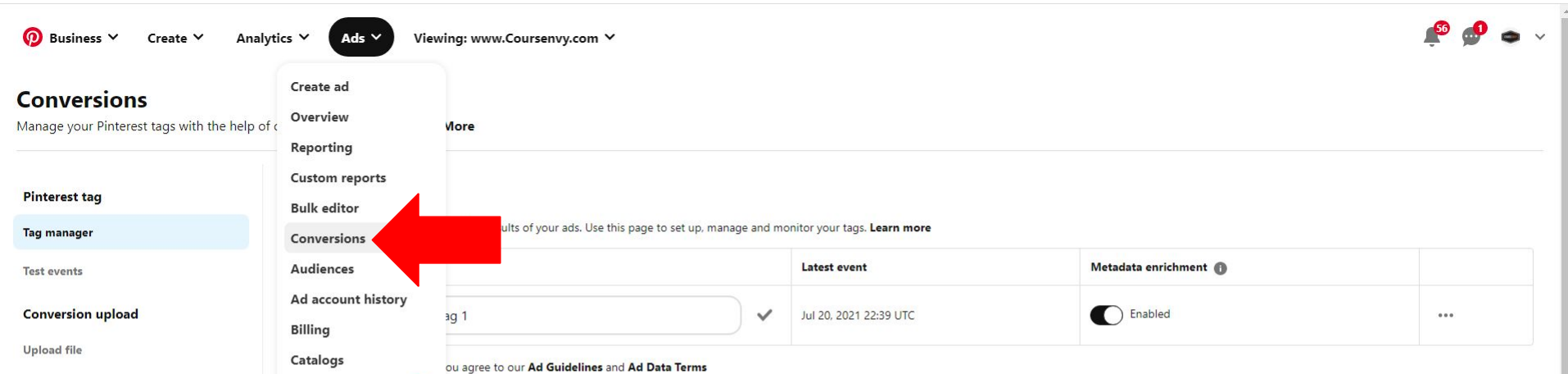**Conversions**
Drive people to take actions on your website

Catalog sales
Promote your product inventory with shopping ads

Sales Funnel Step #3 → Conversion

Conversion - **Retarget engaged users and current/past audiences, make the sale/conversion, and retain/remarket to current customers.**

➢ These ads are for converting! Turn that warm lead into a red hot sale!

How to Install a Pinterest Tag

Pinterest Tag

➢ Before you create Pinterest Audiences and Pinterest Ads, we need to create and install the Pinterest Tag tracking code. The Pinterest Tag also measures the results of your ads.

➢ In the **Ads** dropdown menu, select the "**Conversions**" option.

https://help.pinterest.com/en/business/article/install-the-pinterest-tag

Base Code + Event Code

There are two main components of the **Pinterest Tag** tracking code you will install on your website:

➢ **Base code:** The base code is the foundation of the Pinterest tag and has to be placed on every page of your website.

➢ **Event code:** Event codes have to be placed on pages where you want to track specific conversions, taken by people on your website.

https://help.pinterest.com/en/business/article/install-the-pinterest-tag

NOTE: If you are not an experienced web developer, hire one via Upwork for this task.

Pinterest Tag → Base Code

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄   Viewing: www.Coursenvy.com ⌄

On the "Conversions → Tag Manager" page, once your Pinterest Tag has been created, select the "**Configure Base Code**" option in the Pinterest Tag menu.

Conversions

Manage your conversion tracking with the help of our conversions page. **Learn More**

Events overview

Event history

Pinterest tag

Tag manager

Test events

API for Conversions

Conversion access token

Deduplication

Conversion upload

Upload file

Upload history

Pinterest tag

The Pinterest tag lets you measure the results of your ads. Use this page to set up, manage and monitor your tags. **Learn more**

Tag name	Latest event	Automatic enhanced match ⓘ
www.Coursenvy.com Tag 1 (2615499399277) ✎	Dec 12, 2022 23:29 UTC	◉ Enabled Edit Options

Using conversion tags means you agree to our **Ad Guidelines** and **Ad Data Terms**

•••

Configure Base Code

Configure Events Code

Conversions

Manage your Pinterest tags with the help of our conversions page. **Learn More**

Select how you want to install your Pinterest Tag.

Pinterest tag

Pinterest tag

Tag manager

Test events

The Pinterest tag lets you measure the results of your ads. Use this page to set up, manage and monitor your tags. **Learn more**

Conversion upload
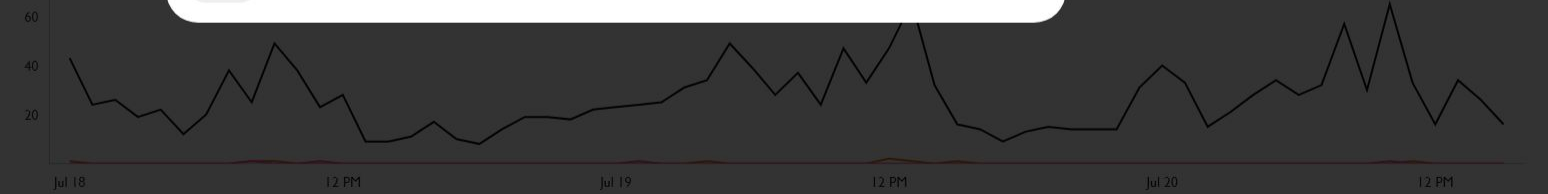
Upload file

Upload history

Tag name		enrichment ⓘ	
www.Coursenvy.c		bled	...

Using conversion tags me

Choose how you want to install
Your Pinterest Tag ID: **2615**

Add code using a Partner Integration

Choose

Manually add tag code to website

Choose

Email instructions to a developer

Choose

Cancel

Event history

See all the events tracked

Signup ✕   Lead ✕

3d (hourly)   7d   14d   30d   Custom

60

40

20

Jul 18   12 PM   Jul 19   12 PM   Jul 20   12 PM

Event type	Number of events	Fields	Enhanced match (manual)
> Signup	9	lead_type	9 (100.0%)

Conversions

Manage your Pinterest tags with the help of our conversions page. **Learn More**

Pinterest tag

Pinterest tag

If your website is hosted on one of these "**Partner Integration**" platforms, I suggest using these easy to install plugins as they auto install the base code and event codes.
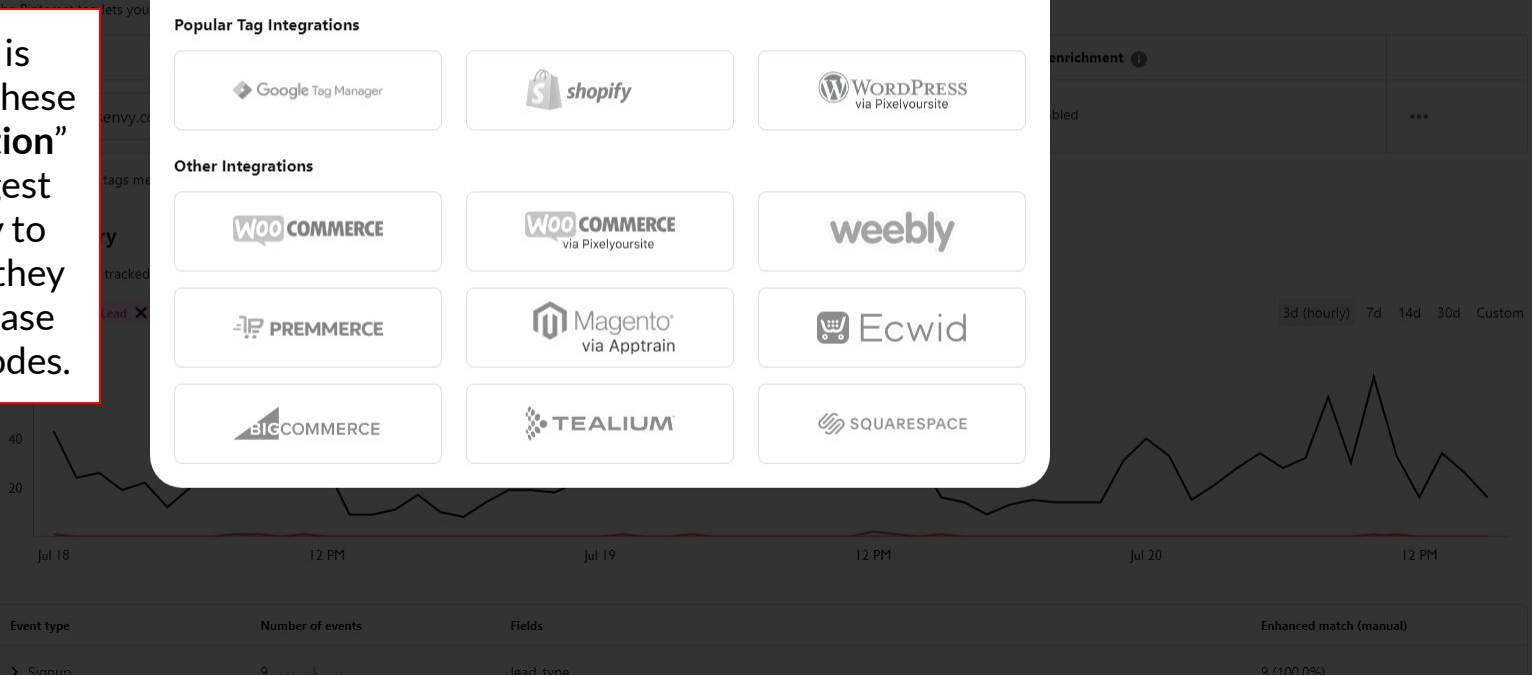
Partner Integration   ✕

Popular Tag Integrations

◆ Google Tag Manager	🛍 shopify	Ⓦ WORDPRESS via Pixelyoursite

Other Integrations

Ⓦ COMMERCE	Ⓦ COMMERCE via Pixelyoursite	weebly
⫴ PREMMERCE	Ⓜ Magento via Apptrain	🛒 Ecwid
BIGCOMMERCE	⁘ TEALIUM	◈ SQUARESPACE

3d (hourly)   7d   14d   30d   Custom

Jul 18   12 PM   Jul 19   12 PM   Jul 20   12 PM

Event type	Number of events	Fields	Enhanced match (manual)
Signup	9	lead_type	9 (100.0%)

Conversions

Manage your Pinterest tags with the help of our conversions page. **Learn More**

If not, you can install the Pinterest Tag base code yourself.

Pinterest tag

Tag manager

Test events

Conversion upload

Upload file

Upload history

Pinterest tag

The Pinterest tag lets you measure the results of your ads. Use this page to set up, manage and monitor your tags. **Learn more**

Tag name		enrichment ⓘ	
www.Coursenvy.c		bled	•••

Using conversion tags me

Choose how you want to install

Your Pinterest Tag ID: **2615**

Add code using a Partner Integration	Manually add tag code to website	Email instructions to a developer
Choose	**Choose**	**Choose**

Cancel

Event history

See all the events tracked

Signup ✕   Lead ✕

3d (hourly)   7d   14d   30d   Custom

60

40

20

Jul 18   12 PM   Jul 19   12 PM   Jul 20   12 PM

Event type	Number of events	Fields	Enhanced match (manual)
› Signup	9	lead_type	9 (100.0%)

Conversions

Manage your Pinterest tags with the help of our conversions page. **Le**

Pinterest tag

Pinterest tag

The Pinterest tag lets you

Tag name

www.Coursenvy.c

Using conversion tags me

Event history

See all the events tr

Signup ✕   Le

Add code manually   ✕

● Install the base code   ● Configure the base code   ● Install the event code

Install the base code

Add the base code to any page where you want to track conversions. If you want to use retargeting, add this code to every page of your site to create audiences to retarget later.

