



Set up shop

Feed best practices



Reach people who are always shopping.

For people on Pinterest, shopping is a lifestyle. They're 40% more likely to say they love shopping and 75% more likely to say they're *always* shopping.¹ 83% of weekly Pinners have made a purchase based on content they saw from brands on Pinterest.²

Upload your product feed to get discovered by this high value audience of shoppers on Pinterest. Use this guide to do it right.

Source: 1. Source: Dynata, US, 2021 Shopping in fashion and beauty among people who use Pinterest weekly and people on other platforms, April 2021; 2. GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018



Auction
Favorability &
Reduced
CPM / CPC

Increased
Relevancy &
Reach

Improved
Feed
Quality

Improved
Engagement &
Qualified Traffic

Optimize your feed for better results.

The more information that you have in your feed, the more optimized it is, and the more relevant your content will be for shoppers when matched to keywords & interests.

When you promote your content, your ads will be better matched to relevant Pinners, which can drive improved engagement and lead to more qualified clicks at lower cost.

In this guide

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1. Feed basics

A product feed is the foundation of your Pinterest catalog and gives you access to a variety of shopping solutions.

id	item_ title grou p_id	description	link	image_link	price	availability	condition	google_product _category	sale_ price	gender	size	
PIN-101	PIN-1	Bluxome Denim Shirt - Women's	Women's denim shirt - crafted from the finest Japanese denim.	https://www.example.com/apparel/denim/pin-101.html	https://scene.example.com/images/womensdenimshirt/size500x500.jpeg	24.99	in stock	new	Apparel & Accessories > Clothing > Shirts & Tops	22.99	female	L
PIN-201	PIN-2	Bluxome Denim Shirt - Men's	Men's denim shirt - crafted from the finest Japanese denim.	https://www.example.com/apparel/denim/pin-201.html	https://scene.example.com/images/mensdenimshirt/size500x500.jpeg	24.99	in stock	new	Apparel & Accessories > Clothing > Shirts & Tops		male	M

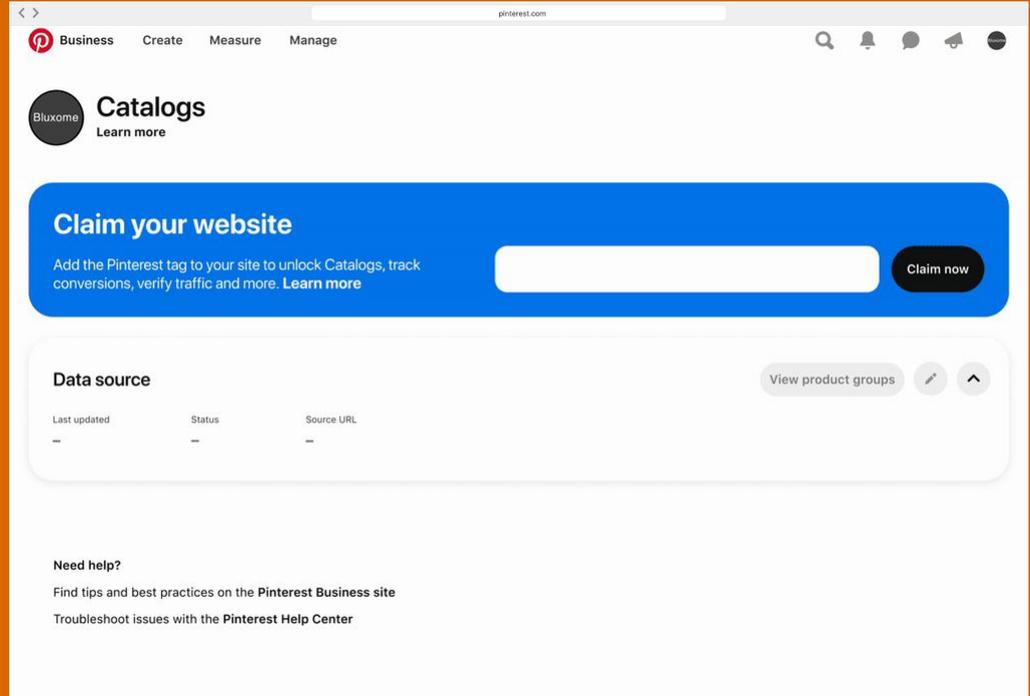
A product feed contains 7 required fields and several other optional fields that try to map your products with the right shoppers on Pinterest. An accurate and comprehensive feed enhances the end user experience by helping people on Pinterest find products that are relevant to them.

Check out [feed templates](#) to download examples of product feeds.

Upload your feed to get your products in front of shoppers.

With the Catalogs UI you can get your products onto Pinterest in a snap.

