

Ignored Opportunity: Advanced Pinterest Ad Strategies You Need to Know Right Now

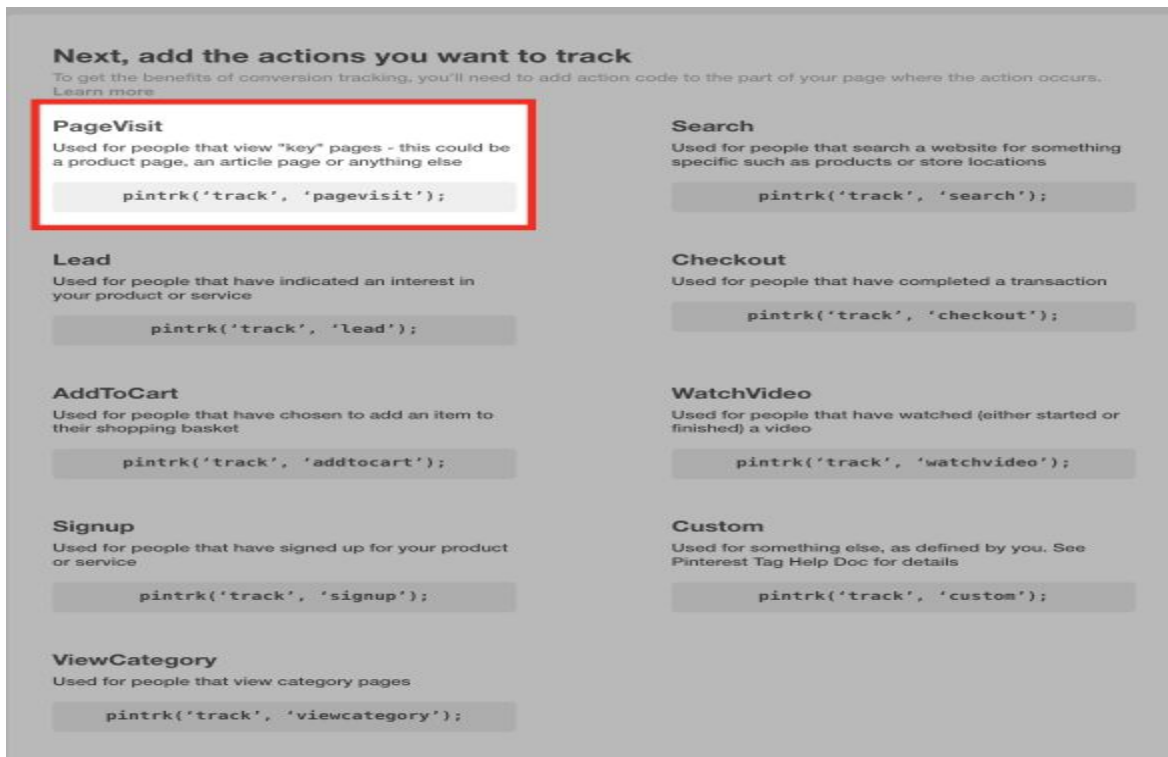
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Visitor retargeting campaigns

Follow the steps below to setup up a visitor retargeting campaign on Pinterest:

- First, install a conversion tag, otherwise known as a 'Pinterest Tag,' on your site.
- To do this, log into the Business Manager section of Pinterest. Then, hover your cursor over the 'Ads' option.
- Then, click on 'Conversion tracking.'
- You'll see a screen now, here click on 'Create tag.'
- Give your tag a name and click on 'Generate code.'
- You'll then be given your 'Pinterest tag code.'
- Install this code within the <head> section of your webpages.
- Use the following codes, to track specific conversion events that will guide your retargeting efforts.



The screenshot shows a list of conversion tracking actions available in Pinterest. Each action includes a title, a brief description, and a corresponding JavaScript code snippet. The 'PageVisit' action is highlighted with a red border.

Action	Description	Code Snippet
PageVisit	Used for people that view "key" pages - this could be a product page, an article page or anything else	<code>pintrk('track', 'pagevisit');</code>
Search	Used for people that search a website for something specific such as products or store locations	<code>pintrk('track', 'search');</code>
Lead	Used for people that have indicated an interest in your product or service	<code>pintrk('track', 'lead');</code>
Checkout	Used for people that have completed a transaction	<code>pintrk('track', 'checkout');</code>
AddToCart	Used for people that have chosen to add an item to their shopping basket	<code>pintrk('track', 'addtocart');</code>
WatchVideo	Used for people that have watched (either started or finished) a video	<code>pintrk('track', 'watchvideo');</code>
Signup	Used for people that have signed up for your product or service	<code>pintrk('track', 'signup');</code>
Custom	Used for something else, as defined by you. See Pinterest Tag Help Doc for details	<code>pintrk('track', 'custom');</code>
ViewCategory	Used for people that view category pages	<code>pintrk('track', 'viewcategory');</code>

- Installing these codes can be a little long-winded to explain. However, if you want a detailed instruction manual on installing these tracking codes, [read this guide](#) that's provided by Pinterest.