Be sure to put the base code between the <head> and </head> tags in your HTML document. It should only appear once on a single page, and before the subsequent event code.

Use Enhanced Match to get improved visibility into your conversion data—passing back email data on a conversion lets us better attribute it to an event on Pinterest. To use Enhanced Match, pass back the converting user's email (or the SHA256 hash of their email) in the em parameter highlighted in blue. For more detailed instructions, **visit our help center**.

```
<!-- Pinterest Tag -->
<script>
!function(e){if(!window.pint    window.pintrk = function () {
  window.pintrk.queue.push(Array.prototype.slice.call(arguments))};var

</noscript>
<!-- end Pinterest Tag -->
```

Copy and paste your Pinterest Tag base code before the closing </head> tag in your website's coding (typically in the index.html file or header file).

Continue

60

40

20

Jul 18   Jul 20   12 PM

3d (hourly)   7d   14d   30d   Custom

Event type   **Enhanced match (manual)**

> Signup   9   lead_type   9 (100.0%)

Pinterest Tag → Events Code

Business ∨   Create ∨   Analytics ∨   Ads ∨   Viewing: www.Coursenvy.com ∨
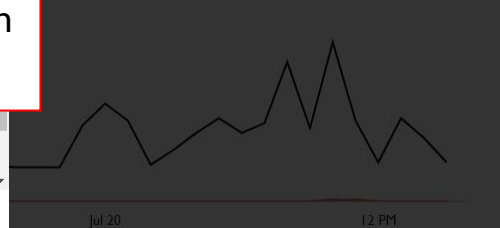
On the "Conversions → Tag Manager" page, select "**Configure Events Code**" in the Pinterest Tag menu.

Conversions

Manage your conversion tracking with the help of our conversions page. **Learn More**

Events overview

Event history

Pinterest tag

Tag manager

Test events

API for Conversions

Conversion access token

Deduplication

Conversion upload

Upload file

Upload history

Pinterest tag

The Pinterest tag lets you measure the results of your ads. Use this page to set up, manage and monitor your tags. **Learn more**

Tag name	Latest event	Automatic enhanced match ⓘ	
www.Coursenvy.com Tag 1 (2615499399277) ✎	Dec 12, 2022 23:29 UTC	⬤ Enabled Edit Options	•••

Using conversion tags means you agree to our **Ad Guidelines** and **Ad Data Terms**

Configure Base Code
Configure Events Code

Conversions

Manage your Pinterest tags with the help of our conversions page. **Learn More**

Select "Manually Set Up Events".

Pinterest tag

Tag manager

Test events

Conversion upload

Upload file

Upload history

Pinterest tag

The Pinterest tag lets you measure the results of your ads. Use this page to set up, manage and monitor your tags. **Learn more**

Tag name		enrichment ⓘ	
www.Coursenvy.c		bled	•••

Using conversion tags me

Choose How to Install Events

Your Pinterest Tag ID: **2615**

Install Events Through Google Tag Manager

Choose

Manually Set Up Events

Choose

Cancel

Event history

See all the events tracked

Signup ✕　　Lead ✕

3d (hourly)　7d　14d　30d　Custom

60

40

20

Jul 18　　12 PM　　Jul 19　　12 PM　　Jul 20　　12 PM

Event type	Number of events	Fields	Enhanced match (manual)
❯ Signup	9	lead_type	9 (100.0%)
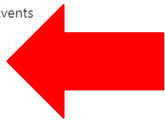
Pinterest Tag → Events Code

➢ After you add the Pinterest Tag base code to your website coding, you can add event codes to track a specific events and conversions on your website.

➢ The base code has to be placed on every page of your website (e.g. before the </head> tag in the website's HTML header file).

➢ Event codes only have to be placed on pages where you want to track specific conversions (e.g. the checkout page for eCommerce websites).

➢ Varying event codes track varying specific events (e.g. Checkout, AddToCart, or PageVisit).

https://help.pinterest.com/en/business/article/add-event-codes

Events Codes

➢ Event codes let you measure Pinterest ads on site actions.

➢ Event codes are also required to launch campaigns that optimize for specific events (such as Conversion campaigns requiring: **Checkout**, **AddToCart**, or **Signup** events to create a Conversion Objective Pinterest ad).

https://help.pinterest.com/en/business/article/add-event-codes

Event	Purpose
Checkout	Track people who complete transactions.
AddToCart	Track people who add items to shopping carts.
PageVisit	Track people who view primary pages, such as product pages and article pages.
Signup	Track people who sign up for your product or service.
WatchVideo	Track people who watch videos.
Lead	Track people who show an interest in your product or service.
Search	Track people who search on your website for specific products or shop locations.
ViewCategory	Track people who view category pages.
Custom	Track a custom event. Use this event name to track a special event that you want to include in your conversion reporting.
[User-defined event]	Add any additional events that you've defined for the purpose of audience targeting. Unique events are not available for conversion reporting. Keep in mind that any spaces in the custom event names passed through the tag will be removed.

Installing Events Codes

1. Copy the code for the event that you want to add to your website (see the "Event code" list at the link above).
2. Open the coding for the **specific page** of your website that you want to track an event on.
3. Paste the event code on that page, **after the base code**, making sure to replace any example values with the appropriate value for your website. This means the event will fire any time the page is loaded.

EXAMPLE: Tracking newsletter signup leads when a thank you page is visited:

```
<script>
 pintrk('track', 'lead', {lead_type: 'Newsletter' });
</script>
```

Checkout

Permalink: https://www.coursenvy.com/checkout/ [Edit]

[Add Media] [Insert Payment Form]

[Visual] [Text]

b | i | link | b-quote | del | ins | img | ul | ol | li | code | more | close tags

```
<script>
pintrk('track', 'checkout', {
order_quantity: 1,
currency: 'USD'
});
</script>
```

The event code must be below your base code. Websites read coding from top down, so this "checkout" event code in the <body> section of the */checkout* page is perfect as the event code will be read **after** the base code located in the <head> section of our website's coding.

Word count: 5   Last edited by Coursenvy on February 6, 2015 at 3:32 pm

Quick Page/Post Redirect

☐ Make Redirect **Active**. ❓

Sidebar navigation:
AdRotate
Popup Maker
Simple Pay Lite
Contact
Appearance
Playbook
Plugins
MyThemeShop
Users
Tools
Settings
HTTPS
SEO 2
MailChimp for WP
Floating Social Media Settings
PixelYourSite

Publish panel:
Publish
Save Draft | Preview
Status: **Draft** Edit
Visibility: **Public** Edit
Publish on: Jan 25, 2015 @ 23:34 Edit
Readability: **Needs improvement**
SEO: **Not available**
Move to Trash | Publish

Page Attributes
Parent
(no parent)
Template
Default Template
Order
0

Pinterest Event Audiences

Pinterest enables you to build audiences of users based on the events they fired (e.g. Checkout event code). You can then retarget these users with ads in the future!

EXAMPLE: Retarget warm users who added something to their cart, but never checked out.

Create new audience list   ✕

Reconnect with users

Site visitors
Retarget visitors from your website

Engagement
Retarget users who have engaged with Pins from your claimed domain

Customer list
Retarget users from an uploaded list

Find new customers

Actalike customers
Target users who behave similarly to your existing customers

Step 2: Select conversion source

To use a conversion source other than a Pinterest Tag, add a filter and configure the source of this event.

◉ Pinterest Tag
○ Mobile Measurement Partners (MMP)
○ Conversion Upload
○ API

Tag name	Event history
◉ www.Coursenvy.com Tag 1	Jul 20, 2021 23:38UTC

Step 3: Set filters

Users in the past number of days

`30` ☑ Include past traffic

⌄ Optional filters

Filter 1

| Event ⌄ | **Equals** | checkout ⌄ | 🗑 |

Create

How to Create a Pinterest Audience

Pinterest Audience

➢ I suggest creating your Pinterest Audiences right away (before creating ads) so your Pinterest Tag can begin tracking/collecting your audiences.

➢ In the **Ads** dropdown menu, select the "**Audiences**" option.

➢ Click the "**Create Audience**" button.

Audiences

Reach specific groups of people by creating your own audiences. **Learn More**

Status

● Ready

● Too Small

● Ready

● Ready

● Ready   CE ALL - 90 Days
ALL coursenvy.com traffic 90 Days   2542620769047

Rows per page   10 ∨

Using audience manager means you agree to our **Ad Guidelines** and **Ad Data Terms**

Create a new audience list:
-Site Visitors
-Engagement
-Customer Lists
-Actalike Customers

Create new audience list

✕

Reconnect with users

○ **Engagement**
Target Pinners who have engaged with your content on Pinterest

◉ **Site visitors**
Retarget visitors from your website

○ **Customer list**
Target Pinners from a list of your customers that you upload

Find new customers

○ **Actalike customers**
Target users who behave similarly to your existing customers

⚠ A newly created audience list can take up to 24 hours to finish initializing. **Learn More**

Step 1: Audience list details

Audience name

Name your audience (required)

Audience description

Describe your audience (optional)

Step 2: Select conversion source

To use a conversion source other than a Pinterest Tag, add a filter and configure the source of this event.

◉ Pinterest Tag
○ Mobile Measurement Partners (MMP)
○ Conversion Up
○ API

Tag name   Event history

Create

Audiences → Site Visitors

➢ Site Visitor based audiences are my favorite and most commonly used audience because this is RETARGETING 101!

➢ You are targeting people who aren't new to your content and they have visited your website/app already.

➢ Site Visitor audiences will be more receptive to your Pinterest retargeting ads as they have visited your website in the past.

Audiences → Site Visitors

1. When creating your **Site Visitors** based audience on Pinterest, you will first name your audience. Be specific so you can easily identify the Audience List name when creating ads, for example: *"Website URL - Total Days Tracked"*

2. Next, select the conversion source. This is the Pinterest Tag you installed on your website that you want to build this specific visitor audience around (i.e. audiences based on specific events or pages on your website.)

Create new audience list ✕

Reconnect with users

○ **Engagement**
Target Pinners who have engaged with your content on Pinterest

● **Site visitors**
Retarget visitors from your website

○ **Customer list**
Target Pinners from a list of your customers that you upload

Find new customers

○ **Actalike customers**
Target users who behave similarly to your existing customers

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Step 1: Audience list details

Audience name

Name your audience (required)

Audience description

Describe your audience (optional)

Step 2: Select conversion source

To use a conversion source other than a Pinterest Tag, add a filter and configure the source of this event.

