



Holiday campaign guide

Get your account ready

Before creating an ad, [set up your Pinterest Business account](#). To sell products directly on Pinterest, [install the Pinterest tag](#), [add your product feed](#) and [apply to be a Verified Merchant](#).

Start early and flight strategically

We recommend you first start with awareness campaigns. As we get closer to the holidays, shift more budget to consideration and conversion campaigns.

Set yourself up for success

Follow these product tips to get the most out of your campaigns.

	Build awareness	Drive consideration	Get conversions
Campaign objective	Brand awareness	Consideration	Conversions Catalog sales
Format	Standard ads Video ads	Standard ads Collections ads	Shopping ads
Targeting	Interests Keywords	Interests Keywords	Product metadata Dynamic retargeting
Metrics	Reach CPM	CPC CTR	CPA Return on ad spend (ROAS)