



# Think outside the Black Friday box

Pinterest holiday 2020  
performance guide

# People are buying now

This is a holiday unlike any other, for brands and for consumers. Gone are the days of camping outside big box stores for 1-day only mega deals.

The pandemic has accelerated consumer and industry shifts already under way. People are buying more fluidly. Holiday deals are becoming a seasonal, always-on tactic.

No one knows what's going to happen in a day, let alone a month. Take advantage of what's happening now.

**“Doomsday predictions about the end of Black Friday are now reality...”<sup>1</sup>**

**Bloomberg**

**“Black Friday is now in October...in a parking lot or online.”<sup>2</sup>**

**BUSINESS  
INSIDER**

**“Black Friday as we know it is finally dead.”<sup>3</sup>** 

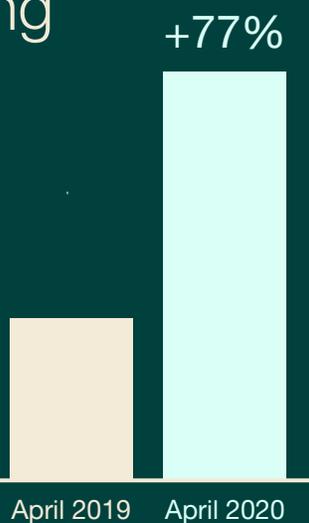
# What are you waiting for?

Black Friday may be dead, but on Pinterest, the holiday crowds are already here. Be there when Pinners are searching, saving and shopping all season long.

Holiday planning started earlier than ever

**Pinterest search volume** spiked as early as April<sup>1</sup>

Terms include christmas gift ideas, holiday recipes, christmas, holidays, christmas decor.<sup>4</sup>



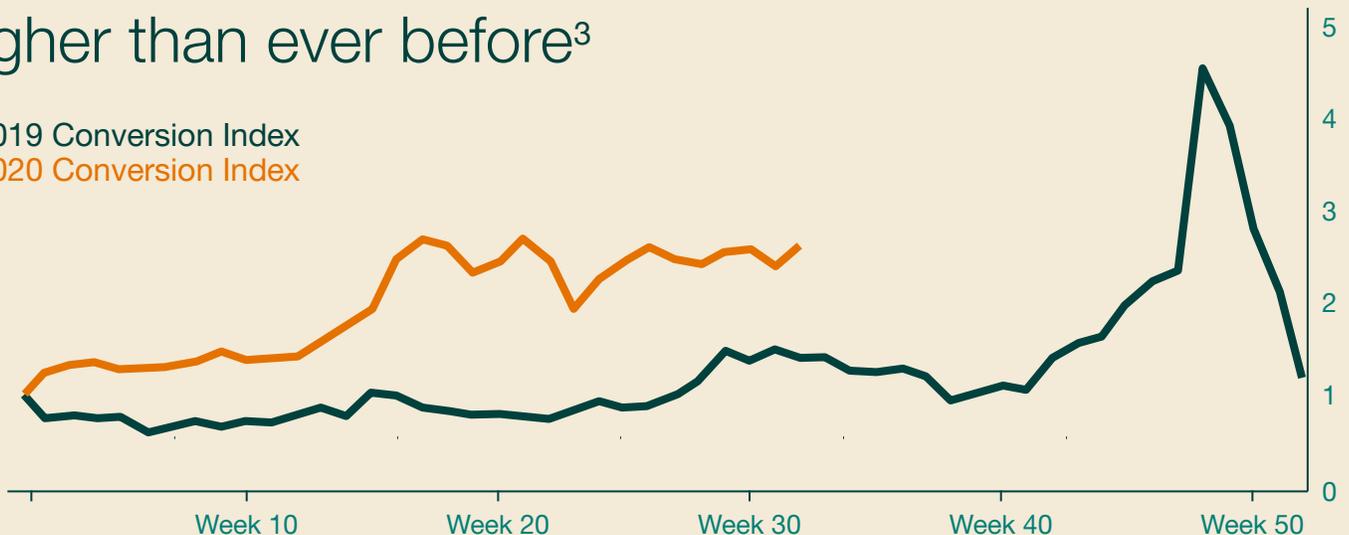
High-intent behaviors are accelerating

+239%

**Board creations** for “Christmas aesthetic” were up in July.<sup>2</sup>

Conversions on Pinterest are higher than ever before<sup>3</sup>

● 2019 Conversion Index  
● 2020 Conversion Index



# Think outside the Black Friday box this season

From plan to purchase, holiday shoppers have always used Pinterest as a full-funnel solution. This year, they started planning earlier than ever and they're shopping more continuously.