● Pinterest Tag
○ Mobile Me...
○ Conversion Upload
○ API

Tag name   Event history

Create

Audiences → Site Visitors

3. Next you can add specific filters to your audience. First set the "past number of days" to track the most recent X number of days of users.

    For the "Site Visitors" audience, we can filter by **Events** or **Destination URL** to track/add ONLY those types of users to this audience.

Audiences → Site Visitors → Filters

➤ **Events** - Create an audience based on one or more specific Event Codes on your site. For example, you might retarget people who've made it to your newsletter confirmation page (e.g. coursenvy.com/thanks that has the Event Code for "leads").

➤ **Destination URL** - Create an audience based on one or more pages that people have visited on your website. You can include specific URLs or a portion of URL (i.e. category page) or the base URL to create an audience of all users.

Audiences → Engagement

➤ Select the **Engagement** audience to engage with users who have engaged with Pins from your claimed domain.

➤ Set your filters to the engagement audience you want to target.

➤ I love to build audiences around a specific Pin engagement. So for this audience I would heavily retarget upselling the product featured in the Pin that these users engaged with. For for this engagement audience I select **Pin ID**.

Create new audience list ✕

○ **Actalike customers**
Target users who behave similarly to your existing customers

Step 2: Engagement audience type ⓘ
Include people who have performed:
● Any engagement actions
○ Optimized engagement actions

Optional steps:

Select your source type

Select filter type

| Pin ID | ⌄ |

You can only select one source per engagement audience

Enter Pin ID(s)

Ex: 12345678

For multiple entries, separate each Pin ID with a comma
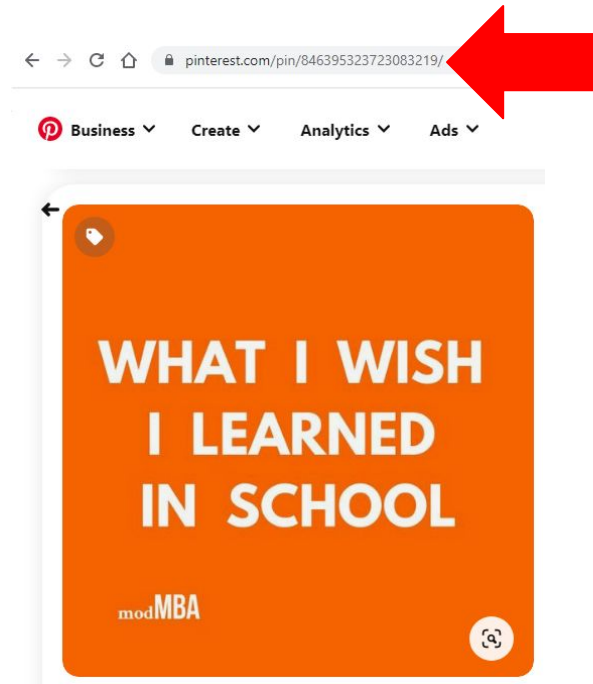
Select your claimed domain
By selecting a claimed domain(s), you can include users who engaged with organic and promoted Pins from your claimed domain(s) in your engagement audience. **Learn more**

☐ www.coursenvy.com

Create

Audiences → Engagement

The Pin ID can be found in the website URL of the Pin itself.

Audiences → Customer List

➤ You can also create an audience by uploading existing customers' **emails** or **mobile ad IDs** (MAIDs) via a **.CSV** file.

➤ Leave out any additional information you have, like names, phone numbers or physical addresses. Simply a .csv file with a column of email addresses is enough to upload.

➤ Pinterest will then compare that list to people who use Pinterest to create an audience which you can either include or exclude via your Pinterest ad targeting.

Create new audience list   ✕

Reconnect with users

Site visitors
Retarget visitors from your website

Engagement
Retarget users who have engaged with Pins from your claimed domain

Customer list
Retarget users from an uploaded list

Find new customers

Actalike customers
Target users who behave similarly to your existing customers

⚠ This ad group will not start spending until the newly created audience list has finished initializing. This can take up to 24 hours. **Learn More**

Step 1: Audience list details

Audience name
Name your audience (required)

Audience description
Describe your audience (optional)

Step 2: Choose a file to upload

Drag & drop or choose .csv file from computer
Choose file

By creating this Customer List, I confirm that it meets the **Pinterest Customer List Requirements**

Create

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Audiences → Actalike Customers

➢ Actalike targeting helps you easily reach even more people who are **similar** to an existing audience.

➢ Pinterest creates Actalike audiences using information they know about Pinners in your "source audience list". The source audience will not be a part of the new Actalike audience.

➢ Finally, select the Actalike country you want to find similar users in and then select the Actalike range, 1% = most similar, to 10% = least similar (we see the best results from 1%).

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Audiences → Actalike Customers

These Actalike Customer audiences (or what I call lookalike audiences) are my favorite as they are a great top of funnel audience to target. They are also a great way to take a small existing source audience (e.g. a customer list) and let Pinterest find a bunch of people similar to this source audience for you (Pinterest typically finds ~1,000,000 users in these Actalike Customer audiences)!
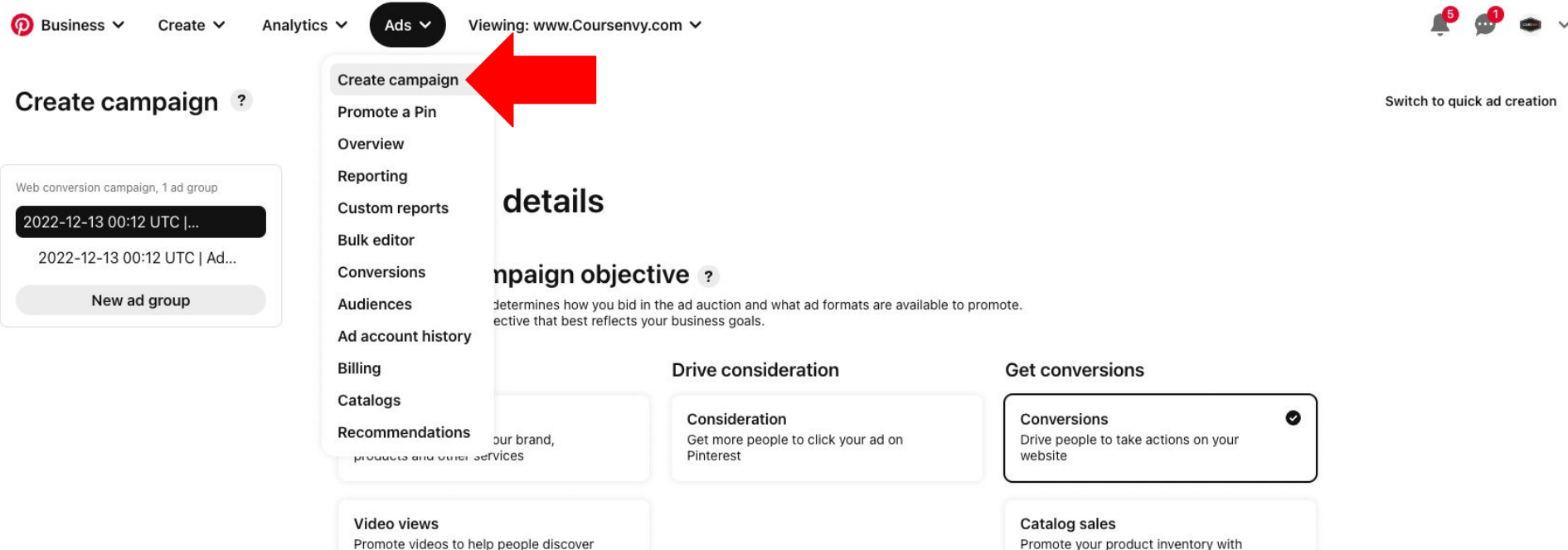
My favorite use is creating an Actalike Customer audience that builds an audience based on my most important Customer List, people who have made a purchase on our website! Just select that source audience list, then select your Actalike target country and 1% for the range.

Make sure you have at least 100 Pinterest users in the source audience list before creating an Actalike audience.

How to Create a Pinterest Ad Campaign

Pinterest Ads

https://ads.pinterest.com → In the **Ads** dropdown menu, select the "**Create campaign**" option.

Step 1 → Campaign Objective

Pinterest Business ∨   Create ∨   Analytics ∨   Ads ∨   Viewing: www.Coursenvy.com ∨   56   1

Ads Manager
Create campaign   Switch to quick ad creation ⓘ

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Build awareness   **Drive consideration**   **Get conversions**

Brand awareness   **Consideration (formerly traffic)**   **Conversions**   ✓
Help people discover your brand, products   Get more people to click your ad on   Drive people to take actions on your
and other services   Pinterest   website

Video views   **Catalog sales**
Promote videos to help people discover   Promote your product inventory with
your brand or drive actions   shopping ads

⚠ Once the campaign is launched, the campaign may experience some performance fluctuations and take some days to stabilize. Find out more here.

Campaign name & status

Campaign name

CONV - modMBA

Only you will see this name

Ads Manager
Create campaign

Switch to quick ad creation ⓘ

Web conversion campaign, 1 ad group
CONV - modMBA

[New ad group]

Entrepreneur - ad group

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote.
Choose the campaign objective that best reflects your business goals.

Build awareness

Brand awareness
Help people discover your brand, products and other services

Video views
Promote videos to help people discover your brand or drive actions

Drive consideration

Consideration (formerly traffic)
Get more people to click your ad on Pinterest

Get conversions

Conversions ✓
Drive people to take actions on your website

Catalog sales
Promote your product inventory with shopping ads

⚠️ Once the campaign is launched, the campaign may experience

Campaign name & status

Campaign name

CONV - modMBA

Only you will see this name

Campaign status

⦿ Active (recommended)
   Your ads can be served

◯ Paused

[Publish]

In the left sidebar you can see the levels of your Pinterest ad, including your Campaign name and Ad Group name below it.

You can also click the "New ad group" button to split test your targeting. Remember, only split test ONE variable at a time to ensure you know which variable creates the best results (e.g. target an "Actalike audience" in one ad group and target a "Keyword" in the second ad group).

Ads Manager
Create campaign

Switch to quick ad creation ⓘ

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Build awareness

Drive consideration

Get conversions

Brand awareness
Help people discover your brand, products and other services

Consideration (formerly traffic)
Get more people to click your ad on Pinterest

Conversions ⊘
Drive people to take actions on your website

Video views
Promote videos to help people discover your brand or drive actions

Catalog sales
Promote your product inventory with shopping ads

⚠ Once the campaign is launched, the campaign may experience some performance fluctuations and take some days to stabilize. Find out more here.

Campaign name & status

Campaign name

CONV - modMBA

Only you will see this name

Campaign status

● Active (recommended)
Your ads can be served

○ Paused

Step #1, select your campaign objective.

Publish

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Create campaign

Switch to quick ad creation ⓘ

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur

Choose a campaign objective

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote.
Choose the campaign objective that best reflects your business goals.

