



Make early add up

Your Pinterest 2021
Holiday Strategy
Guide



Be their next holiday idea

Show up early and activate often for maximum impact. This guide will give you tips on how to reach and inspire high value Pinners all season long. Starting now...

People on Pinterest have already started planning—and Pinterest is their first stop for new ideas.

97%

of top searches on Pinterest are unbranded.¹

You can be their next holiday idea but don't wait—you'll be late!

45%

of all 2020 Holiday spending was complete by the end of Cyber Monday.²

Your 2021 Pinterest Holiday Strategy Guide

Activate early, often and at every stage of the holiday journey to maximize your impact with high value, early shoppers this holiday.

Here's how:

1

Activate at every stage

Build an always-on presence with campaigns across the entire holiday journey.

2

Inspire action

Use engaging formats that generate impact with the right audience.

3

Create efficiency

Drive greater efficiencies with new automated solutions.

Activate at every stage

First things first, lay the foundation.

Before building your full funnel campaign strategy ensure you have the right foundation in place to maximize results.

→ Install the Pinterest tag

Track conversion, build audiences and optimize to reach valuable customers on Pinterest. Tag every page to track an action and specific events.

→ Ingest your product feed

Turn your entire product catalog into browsable content.

- Get discovered globally with Multi-Feed Support.
- Easily manage your products with Advanced Product Group Management.

→ Become a verified merchant

→ Understand your audience

Use Pinterest Analytics to understand your holistic presence on Pinterest to surface actionable insights to inform content and media strategies.

→ Prepare to measure

Ads Manager dashboard and Conversion insights tools to measure the impact of campaigns.

Conversions pro-tip:

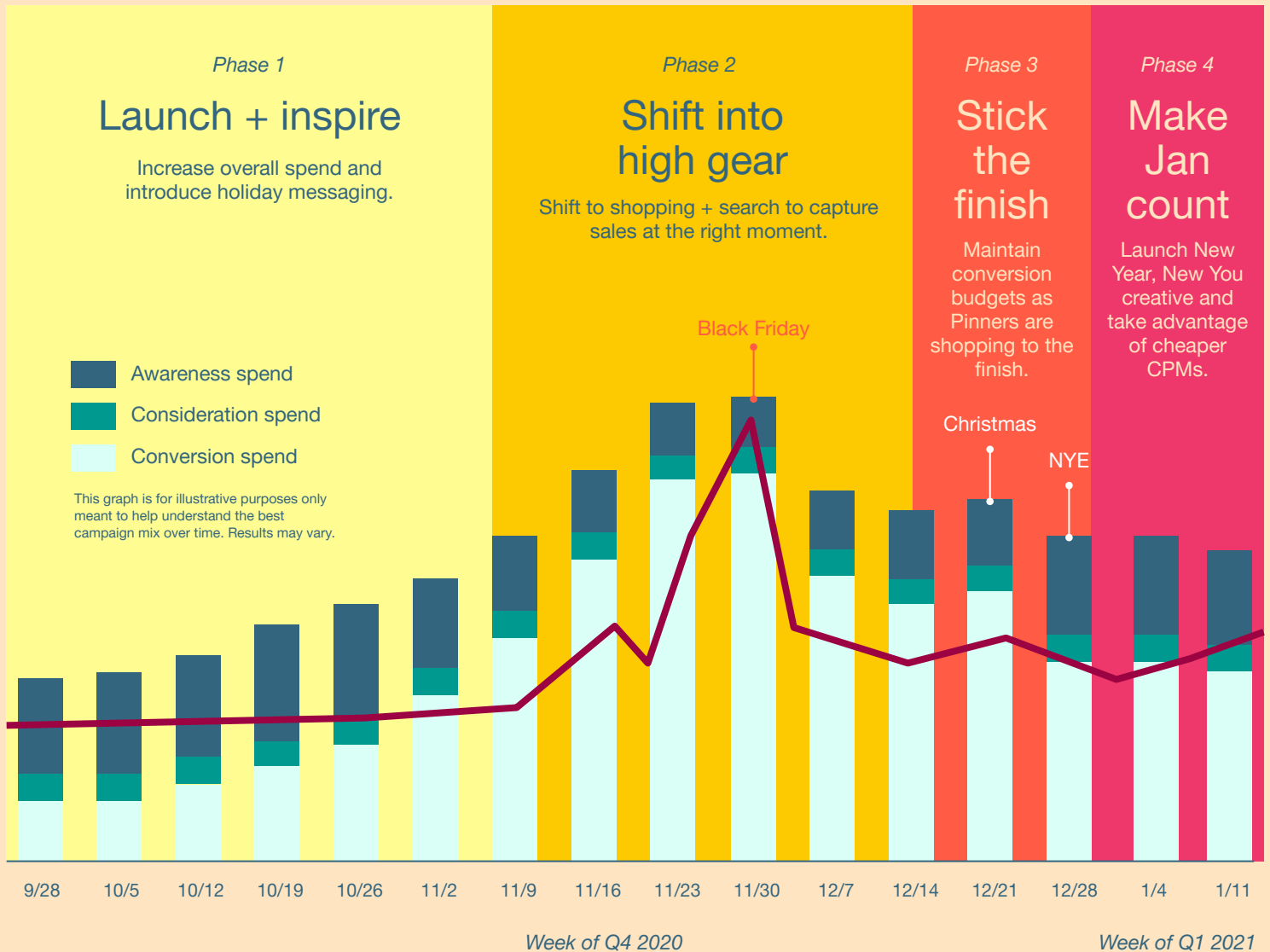
Keep your tag healthy this holiday to help improve conversions and ROAS:

