



Pinterest Automotive Playbook for Dealers

The auto shopping process is rapidly evolving, your marketing should evolve too.





Inspired Shopping for Dealers

With dealership visits and inventory levels hitting historic lows in 2021, this should be a promising year for dealers as new inventory levels rebound.

But shopping behavior has changed, with consumers shifting more of their research and purchasing time online, providing dealers new ways to connect with shoppers.

Pinterest is where people already come to find visual inspiration for all of life's moments, whether that's their next meal, a dream wedding, or even a perfect new family car.

And now, dealers have the opportunity to showcase their new vehicle inventory directly on Pinterest, where people come to shop, not just socialize.

So let's get started helping your dealership find success on Pinterest.

Why Pinterest for Automotive Dealers

Because Pinterest influences what Pinners buy more than any social or search platform



87%

of weekly Pinners use Pinterest when **actively considering products** and services to purchase.

7 in 10

Auto Shoppers on Pinterest use it for **purchase decisions** during their auto shopping journey

Pinners are **18% more likely to be in-market** for a new vehicle

Likelihood to Purchase	National Average	Pinterest
Full-size SUV		35%
Small / Mid-size SUV		29%
Luxury SUV		23%
Minivan		20%
Crossover		18%
Pickup		18%

Pinner's have Purchase Power:

75% of Pinner's are "very interested" in discovering new products

People with purchasing power

Pinterest reaches 52% of US adult internet users with a HH income of \$100k+ and 84% of Moms with a HH income of \$100k+

People who buy new cars early

Pinterest households are 28% more likely to register a newly launched or refreshed vehicle within the first 90 days of its launch than households not on Pinterest

Life Events & Car Purchase Behavior

People are **2.4x more likely to purchase a car** around major life events like expecting a child and buying a home



Audience on Pinterest (US)

Reach key audiences on Pinterest:



Moms	70%+
Millennials & Gen Z	1 in 2
Auto Enthusiasts	8M
In Market for a New Vehicle	18M
Pickup truck owners	55%
\$100k+ US Households	52%

Source: Source: Custom Oracle Data Cloud study using IHS Polk data, US, June 2019. Mintel, New Cars, US, Sep 2018
- likelihood to buy a car in next 6 months, ComScore, US, December 2019 2. Pinterest Ads Manager, US, 2020; 3. Pinterest ODC Audience Match, US, Feb 2018

Shopping for Auto



New Opportunity for 2022!

Reach auto shoppers with shopping ads

Upload your new vehicle inventory feed to Pinterest to easily create shopping ads and to reach auto shoppers.

Pinterest uses the product data from your inventory feed to show relevant vehicles to interested Pinners across all of Pinterest, and refreshes your feed every 24 hours to ensure vehicle availability.

Prove performance by using the conversion upload tool to upload recently sold CRM data to match back to ad exposure on Pinterest.

Getting Started with Shopping

1. Set Up Inventory Feed

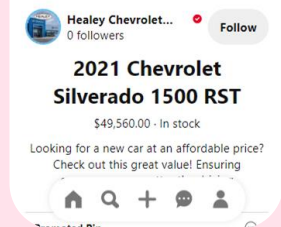
- New Inventory feed only
- Must be compliant with Pinterest catalog requirements - details [here](#)

1. Place Pinterest Tag

- Base code and following event codes must be placed on dealer sites:
 - PageVisits, Add to Cart and Checkouts
- Must pass event data for product id
- Full details [here](#)

1. Launch Campaign

- 3 month flight recommended
- \$2,000/mo per dealer, split across Awareness & Catalog Sales objectives
- Consider adding in a third campaign, Dynamic Retargeting after 30 days



Core Dealer Strategies

Lifestyle: Attract new prospects

Who to target	What to say	How to measure success
<ul style="list-style-type: none"> Life stages & moments <ul style="list-style-type: none"> wedding, new home seasonal: B2S, July 4th Interests (i.e. outdoor, travel, tech) ODC Near Market Audience 	<ul style="list-style-type: none"> Highlight features and lifestyle shots <ul style="list-style-type: none"> Outdoor lifestyle New Technology Safety Align to seasonal moments or interest targeting Dealer name, logo, model 	<ul style="list-style-type: none"> Use Pinterest Ads Manager reporting View campaign, ad group and Pin level metrics <ul style="list-style-type: none"> Impressions, clicks, engagements, CPC, etc.