Build awareness

Drive consideration

Get conversions

Brand awareness
Help people discover your brand, products and other services

Consideration (formerly traffic)
Get more people to click your ad on Pinterest

Conversions ●
Drive people to take actions on your website

Video views
Promote videos to help people discover your brand or drive actions

Catalog sales
Promote your product inventory with shopping ads

⚠ Once the campaign is launched, the campaign may exp

Campaign name & status

Campaign name

CONV - modMBA

Only you will see this name

Campaign status

● Active (recommended)
  Your ads can be served

○ Paused

Publish

Next, name your campaign so you can easily identify it in Pinterest reporting.

EXAMPLE:
Traffic - Women - 18 to 34 - Wedding Dresses

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Create campaign ?

Web conversion campaign, 1 ad group

2022-12-13 00:56 UTC |...

2022-12-13 00:56 UTC | Ad...

New ad group

Campaign budget and schedule

☐ [Beta] Flexible daily budgets ⓘ

Campaign budget type

● Daily

○ Lifetime

Daily budget (in USD)

20.00

Your campaign can spend no more than $20.00 per day, across any of its ad groups.

Campaign schedule

● Run continuously

○ Run on specific dates

Click the "Continue" button to proceed to editing this campaigns "**Ad group**".

Publish

Continue

Next, scroll down to set your **Campaign Budget**.

You can split this campaign budget between multiple ad groups (perfect for split testing varying targeting).

I try to use a minimum of $20 per campaign, then scale up winners after testing for a few days (or 1,000 ad impression).

Select "Daily" and "Run continuously". Just remember to toggle off losing campaigns.

Step 2 → Ad Group

➢ First, name your Ad group so you can easily identify it in Pinterest reporting.

Step 3 → Ad Group → Targeting

➢ On the Targeting step, you will select **who** will see your Pinterest ad.

➢ This includes audiences, interests, keywords, varying demographics and advanced options.

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄   Viewing: www.Coursenvy.com ⌄

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

📑 Duplicate ad group

Publish

Targeting details

Select a strategy ⌃

👥↺ **Reconnect with users**
Retarget people who have already interacted with your brand
Select

❯ Details

👥➕ **Find new customers**
Prospect people who haven't interacted with your brand
Select

❯ Details

Choose your own
Make targeting selections for this ad group without guidance.
Recommended for experienced advertisers only.
Select

❯ Details

🔒 Audience lists

🔒 Keywords & Interests

🔒 Demographics

🔒 Ad placement

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow ─────────● Broad

If you want to use the Pinterest guided targeting suggestions, select one of these options.

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56   1

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

📋 Duplicate ad group

Targeting details

Select a strategy   ⌃

Reconnect with users
Retarget people who have already interacted with your brand
› Details
Select

Find new customers
Prospect people who haven't interacted with your brand
› Details
Select

Choose your own
Make targeting selections for this ad group without guidance.
Recommended for experienced advertisers only.
› Details
Select

🔒 Audience lists

🔒 Keywords & Interests

🔒 Demographics

🔒 Ad placement

Publish

Potential audience size
Monthly active ads audience ⓘ
90m+

Narrow — — — — — Broad

Reconnect with users = Retargeting people who have already interacted with your brand and have been tracked via your Pinterest Tag installed on your website or app.

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⧉ Duplicate ad group

Publish

Targeting details

Select a strategy   ⌃

Reconnect with users
Retarget people who have already interacted with your brand

> Details

Select

Find new customers
Prospect people who haven't interacted with your brand

> Details

Select

Choose your own
Make targeting selections for this ad group without guidance.
Recommended for experienced advertisers only.

> Details

Select

🔒 Audience lists

🔒 Keywords & Interests

🔒 Demographics

🔒 Ad placement

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow ———————————● Broad

Find new customers = Prospecting Pinterest for people who haven't interacted with your brand and have yet to be tracked by your Pinterest tag.

Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⊡ **Duplicate ad group**

Publish

Targeting strategy   ⌃

Reconnect with users
Retarget people who have already interacted with your brand   **Select**

❯ Details

Find new customers
Prospect people who haven't interacted with your brand   **Select**

❯ Details

Choose your own
Make targeting selections for this ad group without guidance.
Recommended for experienced advertisers only.   ✔ Selected

❯ Details

Audience lists (0)   ✔

Add an audience list (optional)   ∨

Keywords & Interests   ∨
Keywords: None
Interests: None
Expanded targeting: On

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow ━━━━━━━━━━━━●━ Broad

We always select
"**Choose your own**"
to have access to all
Pinterest targeting
options.

If you are creating a campaign to RETARGET past audiences (e.g. website visitors), adding **Audience Lists** is how you create these retargeting campaigns.

Audiences are perfect for retargeting people who visited your website, but didn't convert. You can work those users down your sales funnels via audience lists!

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)

⧉ Duplicate ad group

Targeting strategy   Choose your own   ⌄

Audience lists (0)

Add an audience list (optional)   ⌃

    Create new audience list   Use existing list

Keywords & Interests   **Keywords:** None
                                  Interests: None
                                  Expanded targeting: On   ⌄

Demographics   **Gender:** All genders
                                  Age: All ages
                                  Location: All U.S.
                                  Language: All languages
                                  Device: All devices   ⌄

Ad placement   **Placement:** Browse and search
                                  Tracking URLs: None   ⌄

Publish

...nce size
...ds audience ⓘ

Narrow ━━━━━● Broad

1) Create New Audience List

Create a new audience based on Site Visitors, Engagement, Customer Lists, or Actalike Customers.

2) Use Existing List

Business ▾   Create ▾   Analytics ▾   Ads ▾   Viewing: www.Coursenvy.com ▾

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)

⬚ Duplicate ad group

Entrepreneur - ad group

Targeting details

✔ **Targeting strategy**   Choose your own

✔ **Audience lists (0)**

Add an audience list (optional)

Create new audience list

✔ **Keywords & Interests**   Keywords: None
                                    Interests: None
                                    Expanded target

✔ **Demographics**   Gender: All gend
                                    Age: All ages
                                    Location: All U.S.
                                    Language: All lan
                                    Device: All device

Add an existing audience list   ✕

Viewing: ☑ Actalikes   ☑ Customer lists   ☐ Engagement   ☑ Site visitors   🔍

› Selected audience lists (0)

CE ALL - 90 Days   ● Ready to use   6k   **Select**
ID: 2542620769047   updated 1 year ago   Site visitors

LearnCE BUYERS (ALL)   ● Ready to use   300   **Select**
ID: 2542621119423   updated 11 months ago Customer lists

LA - 1% USA - LearnCE BUYERS (ALL) ● Ready to use   868k   **Select**
ID: 2542621119635   updated 11 months ago Actalikes

modMBA purchased   ⚠ Too small   < 100   **Select**
ID: 2542621122488   updated 11 months ago Site visitors

modMBAfree SignUp   ● Ready to use   400   **Select**
ID: 2542621124309   updated 11 months ago Site visitors

1 – 5 of 5 rows   ⏮ ‹ › ⏭

> If you have already created the audience,
> select it via the "Use existing list" button.

Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⊞ Duplicate ad group

Publish

Targeting details

Targeting strategy   Choose your own   ⌄

Audience lists (0)

Add an audience list (optional)   ⌄

Keywords & Interests   ⌃

☑ **Enable expanded targeting** ⓘ

Add interests   Add keywords

Pick topics related to your brand so you can reach people based on other Pins they engage with. **Learn more**

All interests   Selected   🔍 Search all interests

> ☐ Animals (9)

> ☐ Architecture (7)

> ☐ Art (24)

> ☐ Beauty (7)

> ☐ Children's Fashion (4)

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow   Broad

Next, scroll down to the "**Add Interests**" section.

Interests are great for targeting TOP OF FUNNEL users. Let Pinterest find users related to interests relevant to your brand.

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Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⧉ Duplicate ad group

Publish

Keywords & Interests

☑ **Enable expanded targeting** ⓘ

Add interests   Add keywords

Pick topics related to your brand so you can reach people based on other Pins they engage with. **Learn more**

All interests	Selected (1)	wedding cakes ✕

☐ − Wedding

☑ Wedding > Wedding Cake

☐ Wedding > Wedding Cake > Wedding Cake Topper

☐ Food and Drinks > Desserts > Cake > Cake Design

Demographics

Gender: All genders
Age: All ages
Location: All U.S.
Language: All languages
Device: All devices

Potential audience size

Monthly active ads audience ⓘ
4.24m-4.7m

Narrow ——————●———————— Broad

EXAMPLE:
If you are selling "wedding cakes", we can add that interest and let Pinterest find users who have engaged with Pins included in your specific interests.

Also, notice your "Potential audience size" as you select targeting option.

Pinterest Ad Targeting → Interests

From my experience marketing for clients on Pinterest, I find that for most brands, the "Interest" option alone is a bit too broad and truly only good for top of funnel split testing for targeting.

SPLIT TEST EXAMPLE: Ad Group #1 target "Wedding" interest, Ad Group #2 target "Wedding Cake" interest. After 3-7 days (or 1,000 impressions), I will review this split test to see which Ad Group created better results.

If you have a brand with a wide variety of products all targeting one of these Interests, this is a great variable to test in one version of your campaigns to see if it creates conversions for you.

***One note, I often say "conversions" as the goal... that can mean many things. Whether that is for you... a click, a sale, an email sign up... you want to be always split testing **ONE** variable at a time in these ads to make them more and more optimized for the results you want and the best ROMI (return on marketing investment).

Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

📑 Duplicate ad group

Publish

Keywords & Interests

☑ **Enable expanded targeting** ⓘ

Add interests   **Add keywords**

Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. **Learn more**

wedding cakes

1 keyword

Extend your reach
Search for related keywords

wedding cake   ✕

⊕ **Add all results**

Keyword	Monthly Searches
✓ wedding cakes	5m+
⊕ wedding cake toppers	5m+
⊕ weddings cakes idea	5m+
⊕ cupcakes for wedding	5m+
⊕ cupcakes ideas for wedding	5m+
⊕ cake wedding	5m+
⊕ wedding ideas cake	5m+
⊕ wedding cakes decorating	5m+
⊕ wedding cake tabled	5m+

Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]

Potential audience size

Monthly active ads audience ⓘ
941k-1.04m

Narrow ——————●—————— Broad
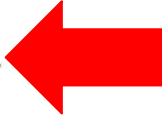
Next, click the "**Add Keywords**" option.

Keyword targeting lets you reach people as they search for a specific topic on Pinterest. I see the highest ROMI for my clients using 25+ specific keywords, including "phrase match" and [exact match] keywords.

[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"

4 keywords

Extend your reach
Search for related keywords

🔍 wedding cakes ⊗

⊕ **Add all results**

Keyword	Monthly Searches
⊕ wedding cake boxes	< 1k
⊕ wedding cake tables ideas elegant	1k-10k
⊕ wedding cakes beautiful	10k-100k
⊕ cupcakes wedding cake	1k-10k
⊕ rosegold wedding cakes	< 1k
⊕ wedding cakes simple	10k-100k
⊕ 2teir wedding cakes	1k-10k
⊕ wedding cakes 4tier	< 1k
⊕ 2017 wedding cakes	10k-100k

Format your keywords to indicate: broad match, "phrase match", [exact match], -"negative phrase match" or -[negative exact match]

EXAMPLE:

If you are selling "pink wedding cakes", you can add that **EXACT MATCH** [keyword in brackets] and **PHRASE MATCH** "keyword in quotes" to have our ad appear in users search results for these SPECIFIC keywords.

Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⎘ Duplicate ad group

Keywords & Interests

☑ **Enable expanded targeting** ⓘ

Add interests   **Add keywords**

Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. **Learn more**

wedding cakes

Click the "**+**" sign next to each keyword you want to add to your targeted keyword list.

1 keyword

Extend your reach
Search for related keywords

| wedding cake | ✕ |

⊕ **Add all results**

Keyword	Monthly Searches
☑ wedding cakes	5m+
⊕ wedding cake toppers	5m+
⊕ weddings cakes idea	5m+
⊕ cupcakes for wedding	5m+
⊕ cupcakes ideas for wedding	5m+
⊕ cake wedding	5m+
⊕ wedding ideas cake	5m+
⊕ wedding cakes decorating	5m+
⊕ wedding cake tabled	5m+

Potential audience size

Monthly active ads audience ⓘ
941k-1.04m

Narrow ——————●—————— Broad

Notice the formatting I added to my keywords, including the brackets [keywords] and quotations "keywords". These are match types formats.

Keywords

Choose relevant keywords to increase ad impressions in search results and Related Pins. For best results, use a minimum of 25 keywords. **Learn more**

```
[pink wedding cakes]
[pink wedding cake]
"pink wedding cakes"
"pink wedding cake"
```

Format your keywords to indicate: broad match, "phrase match", [exact match...

Negative phrase match	Pins will not show on any search that contains the entire keyword phrase within the search term. Word order matters.	-"Bedroom decor"	Kitchen decor	Bedroom decor tips
Negative exact match	Pins will not show on a search that matches your keyword exactly. Order matters.	-[Bedroom decor]	Modern bedroom decor, Kitchen decor	Bedroom decor

Match type	Summary	Example keyword	Eligible search	Ineligible search
Broad match (default)	Pins show for your own keyword as well as for misspellings, synonyms, and other related search terms. Word order does not matter.	Kitchen design	Kitchen decor ideas, wall paper designs	T-shirt ideas
Phrase match	Pins show on search terms that include the entire phrase contained in the specified keyword as well as misspellings and close variations of that phrase. The search term phrase must use the same word order as the keyword.	"Kitchen design"	Kitchen design ideas, Kitchen designs	Kitchen decor idea, Design kitchen
Exact match	Pins show on your exact keyword or on a close variation of that keyword. Word order	[Kitchen design]	Kitchen design, Kitchen designs	Kitchen design idea, Design kitchen, Kitchen decor

Pinterest Ad Targeting → Keywords

Keyword Match Types: https://help.pinterest.com/en/business/article/keyword-targeting

➢ So what do all these keyword match types mean? I use match types to target Pinterest users search terms with even more precision! You can fine tune your targeting with broad, phrase, and exact match keywords. You can also exclude your Pins from showing via negative keywords. These keyword match types will control which searches your ad appears in by using phrase and exact matches to narrow in on specific search results, or you can use broad match to reach a wider audience.

➢ Negative keywords let you exclude certain search terms from triggering your ads.

➢ When adding match types, use specific **operators** to indicate the match type. For broad match, leave a **keyword** as is, for phrase match use quotations around your **"keywords"**, and for exact match use brackets around your **[keywords]**.

Ads Manager

Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting
Budget & schedule
Optimization & delivery
Ads (0)

⧉ Duplicate ad group

Publish

Keywords & Interests

Keywords: None
Interests: None
Expanded targeting: Off

Demographics ⌃

Genders	⦿ All genders
	○ Pick specific genders
Ages	⦿ All ages
	○ Pick specific ages
	☐ 21+ (Required for age-restricted advertising)
Locations	⦿ All U.S. locations
	○ Pick specific locations
	Use location targeting to help get your ad in front of people in a specific geographic location. **Learn more**
Languages	⦿ All languages
	○ Pick specific languages
Devices	⦿ All devices
	○ Pick specific devices
	Need help understanding device targeting? **Learn more**

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow ———————●— Broad

Next, scroll down to the **Demographics** section to fine tune your targeting based on gender, age, location, language, and device (e.g. Android, iOS, desktop, or mobile).

Business ∨   **Create** ∨   **Analytics** ∨   **Ads** ∨   **Viewing: www.Coursenvy.com** ∨

56   1

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⊞ Duplicate ad group

Publish

Keywords & Interests

Keywords: None
Interests: None
Expanded targeting: Off

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow   Broad

Demographics

Genders	● All genders
	○ Pick specific genders
Ages	● All ages
	○ Pick specific ages
	☐ 21+ (Required for age-restricted advertising)
Locations	● All U.S. locations
	○ Pick specific locations
	Use location targeting to help get your ad in front of people in a specific geographic location.
Languages	● All languages
	○ Pick specific languages
Devices	● All devices
	○ Pick specific devices
	Need help understanding device targeting? **Learn more**

These are great things to split test one variable at a time. To do this, DUPLICATE the ad group and adjust the **single** variable you want to test in each ad group.

For example, I will target one country in my first ad group, and then the exact same ad targeting another country in my second ad group to see where my ad performs better.

Create campaign ?

Switch to quick ad creation

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-...

Targeting

Budget and schedule

Optimization and delivery

Ads

⊡ Duplicate ad group

New ad group

Publish

Keywords: 1 keyword
Expanded targeting: On

Demographics ?   ∨

Gender: All genders
Age: All ages
Location: All U.S.
Language: All languages
Device: All devices

Placement and Tracking   ∧

⬅️

● All (recommended)
○ Browse ⓘ
○ Search ⓘ

Use placement targeting to specify where you'd like your ads to appear on Pinterest.

∨ Ad group tracking URLs ⓘ

Event Type   URL

[Pin clicks   ∨]   [Tracking URL (optional)   ]   ⊕

Potential audience size

Monthly active ads audience   ⓘ
< 10k

Narrow ———————————— Broad

Next, scroll down to the "Placement" section.

Create campaign ?

Switch to quick ad creation

Keywords: 1 keyword
Expanded targeting: On

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-...

Targeting

Budget and schedule

Optimization and delivery

Ads

⧉ Duplicate ad group

New ad group

Publish

Demographics ?

Gender: All genders
Age: All ages
Location: All U.S.
Language: All languages
Device: All devices

Potential audience size

Monthly active ads audience ⓘ
< 10k

Narrow   Broad

Placement and Tracking ?

◉ All (recommended)

◯ Browse ⓘ

◯ Search ⓘ

Use placement targeting to specify where you'd like your ads to appear on Pinterest.

⌄ Ad group tracking URLs ⓘ

Event Type   URL

| Pin clicks ⌄ | Tracking URL (optional) | + |

Select where you want your Pinterest ads to appear.

Campaign Placement
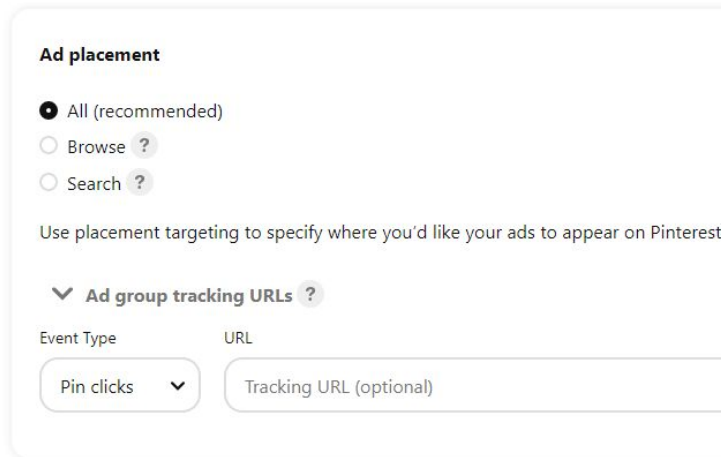
All = Your ads will appear in both Browse and Search areas.

Browse = Your ads will appear as people browse their home Pinterest feed and related Pins.

Search = Your ads will appear in search results and related Pins.

In certain niches for our varying clients (specifically very keyword specific products), I have found higher conversion rates for SEARCH placement only. Think about it, search = HIGHER intent compared to browsing!

PRO TIP: While I see the highest return on ad spend from SEARCH placement as it is more targeted, this is a great area to split test your campaigns (i.e. ALL vs SEARCH only)!

Ad placement

- ● All (recommended)
- ○ Browse ?
- ○ Search ?

Use placement targeting to specify where you'd like your ads to appear on Pinterest

∨ **Ad group tracking URLs** ?

Event Type   URL

| Pin clicks ∨ | Tracking URL (optional) |

Business ⌄   **Create** ⌄   **Analytics** ⌄   **Ads** ⌄   Viewing: www.Coursenvy.com ⌄

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group
Targeting
Budget & schedule
Optimization & delivery
Ads (0)

⧉ **Duplicate ad group**

Audience lists (0)

Add an audience list (optional)   ⌄

Keywords & Interests
Keywords: None
Interests: None
Expanded targeting: Off   ⌄

Demographics
Gender: All genders
Age: All ages
Location: All U.S.
Language: All languages
Device: All devices   ⌄

Ad placement   ⌃

● All (recommended)
○ Browse ?
○ Search ?

Use placement targeting to specify where you'd like your ads to appear on Pinterest. **Learn more**

▾ Ad group tracking URLs ?

Add 3rd party click and
impression trackers for ad group-
level reporting. Learn more

Event Type   URL
Pin clicks ⌄   Tracking URL (optional)   ⊕

Publish

Potential audience size
Monthly active ads audience ⓘ
90m+
Narrow —————●——— Broad

The next option is
"**Ad group tracking
URLs**". The Pinterest
Tag is installed on
your website for
tracking. This
"Tracking URLs" field
is optional for 3rd
Party Tracking
software:

**https://help.pinterest.co
m/en/business/article/thi
rd-party-and-dynamic-tra
cking**

Coursenvy®

Expanded Targeting

When you want to JUST target a specific audience that you selected on this Targeting page, do NOT turn on this "**Enable expanded targeting**" checkbox. We have set and know who we want to exactly target with this ad, so we will uncheck this box.

Expanded Targeting is great for when you are looking to reach a broad, top of funnel audience. Or if you are still uncertain of your target market. Pinterest will automatically target your ads to people searching topics relevant to your current targeting and Pin.

Step 4 → Ad Group → Budget & Schedule

Business ⌄   Create ⌄   Analytics ⌄   Ads ⌄   Viewing: www.Coursenvy.com ⌄

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group
   Targeting
   Budget & schedule
   Optimization & delivery
   Ads (0)

   🗐 Duplicate ad group

Budget & schedule

ⓘ This ad group is part of a campaign that is using campaign budget optimization.
Changes to schedule or budget must be made at the campaign level.