Reach your audience first—before the competition—reach them early.

# 97%

of top searches on Pinterest are non-branded<sup>1</sup>

Be there when they're ready to buy.  
Inspire them to shop, all season long.

Shift from this...



...to this:



# Your Pinterest Performance Holiday 2020 Guide

Find the most performant products, strategies and best practices for activating an always-on holiday campaign on Pinterest this year.



1 Lay the foundation

Find the best measurement solution.



2 Don't wait to convert

Build an always-on conversion presence



3 Find your audience

Start with insight on the different kinds of holiday shoppers on Pinterest.



4 Inspire action

Create Pins that get results.



5 Set up for success

Follow our campaign set up and management guidelines.



# 1. Lay the foundation

First thing's first. Choose the best method to measure, quantify and optimize conversions all season long.

## 5 ways to measure conversions on Pinterest

Find the best measurement solution that suits your objective.

### Pinterest Tag

**Track web conversions**, build audiences and optimize these conversions. Work with a [tag partner](#) or have your developer add tag code to your website.

#### Performance pro-tip:

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

1. Set up event tracking
2. Set up Product ID passback
3. Set up Enhanced Match

### Mobile measurement

**Track in-app conversions** with mobile measurement partners' attribution and analytics tools to evaluate how Pinterest campaigns drive in-app actions.

### Pinterest conversion upload via Ads Manager

**Upload CSV files** with web, in-app and/or offline conversions into Ads Manager.

### Pinterest conversion upload via LiveRamp

**Send web, in-app and offline** conversions to LiveRamp, which helps Pinterest to match these conversions to campaigns.

### Pinterest Conversion API

**Send scheduled batches** of web, in-app or offline conversions in a JSON format to the Pinterest API endpoint.

### Conversion Insights

New! An analytics dashboard that shows the total impact of your paid and organic Pinterest presence. Available to Verified Merchants only.



## 2. Don't wait to convert

Build an always-on presence to meet Pinners when they're ready to buy and accelerate conversion.

### Spark interest and build up your audience lists

**Campaign type:** traffic    **Ad format:** standard, carousel, video

**Targeting:** interests & keywords    **Audiences:** not recommended

**Bidding:** automatic

### Cross-sell multiple complementary products with a single Pin

**Campaign type:** traffic & catalog sales    **Ad format:** collections (static image or video)

**Targeting:** interests & keywords or feed meta-data    **Audiences:** engagement retargeting

**Bidding:** automatic

### Optimize conversions by targeting Pinners who are most likely to convert

**Campaign type:** conversions    **Ad format:** standard

**Targeting:** interests & keywords    **Audiences:** with and without site visitor

**Bidding:** automatic    & engagement retargeting

### Run shopping and dynamic retargeting campaigns to reach Pinners with speed and scale

**Campaign type:** catalog sales    **Ad format:** standard shopping

**Targeting:** product, meta-data from feed    **Audiences:** use sparingly

**Bidding:** automatic



Drive consideration



Accelerate conversion



# 3. Find your audience

We've identified six key holiday personas on Pinterest. Use these insights to jumpstart your targeting strategy.

## 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.



"I definitely already started Christmas shopping. I usually start right after Christmas. I plan to do what I normally do [and] shop sales, but I plan to do a lot of it online"<sup>7</sup>

Early bird in her 30s, US

### Keyword ideas:<sup>1</sup>

- Holiday destinations
- Holiday market booth
- Holiday packing list
- Beach holiday

April searches on Pinterest for "Christmas gift ideas" in the US were up year over year<sup>2</sup>

# 3x

## 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.



"There will be Christmas songs. There'll be Christmas decorations. There'll be Christmas food. Exactly the same as any other year. This virus doesn't make anything any different."<sup>7</sup>

Traditionalist in her 30s, Australia

### Keyword ideas:<sup>3</sup>

- Holiday party outfit
- Holiday decor
- Holiday nails
- Holiday crafts

# 60%

of Pinners in Germany like decorating a Christmas tree<sup>4</sup>

## 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?



"Do I buy gifts for myself? Yes! Why? Because I deserve it. And if it's something that I want, I feel like I should just buy it."<sup>7</sup>

Self-gifter in her 30s, US

### Keyword ideas:<sup>5</sup>

- 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-Pinners<sup>6</sup>



# 3. Find your audience

We've identified six key holiday personas on Pinterest. Use these insights to jumpstart your targeting strategy.