1. Set up event tracking
2. Set up passback (e.g., order ID, product ID where applicable)
3. Set up Enhanced Match



Activate at every stage

Flight strategically and align campaign objectives and budgets with Pinner's behavior.



Activating at each stage all season long drives more value:

5.2x

Higher CRV for always-on vs. episodic advertisers.

+2.9x

Higher RPU for always-on advertisers vs. episodic advertisers.

Activate at every stage

Follow these guidelines on how to use ad products across the holiday journey and 4 holiday phases to ensure your KPIs are met.

Advertiser objective	Foundations	Campaign objective and bid type	Product	Targeting	Creative	KPIs
Build awareness	1. Create a business account 2. Install the tag 3. Ingest your product feed 4. Become a verified merchant 5. Understand your audience 6. Prepare to measure	Awareness (CPM)	Standard and max width video Standard ads	Demographics Interests Keywords	Strong branding Prominent logo Aspirational holiday imagery (Aug-Oct.) Holiday themed product shots	Reach CPM Brand lift
Drive consideration		Consideration (CPC) Automatic bidding	Standard ads	Interests Keywords	Holiday messaging with clear call-to-action encouraging a click	CPC CTR
		Catalog sales (CPC) Automatic bidding	Collections ads	Product metadata	Holiday focused products and copy clear call-to-action encouraging a click	
Get conversions		Conversions (CPA) Automatic bidding	Standard ads Standard video ads	Actalike at 10%	Clear call-to-action encouraging ‘shop now’ (e.g., last minute deals, shipping cut offs)	CPA ROAS
		Catalog sales (CPA) Automatic bidding	Standard shopping ads	Product metadata Dynamic RT	Shopping Pins	

Activating at every stage adds up!



A successful strategy to drive conversions:

Wickes discovers that two advertising models work better than one.

By running always-on campaigns using both CPM and CPC bid types, Wickes hit the ground running with engaging video ads showcasing their wide product range. They then used a range of keywords and interests to specifically target potential customers, before using their CPC campaign for retargeting.

+222%

increase in conversion rate after exposure to CPM and CPC ads

0.29%

conversion rate overall

Inspire action

Use engaging formats that generate impact with the right audience at every stage of the Pinner's journey.

Video First

Make video the primary format to build awareness this holiday season as Pinner engage with video more than ever.

- Standard Video
- Max Width Video

28%

Increase in "video" keyword searches¹

799%

YoY increase in video content²

Actionable Discovery

Drive consideration by being there while Pinners are open to discovery.

