



# Building a multi-objective media strategy

Discover

Build Awareness

Decide

Drive Consideration

Do

Get Conversions

Meet your customers where they are.

Activating along the full consumer journey, from discovery to doing, is an effective media strategy to drive results on Pinterest.

Compared to the average user, those exposed to Pinterest campaigns along multiple stages of the funnel convert at a higher rate—**2x higher CVR when exposed to 2 objectives and 3x higher CVR when exposed to 3 objectives<sup>1</sup>** - proving that running across the funnel, is better.

**By aligning the Pinner mindset to the purchase funnel, brands can create content for every stage of their audiences journey**

The purchase funnel (Build Awareness, Drive Consideration, Get Conversions) is marketer language specific to your business goals; it's most helpful when developing a media plan and setting up your campaign.

By aligning the purchase funnel to the Pinner mindset (from discover to doing), you can set yourself up to create a well-informed multi-objective strategy, especially when developing content and building creative.

## Awareness

At this stage of the funnel, Pinners are looking to **discover** something new that will help them achieve their goals.

**Campaign objective + bid type:**

Awareness CPM or Video Views CPV

**Business goal:** Efficient reach + brand awareness lift

**Ad Format:** Idea, Standard or Max Width Video

**Creative:** Use aspirational imagery + prominent branding to allure new audiences.

## Consideration

Following discovery, Pinners weigh their options and **decide** what's best for them to achieve their goals.

**Campaign objective + bid type:**

Consideration (CPC) or Automatic Bidding

**Business goal:** Drive website or foot traffic + action intent lift

**Ad Format:** Standard, Carousel or Collection

**Creative:** Expanded content with clear call-to-action encouraging click-through.

## Conversion

Once they've weighed their options, Pinners **do**—they act, purchase or sign-up to act on their decision.

**Campaign objective + bid type:**

Catalog sales (CPA), Conversions or Automatic Bidding

**Business goal:** ROI, iROAS or Offline sales lift

**Ad Format:** Shopping, Carousel or Collection

**Creative:** Be product-focused and to the point with call-to-actions that encourage conversions.

<sup>1</sup> Source: Median user level media performance stats based on advertisers who run multiple objectives, H1 2022, Global, Pinterest internal data