To show your products on Pinterest, you will need to upload your product feed to Pinterest. The feed is the foundation of your catalog.



Uploading your feed

Once your feed is created, provide a file location we can fetch your feed from.

Feeds are hosted by client or 3rd party and shared via:

- SFTP or FTP with credentials
- HTTP or HTTPS direct download link

If your feed is compatible with Google and Facebook, it typically works for Pinterest well.

Ensure your feed is saved in a compatible format. Accepted file types include:

- comma delimited (CSV)
- tab delimited (TSV)
- XML

We also accept the following as long as they're delimited correctly.

- .txt file
- compressed file (.gtx, .zip)

Promote your product Pins as shopping ads and reach even more shoppers.

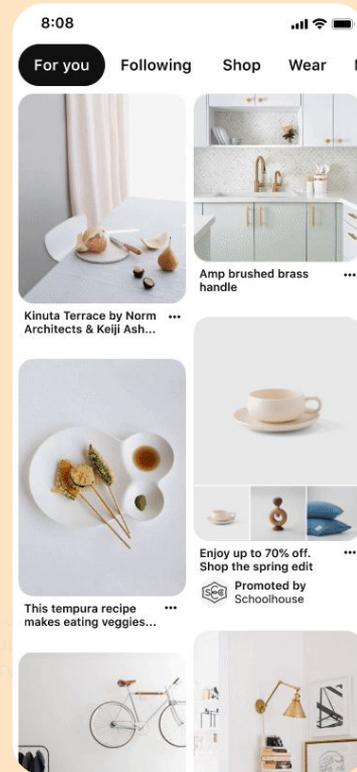
Uploading your feed gives you access to a number of shopping solutions. You can promote any group of products by creating [product groups](#).

When brands add Collections or other Pinterest Shopping ads to campaigns, they drive **3x** the conversion and sales lift and **twice** the positive incremental return.

Shopping ads



Collections ads



Dynamic retargeting ads

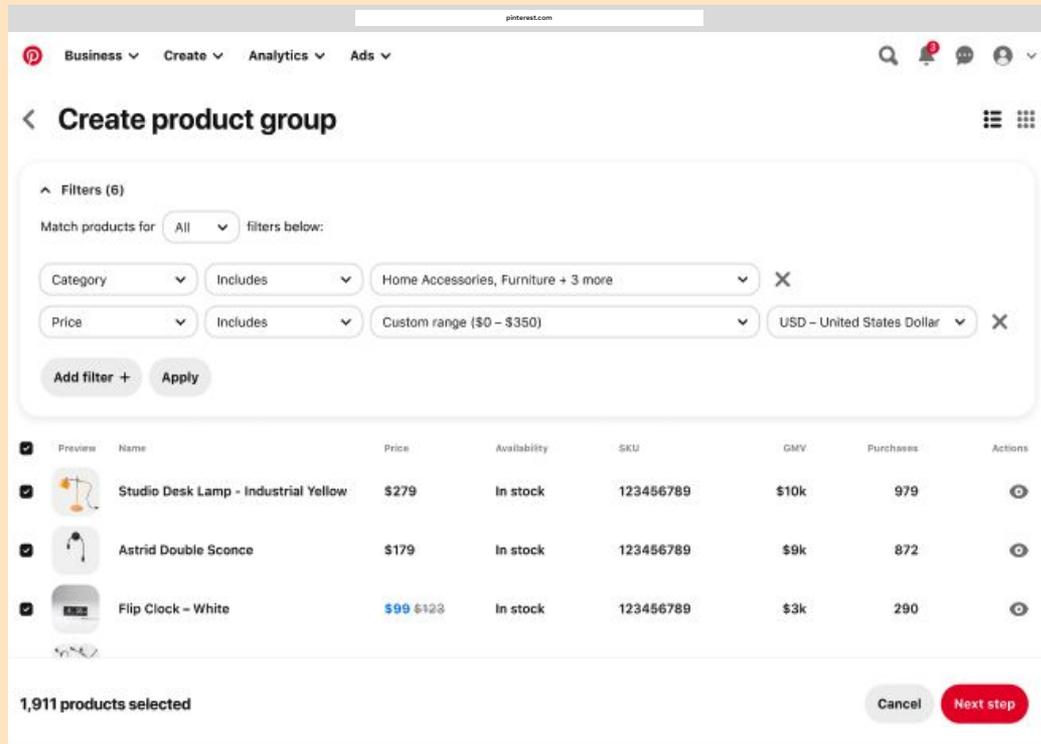


Pro tip

Advanced product group management

New advanced product group management features help you create, filter, and manage your many products on Pinterest. These product groups are used to promote groups of items in shopping ads.