- Once you've set up and installed your tag, then wait for it to become active.
- Upon your next visit the 'Conversion tracking' section again, you'll see your tag there.
- If it has been set up properly, you should then notice that it is verified and that it is tracking 'events.'
- Next, create your actual retargeting ad. Go back to the 'Ads dashboard' and select the type of campaign that you want to run.
- Three types of campaign you can run here:
 - ❑ Awareness campaigns
 - ❑ Engagement campaigns
 - ❑ Traffic campaigns
- With a retargeting campaign, you're often looking to drive sales. So, it's good idea to go with the 'Traffic campaigns' option.
 - ❑ Click on the 'Promote' button that's next to 'Traffic campaigns.'
 - ❑ In the next section, click on the similar option, 'Get traffic to your website.'
 - ❑ Then, give the campaign a name and input your budget for the campaign.
 - ❑ For budget, you can also decide if you want to set a 'Daily budget' or a 'Lifetime budget.'
 - ❑ You also need to decide when the campaign will start and end from a optional section.
 - ❑ After completing this section, click on 'Pick a Pin.' No need to pick any old pin here.
 - ❑ Keep in mind that you can only promote pins that are on your 'Public Board.'
 - ❑ If you create a custom Pin for a visitor retargeting campaign, first make it visible on your Public Board.

If you're interested in uploading a pin, you can do so by going to the upper right hand section of the page and selecting 'Upload an image.'

- You can then 'Upload a Pin.' Make sure the pin is available on your Public Board, so that you can select it.
- Once you've picked your pin, move on to the next section.
- Give your campaign a name and then enter in a URL for the campaign.
- If you have not created an audience already, based on your Conversion Tags, then you'll need to click on 'Create.'

- Then, pick 'Visitors who went to your site' and click 'Next.'
- Give the 'visitor audience' a name and description.
- Finally, select the relevant conversion tag.

Make your conversion tags are set up before you do this or you won't be able to pick a tag or audience to retarget.

- Click on 'Create audience.' Scroll down the page, to further refine your audience.

Now you need to decide on a bid for your campaign.

- Pinterest will give you an estimate, in terms of how much you should be bidding.
- Start with as low as \$1, and once done, click on 'Next.'
- After that you might be asked to enter some business information.
- Now you've to wait until Pinterest review your ads and make it live.

Actalike Audience

Create an 'Actalike audience' by uploading a list of your customer email addresses to Pinterest. Following ways will help you create an Actalike audience.

- Go to the Ad Dashboard, then hover your mouse cursor over 'Ads.' Select 'Audiences.'
- Then, select 'Create audience.'
- Select 'A list of customers that you upload.'
- Give this customer list a name and description. Then, upload the audience.
- Once done, click on 'Create audience.'
- You'll then need to wait for Pinterest to verify the data.
- Once Pinterest has verified the audience, you can then create an 'Actalike audience.'
- Click on 'Create audience' again.
- This time, select 'An actalike audience that behaves similarly to one you already have.' Click 'Next.'

- Provide a name and description and then select the audience that you want Pinterest to emulate.
- Next, select a country and a drop down number (Percentage).
- Once done, click on 'Create audience.'
- If you want to target this audience when creating ads, you can do so when setting up your campaign.
- As was the case with the retargeting campaign, simply select the audience from the 'Your audiences' section.
- You can also target the people who belong to the email list you uploaded.
- If you want to do this, then just select the list from this section, when setting up your ad.

Engagement targeting

- If someone has engaged with a Pin related to making something using a slow cooker, you might want to advertise a slow cooker to that person.
- You can do that, using Engagement targeting.
- For this type of campaign, make sure that Pinterest has your website on record.
- To link your account to your website, go to <https://www.Pinterest.com/settings> and scroll down to the 'Website' section.
 - ❑ Enter your website URL and then click on 'Confirm website.'
 - ❑ Then, you have to confirm your website, using the options provided.
 - ❑ Either insert a 'tag' or upload a HTML file.
 - ❑ Once you have done that, you can then create your 'Engagement audience.'
 - ❑ To do that, go to the 'Audiences' section and click on 'Create Audience.'
 - ❑ Then, select 'An engagement audience that engaged with Pins from your confirmed domain.'
 - ❑ Then give your engagement audience a name and description.
 - ❑ You can filter what counts as engagement here, by choosing what you want to track. For example, you can track URLs, Action Types, Pin ID, and you can also layer 'Filter types,' if you want to get really specific with your targeting.
 - ❑ Once done, wait for Pinterest to verify the audience. Then, go about the normal ad campaign setup process, to create ads, as described in earlier sections.