Campaign budget: Daily budget of $20.00

Campaign duration: Run continuously starting on 7/20/2021

Potential audience size

Monthly active ads audience ⓘ
90m+

Narrow ──────────● Broad

We use **Campaign Budget Optimization**, which is setting the budget for this entire campaign, ad groups, and ads at the Campaign Objective level. Pinterest will automatically optimize and allocate the budget towards the best performing split test when using Campaign Budget Optimization.

I am not creating a split test for this ad, so I am allocating $20 daily to the campaign and letting it run continuously (via a Daily Budget) until I choose to turn off the campaign.

Step 5 → Ad Group → Optimization & Delivery

Set your bidding for this campaign.

If you know your target Cost Per Action, select Custom. If not, I suggest using **Automatic** as Pinterest has a ton of data available to optimize your bidding for you to compete for the best Pinterest ad auction price.

Ads Manager
Create campaign

Web conversion campaign, 1 ad group
CONV - modMBA

New ad group

Entrepreneur - ad group

Targeting

Budget & schedule

Optimization & delivery

Ads (0)

⧉ Duplicate ad group

Optimization & delivery

Pinterest tag

www.Coursenvy.com Tag 1

Select conversion event

Lead   ∨

Bidding

◉ **Automatic (recommended)**
Pinterest aims to get the most conversions for your budget

◯ **Custom**
You control your target average cost per conversion

Ads

Select Pins   ⌃

All Pins   Boards   Sponsored

The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types. **Learn more**

Potential audience size

Monthly active ads audience ⓘ
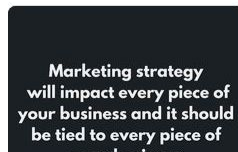**90m+**

Narrow   Broad

If you are creating a Conversion objective campaign, you will select the Conversion Event you want to track for this campaign in this dropdown menu.

Publish

modMBA

WHAT I WISH I LEARNED IN SCHOOL

Marketing strategy will impact every piece of your business and it should be tied to every piece of your business

The man who moves a mountain begins by carrying away small stones.

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Step 6 → Ad Group → Ads

Create campaign ?

Switch to quick ad creation

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-...

Targeting

Budget and schedule

Optimization and delivery

Ads

📑 Duplicate ad group

New ad group

Bidding

⦿ **Automatic (recommended)**
Pinterest aims to get the most conversions for your budget

◯ **Custom**
You control your target average cost per conversion

Ads

Add Pins to promote ?

Choose Pins from your boards or create a new one.

Select Pins	Create a Pin	Create an Idea Pin
Choose from your boards or paid partnership	Standard, video, collections and carousel	Single or multi page image and video media

🔒 Set up details

Potential audience size

Monthly active ads audience ⓘ

< 10k

Narrow ——————— Broad

Click the "Select Pins" button to choose a past published Pin or click the "Create a Pin" button to create a Pin for this ad campaign.

PRO TIP:
Split test several Pins for this ad campaign by clicking the checkbox next to each Pin you want to test (2-4 Pins perform best).

Business ▾   Create ▾   Analytics ▾   Ads ▾   Viewing: www.Coursenvy.com ▾

Create campaign ?

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-...
Targeting
Budget and schedule
Optimization and delivery
Ads

Duplicate ad group

New ad group

Ads ?

Add Pins to promote ?

Choose Pins from your boards or create a new one.

Select Pins
Choose from your boards or paid partnership

Create a Pin
Standard, video, collections and carousel

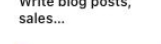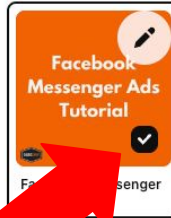Set up details - ad 1 of 1

Publish

Choose a format

Select Pins ✕

Ad groups with 2-4 Pins perform best.

All Pins   Boards

The Pins below are eligible for your campaign setup. Click the filter button to the right and choose the ad format to view Pins of different creative types.

Facebook Messenger Ads Tutorial
Fa... ...enger

The Ultimate Guide to Influencer Marketing
Influencer Marketing

Facebook Lead Ads Tutorial
Facebook Lead Ads - The...

How to Rank #1 in Google Search
Google Ads Tutorial...

500,000 STUDENTS
ENROLLS THE 500,000TH...

Social Media Content Calendar Template
Facebook Ads Manager

HOW TO RANK #1 IN GOOGLE SEARCH
The Complete Guide to...

How to Build a Website in 3 Minutes
How to Build a Website in...

Automated Writing Software
Write blog posts, sales...

The Best Morning Meditation
MorningEnvy

Best Business Plan

Top 10

Top 10

Top 10

Facebook Messenger Ads Tutorial

Add 1 Pin

Coursenvy®   www.Coursenvy.com

Pin builder

+   **Publish**

Select board ▾

Title
Pin title

Description
Tell everyone what your Pin is about
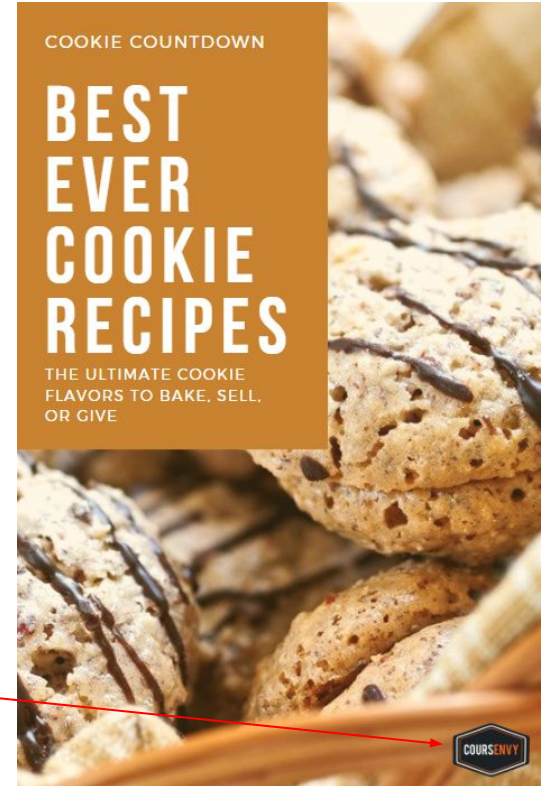
Drag and drop or click to
upload images or a video

Recommendation: Use high-quality .jpg
files less than 20MB or .mp4 files less
than 2GB

See guidelines for high quality Pins

Add alt text

Destination link
Add a destination link

Save from site

Create campaign ?

Bidding
● Automatic (recommended) NEW
Pinterest aims to get the most conversions for your budget

○ Custom
You control your target average cost per conversion

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-

ds ?

Add Pins to promote ?

Choose Pins from your boards or create a new one.

Select Pins
Choose from your boards
or paid partnership

Create a Pin
Standard, video,
collections and carousel

Set up details - ad 1 of 1

Choose a format

If your Pin isn't already posted, click the **Create a Pin** button and **Publish** your new Pin image or video.

AD FORMATS:
https://business.pinterest.com/en/advertise/#ad-formats
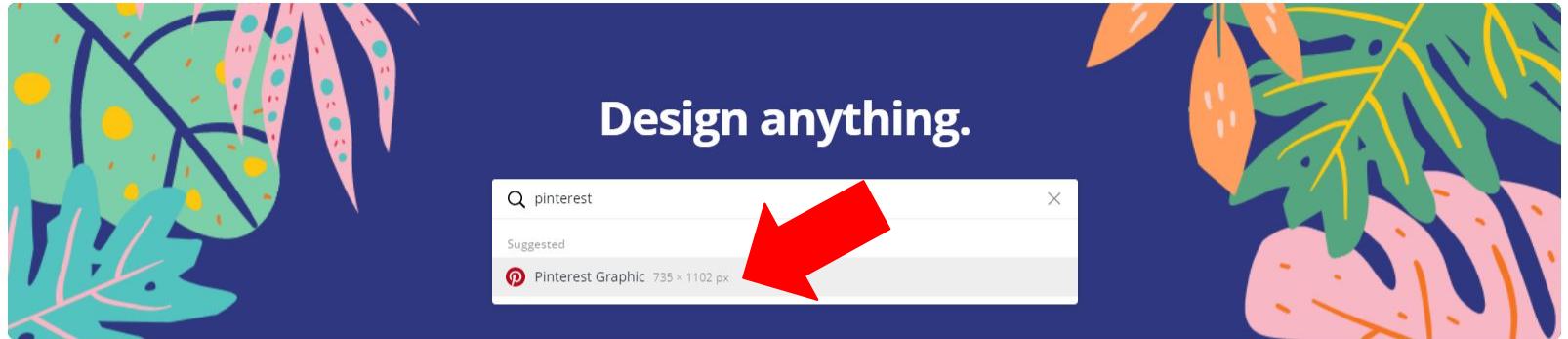
Coursenvy®

www.Coursenvy.com

Pinterest Ad Pins

➢ The highest percentage of Pinterest users are on mobile devices, so it is important to make sure your images are mobile friendly and easily understood when viewed in a vertical screen (remember, the ideal aspect ratio is 2:3 or 1000px x 1500px).

➢ Take advantage of the **visual aspect** of the platform by SHOWING your value proposition. Use compelling images and videos!

➢ Include your logo/brand name within the Pin to grow your brand awareness!

COOKIE COUNTDOWN

BEST EVER COOKIE RECIPES

THE ULTIMATE COOKIE FLAVORS TO BAKE, SELL, OR GIVE

Creating Pinterest Ad Pins

➢ I use **Canva.com** for all my social media image and video creation!

Pinterest Ad Pins

Detailed descriptions in your Pins are also very important in order to enhance the story behind the Pin.

➢ When someone clicks a Pin, they'll will see your description. A good description can make your image or video more compelling and actionable. Plus this is an area to increase your Pins SEO (search engine optimization) by using relevant keywords.