New filters expand upon the existing options - category, brand, product type, and custom label. Now you can filter by item id, gender, availability, price, availability, and condition.



The screenshot shows the Pinterest 'Create product group' interface. At the top, there are navigation tabs for Business, Create, Analytics, and Ads. The main heading is 'Create product group'. Below this, there is a 'Filters (6)' section with a dropdown menu set to 'All' and the text 'Match products for filters below:'. There are two filter rows: the first row has 'Category' (dropdown), 'Includes' (dropdown), and 'Home Accessories, Furniture + 3 more' (dropdown) with a close button; the second row has 'Price' (dropdown), 'Includes' (dropdown), 'Custom range (\$0 - \$350)' (dropdown), and 'USD - United States Dollar' (dropdown) with a close button. Below the filters are 'Add filter +' and 'Apply' buttons. A table of products is displayed with columns: Preview, Name, Price, Availability, SKU, GMV, Purchases, and Actions. The table contains three rows of product data. At the bottom, it shows '1,911 products selected' and 'Cancel' and 'Next step' buttons.

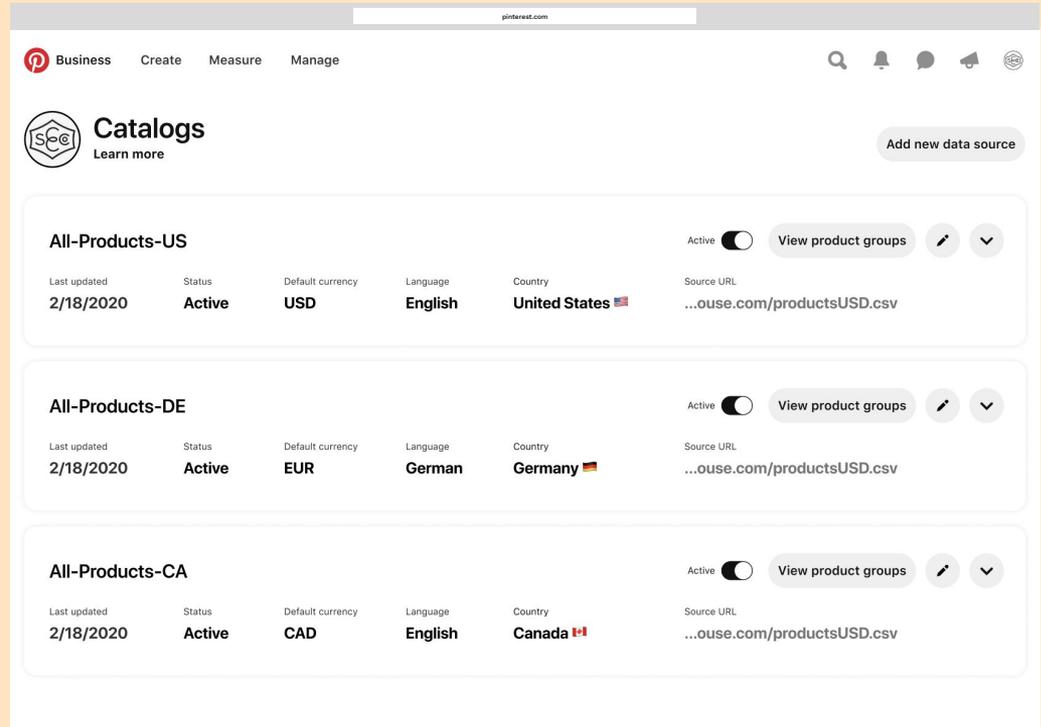
Preview	Name	Price	Availability	SKU	GMV	Purchases	Actions
	Studio Desk Lamp - Industrial Yellow	\$279	In stock	123456789	\$10k	979	
	Astrid Double Sconce	\$179	In stock	123456789	\$9k	872	
	Flip Clock - White	\$99 \$129	In stock	123456789	\$3k	290	

Note: screen is for illustrative purposes only and results may vary.

Pro tip

Multi-feed support for Catalogs

Multi-feeds support for Catalogs allows you to upload multiple product feeds with different local data, such as languages, currencies, and countries to one Pinterest business account. Build a global presence on Pinterest and get more strategic about how you turn your products into Pins.

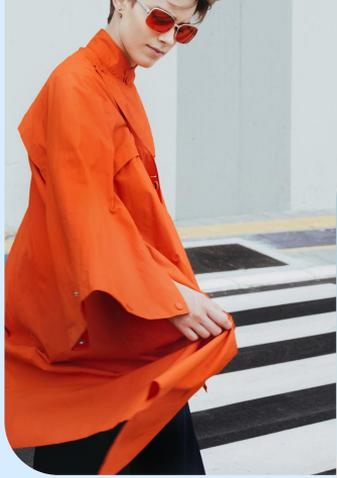


The screenshot displays the Pinterest Business Catalogs management interface. At the top, there's a navigation bar with 'Business', 'Create', 'Measure', and 'Manage'. Below this is the 'Catalogs' section with a 'Learn more' link and an 'Add new data source' button. The main content area shows three active product feeds, each with a table of details and a 'View product groups' button.