## 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.



"What dishes suit an isolation Christmas? Can I finally do a slow-cooked lamb or turducken or something unique like that? Or are we going to just go crazy and do Christmas fajitas?"<sup>7</sup>

Rookie host in his 30s, Australia

### Keyword ideas:<sup>1</sup>

- Holiday recipes
- Holiday cakes
- Holiday potluck dishes
- Holiday cookies

# 20%

increase in searches in the US for "hosting thanksgiving first time" compared to last year<sup>2</sup>

## 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.



"I'm not going to spend time standing in a queue. And if they do not deliver, I'd rather place an order online and go pick it up from the store. Nothing to do with walking into a store unless I really have to."<sup>7</sup>

Shipping first shopper in his 30s, Canada

### Keyword ideas:<sup>3</sup>

- Shipping christmas gifts
- 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-Pinners<sup>4</sup>

## 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.



"I really want it to be super Christmas-y and kind of over the top. So, going over the top with tons of decorations and a tree and activities, and Santa and everything."<sup>7</sup>

Next-level planner in her 30s, France

### Keyword ideas:<sup>5</sup>

- Holiday party outfit
- 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<sup>6</sup>



# 4. Inspire action

Create Pins that get results.

# 66%

of weekly Pinners in the US say the "inspiration phase" of the shopping journey ends up influencing what they buy.<sup>1</sup>

## The 5 dimensions of inspiration

Ads that inspire people to feel optimistic and take action tap into at least 2 of the following 5 dimensions:

**Be bold, beautiful, evoke curiosity**



Visually appealing

**Create something new and fresh**



Original

**Spread positivity and goodness**



Positive

**Offer inspirational ideas within reach**



Relevant

**Encourage Pinners to take action**



Actionable

## Creative best practice checklist

✓ **Tap into 2 of the 5 dimensions of inspiration**

Use striking imagery to capture Pinners attention and inspire action. Put your products front and center.

✓ **Write clear + concise text overlay**

82% of all Pinners use Pinterest on mobile & Pins will typically stay on their screen for less than two seconds.<sup>2</sup>

✓ **Include tasteful branding**

97% of top searches on Pinterest are non-branded. That means your brand can stand out!<sup>3</sup>



Find creative tips by objective [here](#)

✓ **2:3 aspect ratio (e.g. 1,000 x 1,500 pixels)**

Other ratios may cause your Pin to truncate, or may negatively impact performance.

✓ **Add a clear call-to-action, aligning to your objective**

We recommend short, actionable phrases like 'discover,' 'shop,' or 'explore,' to drive engagement or conversion.



# 5. Set up for success

Follow our campaign set up and management guidelines.

## Increase scale and efficiency

### Automatic bidding and Conversions:

- ✓ Expand your reach—broader is better.
  - Target all placements
  - Audience should be >5MM with Keyword and/or Interest targeting
  - Audience should be >500K when using Audiences (CRM, visitors, etc.)
- ✓ Make daily ad group budget 3.5x target CPA when bidding manually.
- ✓ Increase budgets in small increments to keep performance metrics stable.
- ✓ Have Ads Manager set an optimal budget for ad group when switching from manual to automatic bidding.
- ✓ Have 4 or less ad groups for each campaign.
- ✓ Have 4 or less Pins per ad group using automatic bidding.

### Shopping + dynamic retargeting:

- ✓ Target all placements.
- ✓ Optimize for conversions, not clicks.
- ✓ Have at least one ad group targeting All Products for dynamic retargeting.
- ✓ Set daily ad group budget for 3.5x the target CPA. Alternatively, weekly ad group budget should be 25x the target CPA.
- ✓ Use at least a 60-day lookback window for dynamic retargeting.

## Follow these best practices

- ✓ Start with a smaller set (2-4) of ads per ad group to garner creative learnings quickly.
- ✓ Ensure targeting is applicable across all ads within the ad group.
- ✓ Optimize by adding a new ad and rotating out the lowest performing ad for a given ad group.
- ✓ Start with strong bids to gain traction more quickly and apply broad targeting.
- ✓ Pause any ads that aren't meeting or exceeding your KPIs.
- ✓ Use a 30/30/1 conversion window.

# Think outside the Black Friday box on Pinterest

Act 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.

- **Find the best measurement solution** so you can optimize performance all season.
- **Don't wait to convert – build an always-on presence** to drive consideration and accelerate conversion.
- **Understand the different kinds of holiday shoppers** on Pinterest, what they're into and how you can reach them.
- **Create Pins that get results** by tapping into our creative best practices.
- **Follow our guidelines** to set your campaign up for success this holiday.

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

