The Ultimate Pinterest Ads Checklist

- ☐ **Create a Pinterest Business account.**

- ☐ **Set up your profile and connect it to your ecommerce store.**

- ☐ **Upload your product catalog.**

- ☐ **Make sure your Pinterest tag is set up correctly.**

- ☐ **Determine your Pinterest ad objective**
  - Brand awareness, video views, consideration, conversions, or catalog sales

- ☐ **Choose your Pinterest ad type:**
  - Idea Pin: Short video segments or a series of <20 graphics, similar to Instagram Stories
  - Try On Product Pins: A virtual "fitting room" experience using augmented reality (you'll need to work with a Pinterest account manager to get started)
  - Carousel Ad: Resembles organic Pins
  - Collections Ad: Either a featured video or image with three supporting media pieces (delivered to mobile users only)
  - Promoted Pins: A "boosted" existing Pin
  - Shopping Ad: A single image or video pulled from your product catalog

- ☐ **Check that your creative follows the proper ad specs.**

- ☐ **Choose your budget and bidding approach (custom or automatic bidding).**

- ☐ **Select your campaign duration and run dates.**

- ☐ **Create your target audience (age, gender, location).**

- ☐ **Upload the creative, headlines, and copy for your ads.**
  - Consider adding a text overlay to your images to help users quickly understand your message.
  - Use **Pinterest's trends page** to see what's currently popular.
  - For titles, only the first 30-35 characters will show up in users' feeds, so make them count.
  - Ensure your video ads work with the sound turned off — add captions and text for silent storytelling.
  - Vertical images on Pinterest perform better than square ones.
  - Add your brand name or logo to your images or videos whenever possible.

- ☐ **Launch your campaign!**

- ☐ **Monitor your results continuously with Pinterest Analytics to identify optimization opportunities.**