Feed Name	Last updated	Status	Default currency	Language	Country	Source URL
All-Products-US	2/18/2020	Active	USD	English	United States 🇺🇸	...ouse.com/productsUSD.csv
All-Products-DE	2/18/2020	Active	EUR	German	Germany 🇩🇪	...ouse.com/productsUSD.csv
All-Products-CA	2/18/2020	Active	CAD	English	Canada 🇨🇦	...ouse.com/productsUSD.csv

2. Feed maintenance

Pinterest will ingest your feed every 24-48 hours, and alert you about any errors. Reviewing your feed and fixing errors as quickly as possible ensures your product info is accurate and up-to-date.



Tips for feed maintenance

- Check feed status daily. Address any [errors](#) as quickly as possible.
- Ensure data source URL is still accurate when changes are made.
- Schedule your data source updates. Select the time and date you want your feed ingested based on website updates.

3. Feed data fundamentals

Ensure you have the required fields and optional attributes (known as metadata) to try and map your products with the right shoppers and prevent ingestion failure.



Feed data required attributes

Your feed will fail ingestion if any of the 7 fields below are missing or formatted incorrectly. Ensure column names are written exactly as seen below:

- id*
- title
- description
- link
- image_link
- price
- availability

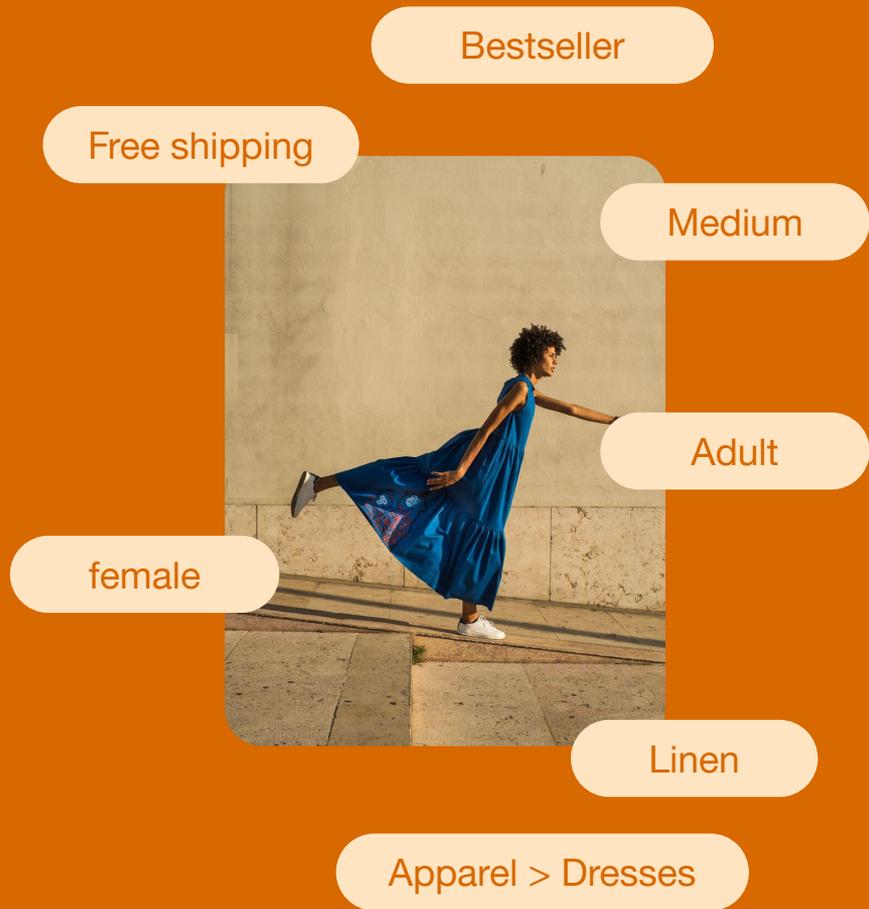
*Warning: Do not change the id of a product as that product will then be recognized as a separate product in our system and reporting.

Optional attributes help shoppers find you.

Beyond the 7 required fields, a product feed can contain optional fields. Optional fields allow Pinterest to better map your products to people. The more information you provide, the more insight Pinterest has into what your product is and who it is for.

We strongly recommend adding optional fields to add more detail to your feed and improve relevancy.

Check out all [optional attributes here](#).



