

# Ins and Outs of Pinterest Ads

Like other social media platforms, Pinterest utilizes a bidding system for ads. After providing Pinterest with a maximum bid, a budget, and a schedule, they take care of the rest.

Maximum bids must be above the price floor, which varies based on which country your campaign is targeting. Bids can be changed as often as you would like.

Pinterest will charge the minimum amount no matter what the maximum bid is set at. If your max spend is \$5.00, but only \$0.25 is needed to win an ad placement auction, then only \$0.25 is spent.

## How to Advertise on Pinterest

- Set Up or Use an Already Established Business Account
  
- Choose a “Campaign Objective”
  - Choose one of the four options so Pinterest knows how to maximize your campaign:
    - “Brand Awareness”
    - “Video Views”
    - “Traffic”
    - “App Install”
  
- Provide a Daily and Lifetime Spend Limit
  - Daily Spend Limit – The total amount you would like spent on your advertisements daily. Once this limit is hit, Pinterest will stop running your ads in bid auctions.
  - Lifetime Spend Limit – If you’ve set a Lifetime Spend Limit to \$100.00 for a certain campaign, Pinterest will stop running your ads in bid auctions, even if you have not yet hit your Daily Spend Limit.

Create Ad Groups

- This allows you to have several budgets on different pins, which will reach a different number of viewers depending on the investment.

Choose a Target Demographic

- Pinterest gives you the ability to narrow down who will be seeing your advertisements. You can pinpoint your ideal target audience by selecting from:
  - Gender
  - Location
  - Language
  - Device Used (i.e. Android or iPhone)

Choose Your Ideal Ad Placement

- Pinterest gives you the opportunity to choose where you would like your paid advertisements to show up. You can choose from the Browse page, or when keywords are searched for. Using both is possible but is more costly. Here are the benefits of each:
  - Browse Page – For getting general views. A larger group might see the advertisement, but not all might be interested.
  - Search Page – For reaching a more targeted audience. These ads will only be shown to those who search for certain keywords in line with your ad. On a budget permitting against using both pages, this option might be more beneficial in generating a response from your target audience because they were looking for something pertaining to that phrase in the first place.

Add Interests and Keywords to Your Ads to Maximize Targeting

Set a Budget and Posting Schedule

- As touched on before, set a maximum bid and budget for your campaigns so Pinterest knows what to spend.
- Set a schedule so Pinterest knows how long to run your campaign for.

Set Your Campaigns Pace

- Standard Pace – Pinterest works with your set budget to make sure your campaign lasts the duration of your set schedule.
- Accelerated – Pinterest will allow for faster delivery and greater impact of your ads, but in turn can burn through your budget quicker.

## **Tips for Pinterest Ad Content**

Utilize Analytics to Know How Your Ads Are Working

- Analytics Tab in Pinterest Ad Manager
- Install “Pinterest Tag” for advanced analytics on views, interactions, etc.

Create Unique, Eye Grabbing Content

Include Conversation Starting Text in Content or Descriptions to Stimulate Conversation or Call to Action

Gear Content Towards the Time of Year or Upcoming Holiday

ALWAYS Incorporate Brand Name