➢ **EXAMPLE:** If your objective is to increase traffic to your website, use the description to add a call to action—like "shop," "join," "find," "buy," or "click" to encourage people to **take action**!
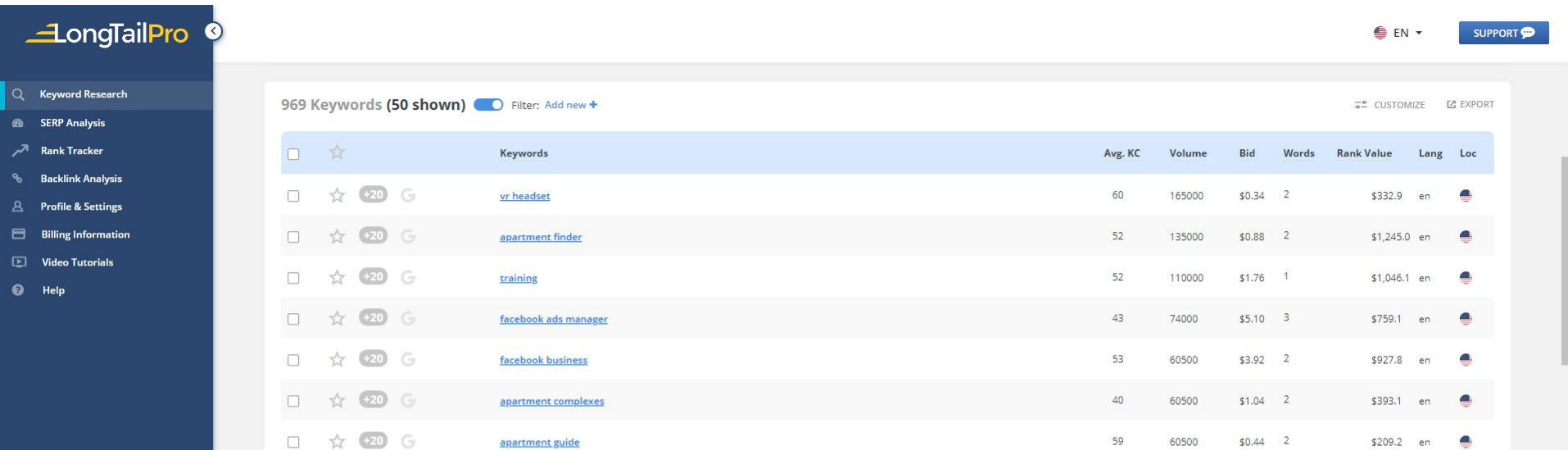
Pinterest Ad Pins

Optimize your Pins for search results on Pinterest.

➢ Make sure your Pins will show up in relevant searches by having a title and description that match the keywords you are targeting. Think about when you want your Pin to appear and who you want to see it. Avoid keywords that aren't **relevant** to the Pin.

➢ **EXAMPLE:** If you have a jewelry company that wants to appear in bridal jewelry searches, make sure you use keywords like "bridal jewelry", "wedding", and "bride" in the Pin description and title.

PRO TIP: Research Keyword Search Volume

➤ When creating Pins, I will have another tab open on my Long Tail Pro software. I will search varying keywords to be inspired by other keywords suggested and select varying search volume keywords to include in my Pins! Learn more at: **www.coursenvy.com/longtailpro**

LongTailPro ‹

EN ▾   SUPPORT 💬

- Keyword Research
- SERP Analysis
- Rank Tracker
- Backlink Analysis
- Profile & Settings
- Billing Information
- Video Tutorials
- Help

969 Keywords (50 shown) 🔵 Filter: Add new +   CUSTOMIZE   EXPORT

				Keywords	Avg. KC	Volume	Bid	Words	Rank Value	Lang	Loc
☐	☆	+20	G	vr headset	60	165000	$0.34	2	$332.9	en	🇺🇸
☐	☆	+20	G	apartment finder	52	135000	$0.88	2	$1,245.0	en	🇺🇸
☐	☆	+20	G	training	52	110000	$1.76	1	$1,046.1	en	🇺🇸
☐	☆	+20	G	facebook ads manager	43	74000	$5.10	3	$759.1	en	🇺🇸
☐	☆	+20	G	facebook business	53	60500	$3.92	2	$927.8	en	🇺🇸
☐	☆	+20	G	apartment complexes	40	60500	$1.04	2	$393.1	en	🇺🇸
☐	☆	+20	G	apartment guide	59	60500	$0.44	2	$209.2	en	🇺🇸

Pinterest Ad Pins

Make your Pins: **Beautiful**, **Helpful**, and **Actionable**

Pin Ideas:

- ➢ **How To's** (**EXAMPLE:** Show step by step how to do XYZ with varying images in a vertical 1000px wide x 1500px high layout)

- ➢ **Lists** (**EXAMPLE:** Top 5 XYZ, 10 Best Ways XYZ)

- ➢ **Text Overlay** (**EXAMPLE:** Use a "clickbait-esque" title on a high-quality, lifestyle photo)

- ➢ If you need some great "clickbait" title inspiration, just go to websites like DailyMail or BuzzFeed. These news sites have teams split testing titles for the most clicks! **EXAMPLE:** *"You'll never believe these 3 little tips help us make $5000/mo with Amazon!"*

50 IDEAS
for birthday parties

· READ MORE AT COURSENVY.COM

Videos on Pinterest

➤ Pinterest videos autoplay (without audio) when they come into view in a user's feed and GRAB ATTENTION at much higher rates than our client's images do.

➤ Users can click the video to watch it in a larger view, replay it, or watch it with audio.
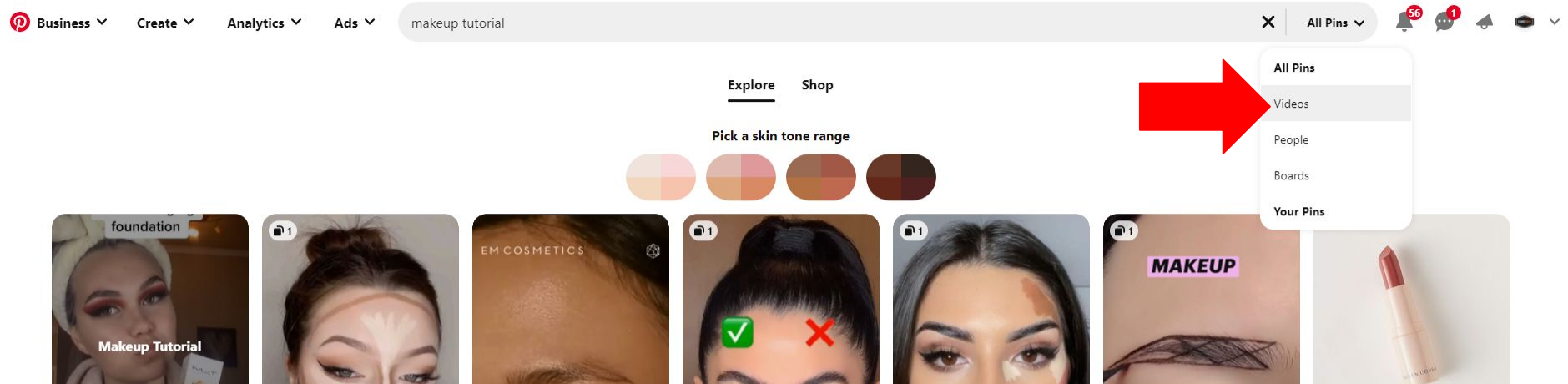
Videos on Pinterest

Assume the Pinterest user will **NEVER** click to turn the sound on!

SHOW, don't tell!

➢ Show your brand's message through motion and text overlay versus relying on audio/dialogue.
➢ **START STRONG!** Users are scrolling their feed quickly... you have 2-3 seconds to visually grab their attention so they watch the entire video. Think of old infomercials format... present common PROBLEM, then your product/service as the SOLUTION.
➢ Again, just like still images, include your brand name, website URL, and/or logo throughout the video... even a watermark of your logo in a corner works! This pays dividends with long term brand awareness as people share and Pin this... your logo will always be in the video or image!

Videos on Pinterest

Make sure the videos you plan to use on Pinterest are designed for mobile. They should be:

- ➢ Square (1:1)
- ➢ Portrait (2:3)
- ➢ Widescreen (16:9)

Pinterest Image and Video Specs: https://business.pinterest.com/en/Pinterest-product-specs

- ➢ Min: 4 seconds, max: 15 minutes. Recommended: **6-15 seconds**
- ➢ Shorter length videos (6-15 seconds) tend to work best when you want Pinterest users to discover your idea quickly – perfect for your **AWARENESS** ads!
- ➢ Longer length videos are better for retargeting warm audiences via **TRAFFIC** ads when you want to provide education, a how to, or a tutorial in video format.

Step 6 → Ad Group → Ads

Business ∨   Create ∨   Analytics ∨   Ads ∨   Viewing: www.Coursenvy.com ∨

Create campaign ?

Switch to quick ad creation

Web conversion campaign, 1 ad group

Conversions - Coursenvy

entrepreneur - USA men 18-...

- Targeting
- Budget and schedule
- Optimization and delivery
- **Ads**

⊞ Duplicate ad group

New ad group

Select Pins
Choose from your boards or paid partnership

Create a Pin
Standard, video, collections and carousel

Create an Idea Pin
Single or multi page image and video media

Set up details - ad 1 of 1

The Ultimate Guide to Influencer Marketing

Influencer Marketing

Choose a format

Standard ad
Ad features a single image

Ad details

Ad name ⓘ

Conversions | Influencer Marketing

Destination URL ⓘ

https://www.coursenvy.com/post/influencer-marketing

Select a Pin (or multiple Pins to split test) for this Pinterest ad campaign.

As you can see, I selected 1 Pin for this campaign.

Create campaign ?

Switch to quick ad creation

Select Pins
Choose from your boards
or paid partnership

Create a Pin
Standard, video,
collections and carousel

Create an Idea Pin
Single or multi page image
and video media

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Destination URL ⓘ

https://www.coursenvy.com/post/influencer-marketing

> Ad tracking URLs ⓘ

Remove Pin   Preview Pin

Publish

Once selected, name your Ads for easy identification in Pinterest reporting.

Next, input the destination URL for Pinterest users to access once they interact with your Pinterest ad.

Coursenvy®

www.Coursenvy.com

Create campaign ?

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Select Pins
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https://www.coursenvy.com/post/influencer-marketing

❯ Ad tracking URLs ⓘ

Remove Pin   Preview Pin

Once you are ready, click the "Publish" button.

Billing address

First name

Enter your first name

Last name

Enter your last name

Business name (optional)

Enter your business name

Billing email

Enter your email address

Phone number (optional)

Enter your phone number

Building number (optional)

Building number

City

City

Zip/postal code

Zip/postal code

For your first Pinterest ad campaign you launch, you will need to add your Billing and Payment information.

Payment type

We accept Visa, MasterCard and American Express issued by **supported countries**. We do not accept pre-paid cards.