4. Optimizing feed data (metadata)

Providing accurate, comprehensive data helps people on Pinterest find your products, which increases the likelihood they they will purchase them.

What makes a good title?

[title]

It's relevant

Ensure your title matches the image you are promoting.

It's over 40 characters

Longer titles for Product Pins give shoppers more information about your product.

It's descriptive

Detail matters. Include relevant details such as brand, color, and size where applicable.

It's professional - no hashtags or emojis!

#NotNecessary #PleaseAvoid

Relevance

Ensure your title describes the product to which you are linking.

Titles in your feed should replicate the titles on your landing page as closely as possible. If the title on your landing page is not descriptive, we recommend you enhance it with more details in the feed.

The recommended product title structure is: brand + product type + attributes.



\$15
INKED “Sunkissed”
Eyeshadow Palette - 10
Color
Concept Spec

Title length

Ensure that your title is over 40 characters. The max length is 500 but only the first 40 - 70 are visible. Use the first 40 - 70 to improve CTR and 71 - 500 to maximize reach and relevance.

It has been observed that items over 40 characters have a 1.7x higher checkout propensity.*

Include key information within the first 70 characters of the title to ensure display on smaller ad formats and improve click-through rate.

*Pinterest internal data, US, April 2021



\$230

**evrewn Vintage Maple
Wooden Cabinet - 4 Door, 3
Shelf**

Home Universal

Attributes

Include distinguishing attributes in your title such as brand names, size, size type, color, gender, and age group. This information can be especially helpful if these attributes are not visible in the image.

If applicable, add the following to your title:

Brand - Items with brand included in their title/description have a 1.3x higher checkout propensity.*

Size type - e.g. “maternity” and plus”

Gender and age group - e.g. “adult” and “newborn”

Color, size, material, and pattern - e.g. “Denim” and “floral”

*Pinterest internal data, US, April 2021



\$120

**Ana Mons Women's Suede
Ankle Boots with Pointed Toe,
Square Heel - Red, Size 6**
Greenwich Rose

Diction and grammar

Include a mix of broad and exact words phrases to trigger more queries and interests.

Use grammatically-correct and professional language to increase user understanding and improve click-through rate.

Avoid using all caps, HTML tags, and promotional text as it may appear untrustworthy to users. Pinterest also does not support the use of emojis.



\$49.99

**Rehns 3-Speed Portable
Record Player with
Built-in Stereo Speakers**

Rehns

What makes a good description? [description]

It's over 80 characters

Each word counts. Shoppers want to know exactly what they're buying.

It includes keywords for search

Pin descriptions play a major role in search. Include relevant keywords for targeting. Avoid fluff and filler words.

It includes the brand name

Include your brand name in the first sentence of the description to increase brand awareness.

It doesn't include hashtags or emojis

#NotNecessary #PleaseAvoid

Pin description

Pin descriptions play a major role in search and allow shoppers to learn more about the product. Include relevant keywords for targeting and avoid fluff and filler words.

Don't be afraid to include detail. Descriptions should be longer than 80 characters. Longer descriptions have a higher conversion rate than items with shorter descriptions.*

*Pinterest internal data, US, April 2021



\$125

**evrewn Tropical Ceiling Fan
with Remote Control, 52"**

Home Universal

Handcrafted evrewn ceiling fan with 5 wide oval palm blades provides a tropical aesthetic for any bedroom, living room, or dining room. Made of sturdy material and easy to keep clean with a dry cloth.

What makes a good image? [image_link]

It's visually appealing

Pinterest is a visual platform. Use high-quality vertical images that stand out.

It's relevant

Keep your product at the focal point of your photo so shoppers know what they are shopping for.

It shows the product in use

Include a variety of photos in your feed such as lifestyle and product imagery.

See [creative best practices](#) for more information

Size



3:2 aspect ratio
Too short
Performs poorly



2:3 aspect ratio
Just right
1000 x 1500px
recommended



1:2.1 aspect ratio
Too long
Forced truncation

Resolution



1000 x 1500px

We recommend 1000x1500px or greater as an optimal resolution so your image is sharp and crisp on all devices.

Focal point



Put your product or service front and center. Avoid using abstract images or imagery that doesn't showcase your brand.

Types of images



Product



Lifestyle

Lifestyle images on average yield a **32%** higher CTR than product images*

Provide both lifestyle imagery (e.g. product within a scene) and product images (e.g. product shot on a white background) within the **image_link** column. Our algorithm will seek to determine the optimal image to show to the shopper based on a number of factors.

Number of images



Provide additional images of your product in the **additional_image_link** column to showcase your product from different angles or with different staging. Additional images improve the shopping experience by helping shoppers decide whether or not to buy a product. You can include as many images as you want in both the `image_link` column and the `additional_image_link` column. The links should be separated by commas.