- Standard Ads
- Collection Ads
- **NEW** Slideshow for Collections

84%

of weekly Pinners use Pinterest when actively considering products and services to purchase but are undecided³

Seamless Conversions

Accelerate conversions to reach Pinners with solutions that turn their ideas into action.

- Standard shopping ads
- Standard ads

- **NEW** Shopping ads with enhanced product details

83%

of weekly Pinners have made a purchase based on content they saw from brands on Pinterest⁴



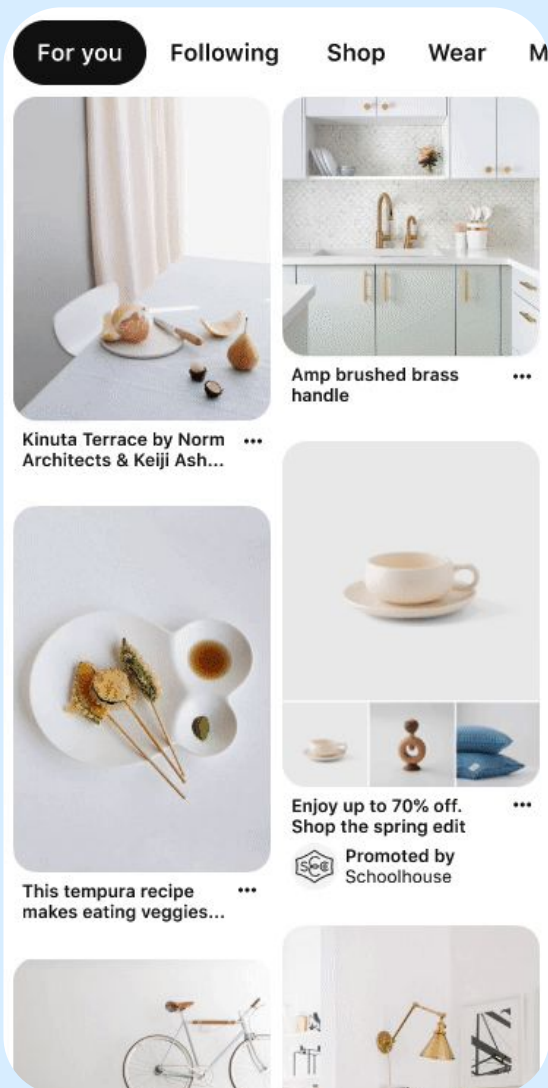
Sources: 1. Pinterest Internal Data, US, L30D ending 5/24/20. 2. Pinterest Internal Data, Global paid + organic videos, L30D ending 5/17/19 and 5/17/20. 3. GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018. 4. GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018.

Inspire action

New functionalities to drive action this season.

Slideshow for Collections

New! A shoppable ad format that lets you showcase a large lifestyle image, tagged with up to 25 adjacent products, allowing you to curate and stage your products just like you would in your store.



Shopping ads with enhanced product details

New! Shopping on Pinterest will become a richer, more seamless experience:

- Shopping closeup with details on shipping, reviews and promotions
- In-app browser will enable a more seamless checkout



Inspire action

We've identified six key holiday personas on Pinterest. Use these insights to jumpstart your targeting strategy and create ads that generate impact.

The early bird

Most people on Pinterest are planners, but the early bird takes things to a whole other level. They're already plotting next year's festivities and possible getaways.

Keyword ideas:¹

Holiday destinations
Holiday market booth
Holiday packing list
Beach holiday

3x

April searches on Pinterest for "Christmas gift ideas" in the US were up year over year.²



The traditionalist

A stickler when it comes to holiday customs, the traditionalist pretty much follows the same rituals year after year. Still, they do love finding fresh takes on old favorites.

Keyword ideas:³

Holiday party outfit
Holiday decor
Holiday nails
Holiday crafts

60%

of Pinners in Germany like decorating a Christmas tree⁴

Source: 1. Pinterest Internal Data, US, Feb 2020-July 2020; 2. Pinterest Internal Data, US, April 2019-2020.3. Pinterest Internal Data, US, Sept-Dec 2019; 4. YouGov Omnibus; DE Monthly Pinners, March-April 2020.

Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

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The self gifter

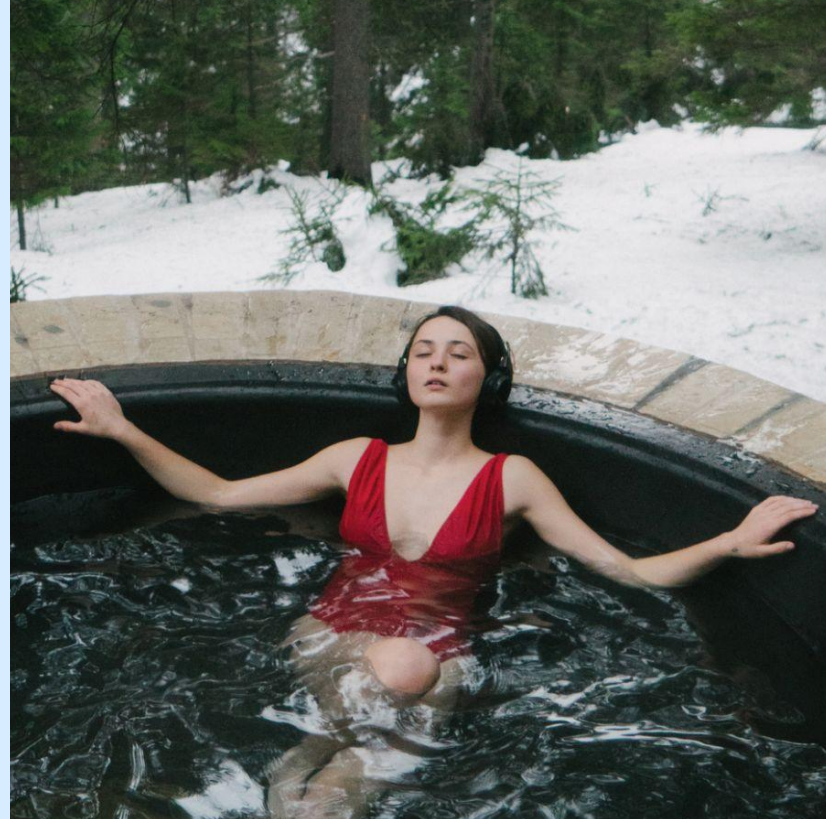
For self-gifters, the holidays mean “me” time just as much as they do family time. Self-care days are a holiday staple. Why wait for Santa?

Keyword ideas:¹

Holiday gifts
Holiday self care
Holiday gift baskets
Holiday self care quotes

30%

greater likelihood among weekly US Pinners to give themselves a special gift than non-Pinners²



The rookie host

With holiday travel likely to be up in the air, many will find themselves thrust into a new role: The rookie host. These newbies will need help—lots of it.

Keyword ideas:³

Holiday recipes
Holiday cakes
Holiday potluck dishes
Holiday cookies

7 in 10

weekly Pinners will host more events + celebrations at their home⁴

Source: 1. Pinterest Internal Data, US, Sept-Dec 2019; 2. Talk Shoppe, US, Winter Holiday Moments among Weekly Pinners and non-Pinners, December 2019; 3. Pinterest Internal Data, US, March-June 2020; 4. Talkshoppe, US, 2021 Winter Holiday Shopping among weekly Pinners and Non-Pinners, April 2021.

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The shipping first shopper

Looking to minimize holiday hassle and maximize time with friends and family, the shipping-first shopper stocks up on all their holiday necessities online.

Keyword ideas:¹

Shipping christmas gift
Online christmas shopping quotes
Christmas shopping online

73%

more likelihood among Pinners in France to say they'll be shopping online more frequently post-pandemic than non-Pinners²



The next level party planner

With this holiday archetype, nothing is overlooked. Raising the bar every year, the next-level party planner can cause the rest of us next-level envy.