Card number

1111 2222 3333 4444

Expiration date

MM/YY

CVC / CVV

123
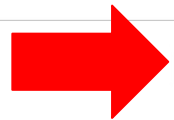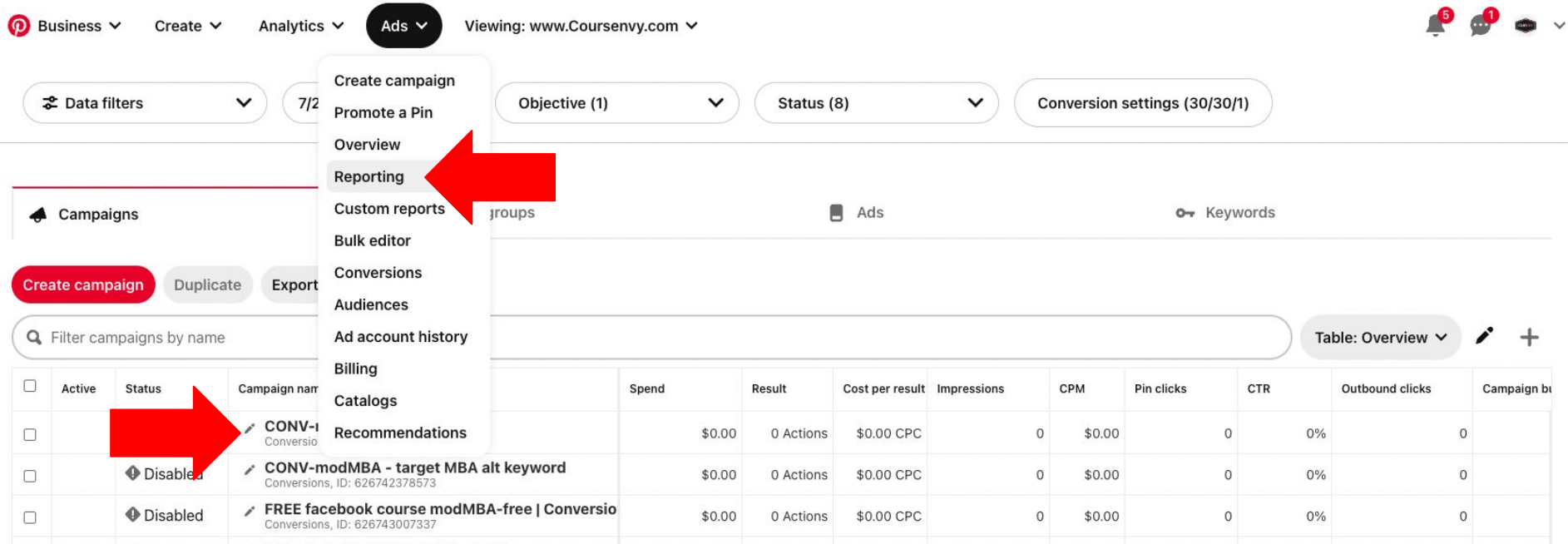
Save

Pinterest Ad Account Reporting

➢ Click the **Ads** menu option in the top navbar and select "**Reporting**" in the dropdown menu.

Data filters ∨   Last 7 days   Objective (1) ∨   Status (12) ∨   Conversion settings (30/30/1)

1 selected conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)

▬ Spend ∨   ▬ Impressions ∨

Click this slider button to toggle
Campaigns **on** and **off**.

🧭 Campaigns   1 ✖   🔳 Ad groups for 1 campaign   📱 Ads for 1 campaign   🔑 Keywords for 1 campaign

Create campaign   Duplicate   Export ∨   Pause   Archive   Edit   See history

🔍 Filter campaigns by name   Table: Overview ∨

✔	Off/On	Status	Campaign name	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	
✔	⚪	Active	**CONV-modMBA** Conversions, ID: 626742378132	$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	✏
				$0.00			0	$0.00	0	0%	

Rows per page   10 ∨

📞 **Launch ads with expert help**

1 – 1 of 1 r...

Daily data is recorded in UTC.

Data filters ▾   Last 7 days   Objective (1) ▾   Status (12) ▾   Conversion settings (30/30/1)

1 selected conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)

■ Spend ▾   ■ Impressions ▾

To create a split test of a campaign, simply select the campaign checkbox of your choice, then click the **Ad Groups** tab.

🔷 Campaigns   1 ✕   ▦ Ad groups for 1 campaign   ▭ Ads for 1 campaign   🔑 Keywords for 1 campaign

Create campaign   Duplicate   Export ▾   Pause   Archive   Edit   See history

🔍 Filter campaigns by name   Table: Overview ▾

✓	Off/On	Status	Campaign name	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	
✓	⬤○	Active	**CONV-modMBA** Conversions, ID: 626742378132	$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	✏️
				$0.00			0	$0.00	0	0%	

Rows per page   10 ▾

Launch ads with expert help

1 – 1 of 1 r

Daily data is recorded in UTC.

Data filters ∨   Last 7 days   Objective (1) ∨   Status (12) ∨   Conversion settings (30/30/1)

✏ **Campaign: CON**

Last 7 days (07/13/2020 - 07/19/2020)

∨   **– Impressions** ∨

Select an Ad Group checkbox, then click the **Duplicate** button.

PRO TIP:
Only change ONE variable at a time in each split test so you can clearly see what variable resulted in the better ad performance.

🔑 Campaigns   1 ✕   📊 Ad groups   1 ✕   ◫ Ads for 1 ad group   ⚷ Keywords for 1 ad group

Create ad group   Duplicate   Export ∨   Pause   Archive   Edit budgets   Edit bids   Edit   See history

🔍 Filter ad groups

Targeting: None ∨   Table: Overview ∨

✓	Off/On	Status	Ad group name	0 Recommendations	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	Billing type	Budget	Budget type	Bid strategy ty	✏
✓	⬤	Active	Ad group - LA - 2% USA - LearnCE BUYERS (ALL) Conversions, ID: 2680066177387		$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	Impression	$20.00	Daily	Automati	
			Totals		$0.00			0	$0.00	0	0%					

Rows per page   10 ∨

📞 Launch ads with expert help

1 – 1 of 1 row |◁ ◁ ▷ ▷|

Daily data is recorded in UTC.

Data filters ∨   Last 7 days   Objective (1) ∨   Status (12) ∨   Conversion settings (30/30/1)

✎ **Campaign: CONV-modMBA: 1 selected ad group**
Last 7 days (07/13/2020 - 07/19/2020)

▬ Spend ∨   ▬ Impressions ∨

Duplicate ad group

● Same campaign
○ Different campaign
○ New campaign

How many copies?

| 1 | ∨ |

Cancel   **Duplicate**

🚩 Campaigns   1 ⊗   Keywords for 1 ad group

Create ad group   Duplicate   Export ∨   Pause   Arch   Table: Overview ∨

Targeting: None ∨

🔍 Filter ad groups by name

✓	Off/On	Status	Ad group name	0 Recommendations	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	Billing type	Budget	Budget type	Bid strategy type	✎
✓	⬤		Ad group - LA - 2% USA - LearnCE BUYERS (ALL)												Automatic	

Depending on how many variables you want to test will determine how many copies you want to make. Do you want to test the location of this ad in 3 countries total? That will be 2 copies (remember we have our original Ad Group for testing the first country as a location for this ad).

Rows per page 10 ∨   1 – 1 of 1 row   ⏮ ‹ › ⏭

Daily data is recorded in UTC.

Data filters ⌄   Last 7 days   Objective (1) ⌄   Status (12) ⌄   Conversion settings (30/30/1)

✎ **Ad Group: Ad group - LA - 2% USA - LearnCE BUYERS (ALL): 1 ad**
Last 7 days (07/13/2020 - 07/19/2020)

▬ Spend ⌄   ▬ Impressions ⌄

Toggle between the tabs to view more data for each: **Campaigns, Ad Groups, Ads,** and **Keywords**

📢 Campaigns   1 ✖   🔲 Ad groups   1 ✖   📱 Ads for 1 ad group   🔑 Keywords for 1 ad group

Create ad   Export ⌄

🔍 Filter ads by description

Targeting: None ⌄   Table: Overview ⌄

	Off/On	Status	Ad name	Pin i...	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	Pin description	Ad format	✎
☐	⬭	Pending	Conversions | $99 Onl Conversions, ID: 687207184653		$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	Join the #1 rated Online MBA Alternative, the modM	Static	
			Totals		$0.00			0	$0.00	0	0%		-	

Rows per page   10 ⌄

📞 Launch ads with expert help

1 – 1 of 1 r...

Daily data is recorded in UTC.

Data filters ⌄ | Last 7 days | Objective (1) ⌄ | Status (12) ⌄ | Conversion settings (30/30/1)

✎ **Ad Group: Ad group - LA - 2**
Last 7 days (07/13/2020 - 07/19/2020)

— Spend ⌄   — Impressions ⌄

After running split tests for 3-7 days (or when my campaign hits 1,000 impressions... whichever comes first), I will review the performance of my ad and toggle off any losing split tests.

📍 Campaigns (1 ✕)   Ad groups (1 ✕)   📱 Ads for 1 ad group   🔑 Keywords for 1 ad group

Create ad   Export ⌄

🔍 Filter ads by description   Targeting: None ⌄   Table: Overview ⌄

☐	Off/On	Stat...	Ad name	Pin i...	Spend	Result	Cost per result	Impressions	CPM	Link clicks	CTR	Pin description	Ad format
☐	⚪		...ersions | $99 Onl... sions, ID: 687207184653		$0.00	0 Actions	$0.00 CPM	0	$0.00	0	0%	Join the #1 rated Online MBA Alternative, the modM	Static
			Totals		$0.00			0	$0.00	0	0%	-	

Rows per page 10 ⌄   1 – 1 of 1 r...

📞 Launch ads with expert help

Daily data is recorded in UTC.

Coursenvy®   www.Coursenvy.com

Pinterest Campaign Dashboard

➤ You can also view multiple Campaign Objectives at once via this campaign dashboard's "**Objective**" dropdown menu.

Data filters   La   ve (1) ⌄   Status (12) ⌄   Conversion settings (30/30/1)

Create ad

Overview

Reporting

Custom reports

1 conversions campaign
Last 7 days (07/13/2020 - 07/19/2020)

Bulk editor

Conversions

Audiences

Ad account history

Billing

Catalogs
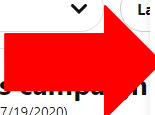
— Spend ⌄   — Impressions ⌄

You can navigate back to this ad campaign reporting dashboard again via:
ads.pinterest.com → **Ads** menu → select **Reporting**

📢 **Campaigns**   📇 Ad groups   🗔 Ads   🔑 Keywords

Create campaign   Duplicate   Export ⌄

🔍 Filter campaigns by name   Table: Overview ⌄

	Off/On	Status	Campaign name	Spend	Result	Cost per result	Impressions	Link clicks	CTR	CPM	
☐											✏️
☐	⬤▬	Active	**CONV-modMBA** Conversions, ID: 626742378132	$0.00	0 Actions	$0.00 CPM	0	0	0%	$0.00	
				$0.00			0	0	0%	$0.00	

Rows per page   10 ⌄   1 – 1 of 1 row |◁ ◁ ▷ ▷|

📞 Launch ads with expert help

How to Add Employees to Your Pinterest Business Profile

Business ∨ **Create** ∨ **Analytics** ∨ **Ads** ∨

Currently in

Business Access

www.Coursenvy.com
Business ID: 846395461127412335

🏠 **Your dashboard**

👥 Users   ∧

    Employees

    Partners

🔧 Assets

    Ad accounts

    Profiles **New**

🕘 History

Click the dropdown menu in the top right corner. Select "**Business Access**".

Select "Add partners" (you can add Pinterest ad agencies like Coursenvy) or "Add employees" to add your own workers.

Set up your team
Manage who works in your business and which ad accounts they're assigned to

Add employees

Create partnerships
Collaborate with external businesses on ad accounts and tools

Add partners

Recently added

You're all caught up!
No new employees or partners have been added in the last week

www.Cou...

c...

Role ⓘ
Account owner

Email
info@coursenvy.com

Business Access m...

Settings

Business Access

Pinterest TV Studio **Beta**

Tune your home feed

Your privacy rights

Ads support ↗

Request a feature ↗

Get help ↗

See terms of service ↗

See privacy policy ↗

Log out

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