Note: Image URLs must also be updated if images are updated to avoid caching.

Categorization

An accurate product categorization makes your product easier to locate and provides a good structure for shopping campaigns.



Apparel & Accessories >
Clothing > Dresses



Electronics > Audio > Audio
Components > Headphones & Headsets
> Headphones

Google product category [google_product_category]

Google product category is based on the [standard Google product taxonomy](#). Use > to separate multiple levels in a category.

Be as specific as possible. For headphones, don't just use "Electronics." Rather, use "Electronics > Audio > Audio Components > Headphones & Headsets > Headphones." Items with multiple levels have been shown to have a higher checkout propensity than those without any.



Clothing > Women >
Dresses > Maxi Dress



Electronics > Audio > Audio
Accessories > Headphones >
Wireless Headphones

Product type [product_type]

Product type is based on your own custom product taxonomy. Unlike the Google product category [google_product_category] attribute which has predefined categories, you choose how to categorize product type. However, it is okay to use the google_product_category value.

Like Google product category, multiple levels are shown to lead to higher checkouts. Be as specific as possible. Ensure that your product category has at least two or three levels.

Shipping and ratings

Including shipping and ratings information can incentivize shoppers to buy your products. These are among the most significant item attributes across all shopping verticals.

Shipping

If your item has free shipping, include it! Items with free shipping have been shown to have a 2.4x higher checkout propensity.* Use the following fields in your feed to provide additional shipping information on the product detail page:

shipping

(includes transit and price information, e.g. US:Ground:0 USD)

free_shipping_label

(lets Pinners know the item is free to ship, written as True or False in feed)

free_shipping_limit

(the minimum order purchases necessary for free shipping, e.g. 50 USD)

*Pinterest internal data, US, April 2021



\$120

Ana Mon's Womens Suede....

Greenwich Rose

★★★★★ (247)

Free shipping with \$50.00+

Free shipping incentivizes Pinners to purchase your product

Recommendations based on Pinterest internal research on standard ads performance, 2020.

Ratings

Shoppers on Pinterest are more likely to purchase when ratings and reviews are present. Items with ratings have been shown to have a 2.4x higher checkout propensity.*

Use the following fields in your feed to provide more information about ratings and reviews on the product detail page:

average_review_rating

(average review rating for the item, e.g. 4)

number_of_ratings

(the number of ratings for the item, e.g. 200)

number_of_reviews

(the number of reviews for the item, e.g. 40)

*Pinterest internal data, US, April 2021



\$120

Ana Mon's Womens Suede....

Greenwich Rose

★★★★★ (247)
Free shipping with \$50.00+

Rating and reviews let Pinners shop with greater confidence

Pro tip

The Verified Merchant Program

The Verified Merchant Program enhances the connection between Pinners and brands. Verified Merchant benefits include:

- A “Verified” badge on your profile and Pins letting people on Pinterest know you’ve been vetted for trustworthiness
- Price and availability information on all your product Pins
- A Shop tab on your profile making it easier for people on Pinterest to see what you sell
- Eligible for enhanced distribution in shopping features

Learn more about the [Verified Merchant Program](#)



Variants

Variants are multiple variations of the same item, such as a shirt in four different colors or four different sizes. Where applicable, provide information in these columns to increase reach and relevance.



Variant items

Use **item_group_id** to group product variants. Submit product variants as unique items (each with a unique id) under the same **item_group_id**.

The shirts on the left are color variants and should be listed in a feed as unique items with the same **item_group_id**. Use the following fields to include more information on variants:

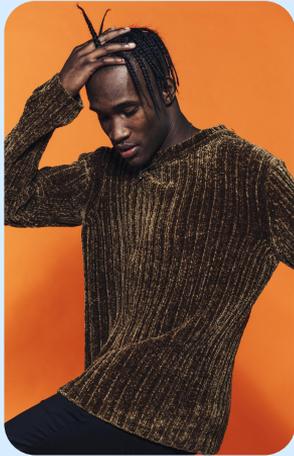
color **size** **material** **pattern**

Other examples of variant items:

A shirt that comes in three different sizes should be submitted as three unique items under the same **item_group_id**.

A pair of shoes in three sizes, four colors, and two patterns should be submitted as 24 unique items under the same **item_group_id**.





Non-variant items

Do not use `item_group_id` for products that are not variants. The items on the left are completely unique items and should not share an `item_group_id`.

Other examples of non-variants:

A matching shirt and skirt. These are related items but not variants and should not be grouped under the same `item_group_id`.



A short-sleeve shirt and a long-sleeve shirt with the same print. These should be listed as unique items that do not share an `item_group_id`.

