

# PINTEREST AD TARGETING

## Pinterest Ad Targeting

<b>Site Visitors</b>	<ul style="list-style-type: none"><li>• Visitor retargeting identifies people who have already visited your site and lets you retarget them on Pinterest.</li><li>• To create visitor audiences, you need to set up the Pinterest tag. Add the base code across every page on your site and add the event code to pages where you want to track the actions you care about.</li></ul>
<b>Customer Lists</b>	<p>You can upload existing customers' emails or mobile ad IDs (MAIDs) through a single-column CSV file. Leave out any additional information you have, like names, phone numbers or physical addresses.</p>
<b>Engagement</b>	<ul style="list-style-type: none"><li>• Engagement targeting allows you to show ads to qualified audiences who've previously interacted with your content on Pinterest.</li><li>• As you create an engagement audience, you can select from two types of engagement audiences — Pinner's who have performed:<ul style="list-style-type: none"><li>◦ Any engagement action: create an audience that consists of Pinner's who've performed any engagement action with your content. Interactions may include Pin clicks, outbound clicks, saves, comments, and video views.</li><li>◦ Optimized engagement actions: create an audience that consists of Pinner's selected based on high intent actions (such as saves and outbound clicks) to help you get the best results.</li></ul></li></ul>

<p><b>Actalike</b></p>	<p>Actalike targeting helps you reach people similar to one of your existing audiences. You can use actalike audiences to find new customers, new people who are likely to engage with your Pins, or new people who are likely to visit your website based on your source audience. You can also create a new, more specified audience based on one of your existing audiences. The source audience will not be a part of the new actalike audience.</p>
<p><b>Third-Party Data Targeting</b></p>	<p>In addition to the targeting options found on Pinterest, you can use third-party audiences from our data partner, Oracle Data Cloud (ODC), to reach new audiences.</p>

## Targeting Option

Targeting Option	How it Works	Use Case
<p><b>Audience</b></p>	<p>Create audiences from your customer lists, people who've visited your site or people who have already interacted with your content on Pinterest.</p>	<p>If your company sells athletic sneakers and you want to reach people who previously saved a Pin featuring a pair of sneakers from your new line, you can use an engagement audience.</p>
<p><b>Actalike audience</b></p>	<p>Reach new people who behave similarly to one of your existing audiences.</p>	<p>If your company sells cookware and you want to find more people who will love your products, you can create a new audience list modeled after behaviors from an existing list of top customers.</p>

<p><b>Interests</b></p>	<p>Select topics related to your ad to reach people with similar tastes.</p>	<p>If your company sells budget-friendly organic food, you might set your interests as “health food”, “organic” and “budget”.</p>
<p><b>Keywords</b></p>	<p>Include or exclude keywords or phrases to target people as they search on Pinterest.</p>	<p>If your company sells men’s apparel, you might add keywords such as “men’s fashion” and “menswear”.</p>
<p><b>Demographics</b></p>	<p>Choose gender, age , location , language or device to refine your audience.</p>	<p>If your company sells textbooks to nearby college students, you might target your ad to people ages 18-24 within your postal code.</p>
<p><b>Placement</b></p>	<p>Choose where you’d like your ads to appear on Pinterest: In the home feed, search results or related Pins.</p>	<p>If your company sells modern furniture and you only want your ad to appear after people search for “mid-century modern furniture”, you can use the “Search” placement.</p>
<p><b>Expanded</b></p>	<p>Select expanded targeting to reach even more people on Pinterest by automatically targeting your ad to people searching for similar keywords or interests as the ones you selected.</p>	<p>If your company sells snacks you might target topics like “recipes” and “snacks” but not think of targeting “road trips”. Without selecting “road trips”, expanded targeting will put your ads in front of people interested in or searching for related ideas.</p>