Keyword ideas:³

Holiday party outfits
Holiday appetizers
Holiday party ideas
Holiday party

3x

higher likelihood among weekly US Pinners to create and celebrate a made-up holiday with their friends or family than non-Pinners.⁴

Source: 1. Pinterest Internal Data, US, March-June 2020; 2. GlobalWebIndex, FR, COVID Study, w/o April 22-27. 3. Pinterest Internal Data, US, Sept-Dec 2019; 4. Talkshoppe, US, December 2019. Please note that Pinterest's Advertising Guidelines prohibit targeting of any audience based on race, ethnicity, religious beliefs and sexual orientation, among other things.

Create efficiency

Set it and forget it. NEW automation tools to save hours of manual analysis and guesswork, and help maximize results.

Automatic Bidding

Set your bids to automatic to stay competitive throughout the holidays.

- Bids are managed by Pinterest on your behalf to deliver the maximum number of results for your budget

Pro Tip:

1. For awareness campaigns, use Automatic Bidding lasting more than 7 days to reach more Pinners.
2. For consideration and conversions campaigns, use Automatic Bidding with a daily ad group spend limit. This way, you'll only have to set up the campaign once and Pinterest will aim to maximize the number of clicks and/or results within your daily budget for the lifetime of your campaign.

The image shows a screenshot of the Pinterest Ads Manager interface. On the left, the 'Create campaign' section is visible, showing an awareness campaign with one ad group. The 'Optimization & delivery' section is also visible, showing options for ad group frequency target and monthly frequency cap. A modal window is open over the 'Optimization & delivery' section, highlighting the 'Bidding' options.

Bidding

- ☒ Automatic (recommended) **New**
Pinterest aims to get the most clicks for your budget
- ☐ Custom
You control how much to bid at auction

Create efficiency

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Campaign Budgets

Input your campaign-level budget to simplify set up and drive results.

- Input how much you want to spend and our systems will allocate your budget across ad groups, to drive more results at an efficient price.
- Use the time you saved with the removal of manual ad group budgets to measure success and plan for your next campaign.

Pro Tip:

1. Ensure you're using the campaign objective that aligns most closely to your goals.
2. Use ad groups to target specific messaging to certain audiences to achieve that goal.
3. Consistency is key - avoid mixing strategies within a campaign.

Campaign details ?

Campaign name

2020-02-04 00:27 UTC | Traffic

Only you will see this name

Campaign status

☒ Active (recommended)

☐ Paused

Campaign budget New

Campaign budget type

☒ Daily

☐ Lifetime

Campaign budget

Example: 100.00

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

Campaign schedule

☒ Run continuously

☐ Run on specific dates

All consideration campaigns are now budgeted at the campaign level

Create efficiency


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Recommendations Page

Check Ads Manager for tailored holiday recommendations

- Historical data is used to suggest personalized improvements for live campaigns.
- These tips can also help you discover new features to help meet your business goals.

Pro Tip: Check back regularly for new recommendations to keep your campaigns performing all season long.




 Business ▾ Create ▾ Analytics ▾ Ads ▾ Viewing: Business ABC ▾



Recommendations BETA

Optimize for your business goals with tailored recommendations ⓘ

Active Applied Archived

Recommendation	Actions
 Campaign XYZ could help you receive more impressions by changing your bid from \$0.10 to \$0.15	Apply ... ●
 Campaign ABC could help you receive more impressions by changing your bid from \$0.21 to \$0.27	Apply ... ●
 Based on your conversation with your AM, Jenna, you have 2 recommendations for your campaigns	Review ... ●

Make early add up on Pinterest

Start now. Your holiday shopper is here. Meet them where they are and inspire them to *act*, all season long. Use these solutions and strategies to guide you.

- **Lay the foundation** to enable a cohesive branded experience and glean insights that will inform your holiday campaigns.
- **Activate at every stage from day one** so you can optimize your campaigns based on Pinner behavior all season.
- **Tap into trending and new formats** to drive awareness, consideration and accelerate conversions throughout the holiday season.
- **Understand the different kinds of holiday shoppers** on Pinterest, what they're into and how you can reach them.
- **Lean into automation** to set it and forget it and maximize results.

Visit [Pinterest Holiday Hub](#) or reach out to your Pinterest team for more.