ID	Title	Item_group_id	Size	Color
DSO249-B	Women's Denim Blouse - L	9912	L	blue
DSO249-G	Women's Denim Blouse - L	9912	L	green
DSO249-O	Women's Denim Blouse - L	9912	L	yellow

Color variants listed with the same item_group_id
with unique ids

Additional variant considerations

color: The color name you use in product data should match the color name on your product landing page to avoid shopper confusion.

image_link: Ensure that the image provided via the image_link column matches the product variant to ensure that users will see the correct variant selected when visiting the landing page.

additional_image_link: Any additional images should also show the same variant.

Links

Ensure all links lead to the correct product landing page and that 3rd party tracking links are set up appropriately.

Links

Use the following fields to drive Pinners to the correct landing pages:

link

ad_link

If you are providing 3rd party tracking directly in URLs, ensure that tracking is set up appropriately. The link column and/or ad_link column should be populated with the URL to a product's landing page. If both link and ad_link are provided, the URLs in the link column will be used in your organic product Pins, and the URLs in the ad_link column will be used for shopping ads. If no ad_link is present, then both paid and organic product pins will use the same link URL.

Note: You can track both paid and organic Pins via 3rd party platforms.

Example (Organic & Paid separated):

link

http://www.abcdef.com/?utm_source=pinterest&utm_medium=organic

ad_link

http://www.abcdef.com/?utm_source=pinterest&utm_medium=paid

International requirements

Features such as Multi-feeds support for Catalogs make it easier for merchants to sell products outside of the US.

International requirements

- Upload multiple feeds if you are selling product across many markets.
- Only one feed should be created per country and language pair.
- Duplicative item IDs, especially across multiple feeds, can lead to errors.
- Note that column headers in the feed need to be provided in English.
- Special characters (accents, etc.) need to be encoded in the file name and in any URLs.
- Price should include currency if non-USD and currency should follow ISO-4217 code.
- Price should have decimal points as separators, not decimal commas (e.g. 20.13 GBP).

5. Shopify guidelines

If you are a Shopify merchant, follow the tips on the next slide to optimize your product feed for Pinterest.

Shopify guidelines

For Shopify merchants, optimizing your products on Pinterest will require a few adjustments.

Within the Shopify store UI, advertisers can manually edit the product attributes below:

- Product Type Depth
- Title Length
- Description
- Color
- Size
- Material

Although advertisers don't have the option to add the following attributes within the Shopify store UI, 3rd party Shopify apps can be used to pass these additional columns:

- GPC
- Additional Images
- Custom labels
- Age
- Gender

6. Additional resources

[Shopping on Pinterest](#)

[Data source guidelines](#)

[Pinterest Business
Community](#)

[Merchant guidelines](#)

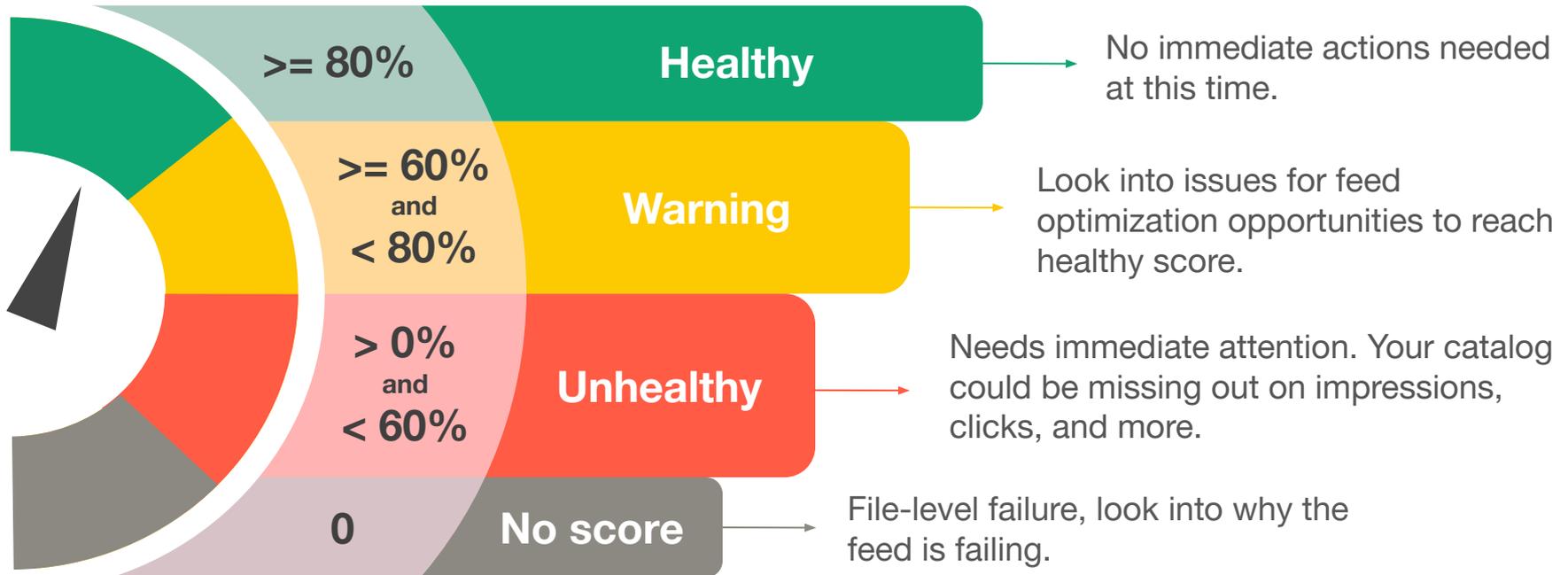
7. Appendix

How do we define the Feed Health score?

To make it easier for us to assess the health of feed metadata, we created a scoring system from 0-100 to evaluate every merchant's product feed. The scoring system is designed to help merchants optimize their feeds to get the most value out of running Shopping ads on Pinterest, while ensuring pinners are seeing accurate and informative product information.



Feed Health score buckets



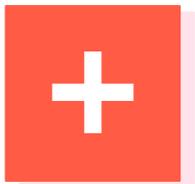
How is the score computed?



Non-negotiables

These are required criteria for a feed to be ingested and to promote on Pinterest. If any of these criteria are not met, then the feed will receive a score of N/A or Null.

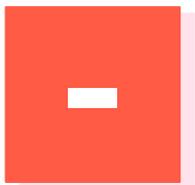
- User has a feed profile id (a feed is uploaded to Catalogs)
- No file level failure codes are present



Additive

The score is first computed from the advertiser's ingestion rate i.e. $(\# \text{ of validated items}) \div (\# \text{ of items submitted})$.

- If an advertiser has more than 1 feed, their Feed Health Score will be averaged across all feeds submitted under the same AID



Deductibles

Qualitative and quantitative metrics that highlight where a metadata can be optimized

- Deductibles can occur for all or specific verticals depending on the attribute's relevancy to the vertical
- Note: If the user provides the attribute in the feed, we will score the quality despite the vertical

Feed Health Score Deductibles

Deductible

Why is it important?

(Based on internal observations)

Main Image Link & Download Errors

Deduct [25%] if impacting >20% of feed

Images represent the product to Pinners. Reminder, **lifestyle imagery drives improved CTR** vs. product images

Google Product Category Missing/Errors

Deduct [20%] if impacting >20% of feed

1.5x higher checkout propensity

Google Product Category Depth < 3 Levels

Deduct [10%] if impacting >50% of feed

1.5x higher checkout propensity

Missing Brand

Deduct [10%] if impacting >50% of feed

1.3x higher checkout propensity

Missing Product Type

Deduct [10%] if impacting >20% of feed

2.9x higher checkout propensity

Product Type Depth < 2 Levels

Deduct [10%] if impacting >50% of feed

1.5x higher checkout propensity

Additional Images Invalid/Missing

Deduct [10%] if impacting >50% of feed

Additional images (specifically lifestyle imagery) increases reach and performance

Title Length < 40 characters

Deduct [10%] if impacting >20% of feed

1.7x higher checkout propensity

Feed Health Score Deductibles

Deductible

Why is it important?

(Based on internal observations)

Description Length < 50 characters

Deduct [10%] if impacting >20% of feed

Both probability of checkout and **iCVR** are **nearly 50% lower if the description is too short**

Missing Condition

Deduct [5%] if impacting >50% of feed

Condition improves relevancy/ranking

Condition Invalid

Deduct [5%] if impacting >50% of feed

Condition improves relevancy/ranking

Missing Gender (Fashion only)

Deduct [5%] if impacting >50% of feed

Gender improves relevancy/mapping for the Fashion vertical

Gender Invalid

Deduct [5%] if impacting >50% of feed

Gender improves relevancy/mapping for the Fashion vertical

Missing Age Group (Fashion only)

Deduct [5%] if impacting >50% of feed

Age improves relevancy/mapping for the Fashion vertical

Age Group Invalid

Deduct [5%] if impacting >50% of feed

Age improves relevancy/mapping for the Fashion vertical

Missing Size (Fashion only)

Deduct [5%] if impacting >50% of feed

Size improves relevancy/mapping for the Fashion vertical

Size_Type Invalid

Deduct [5%] if impacting >50% of feed

Size improves relevancy/mapping for the Fashion vertical

Thank you