In-Market: Convert active shoppers

<ul style="list-style-type: none"> ODC In-Market Audience Pinterest Auto Pinners Keywords (brand/model/segment) <p>TIP: Utilize the Conversion objective with broad targeting to drive the most efficient site side actions or the Shopping objective if you have a new inventory feed available!</p>	<ul style="list-style-type: none"> Interior & exterior vehicle shots Highlight price or offer <ul style="list-style-type: none"> Ex. Starting at \$20,000 Ex. \$500 cash back Strong CTA View inventory Online retailing options Dealer name, logo, model 	<ul style="list-style-type: none"> Use Pinterest tag <ul style="list-style-type: none"> Use actions people take on your website to drive more effective advertising campaigns, as well as for measurement and audience creation Conversion upload <ul style="list-style-type: none"> Unlock visibility into conversions and sales that you were unable to see in Pinterest before by uploading sales data and matching back to ad exposure
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Loyalty: Retain existing customers

<ul style="list-style-type: none"> CRM <ul style="list-style-type: none"> Unsold leads Customers coming off lease Service customers Website Retargeting 	<ul style="list-style-type: none"> Highlight price or offer <ul style="list-style-type: none"> Ex. re-lease bonus cash Ex. \$500 cash back Aftersales offers <ul style="list-style-type: none"> Service Accessories Home pickup and dropoff Community involvement Dealer Name and logo, 	<ul style="list-style-type: none"> Use Pinterest tag <ul style="list-style-type: none"> Use actions people take on your website to drive more effective advertising campaigns, as well as for measurement and audience creation Conversion upload <ul style="list-style-type: none"> Unlock visibility into conversions and sales that you were unable to see in Pinterest before by uploading sales data and matching back to ad exposure
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Targeting



Behavioral

Interests
Keywords
Expanded Targeting
Targeting Incubation
Planning Moments



Audience

Site retargeting
Customer list
Engagement
Actalike



Demographics

Age
Gender



Location

Country / State / Region
DMA / metro
Zip
Radius



Third Party Data

Oracle Data Cloud

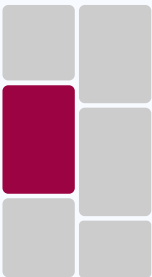


Other Controls

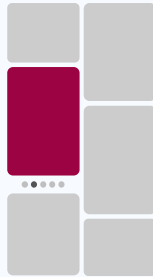
Language
Placement
Device
Frequency

Ad Formats

[Click here for detailed specs](#)



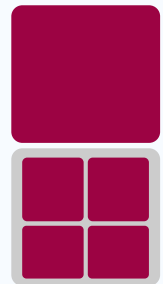
Standard



Carousel



Standard Video



Collections

Benchmarks

0.30 - .40%

CTR for auto T3

.35 - .45%

ER for auto T3

\$2.40 - \$2.90

CPC for auto T3

40-60%

VVR for
standard video,
all auto

\$0.01

CPV for all auto



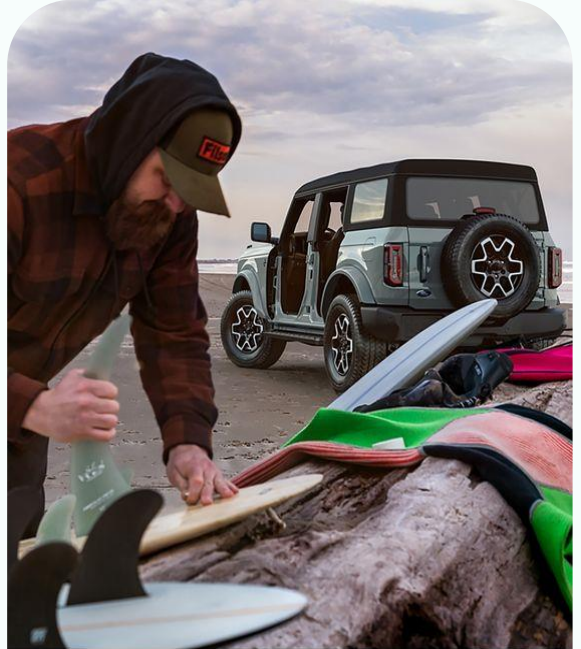
How to get started

Opening a Business Account

Optimizing Your Business Profile

Implementing the Pinterest Tag

Creative & Organic Best Practices



 **Fairfield**

THE LEGEND RETURNS
2021 FORD BRONCO

BE THE 1ST TO RESERVE



Connect your business to the Pinterest audience

1 Create a Pinterest Business Profile and Ads Manager Account

In order to promote pins, they need to live on a Pinterest Business Profile. Once the pins live on the Business Profile, you will be able to promote them from an Ads Manager account. Ads Manager is where you create, manage and report on your Pinterest campaigns. Think of it as your Pinterest advertising hub: a one-stop shop to set up campaigns, track results and improve your performance over time.

Check out our [business site](#) for more details on creating a business profile.

2 Establish a billable order line or add credit card billing

Before building out the campaigns, billing will need to be set up for the Ad Account(s). Pinterest supports both credit card and insertion orders (IOs).

- For a billable order line, email dealerteam@pinterest.com with your business profile, Ads Manager account, budget and flights dates (dates that your campaign will run, ex. March 1 - 31).

3 Add the Pinterest tag for tracking and retargeting

The Pinterest tag helps you understand what people do on your website after they've seen Pinterest ads, for example, page visits, sign-ups and leads. You can then use these insights to optimize your campaigns. Check out how to set up the Pinterest tag [here](#).

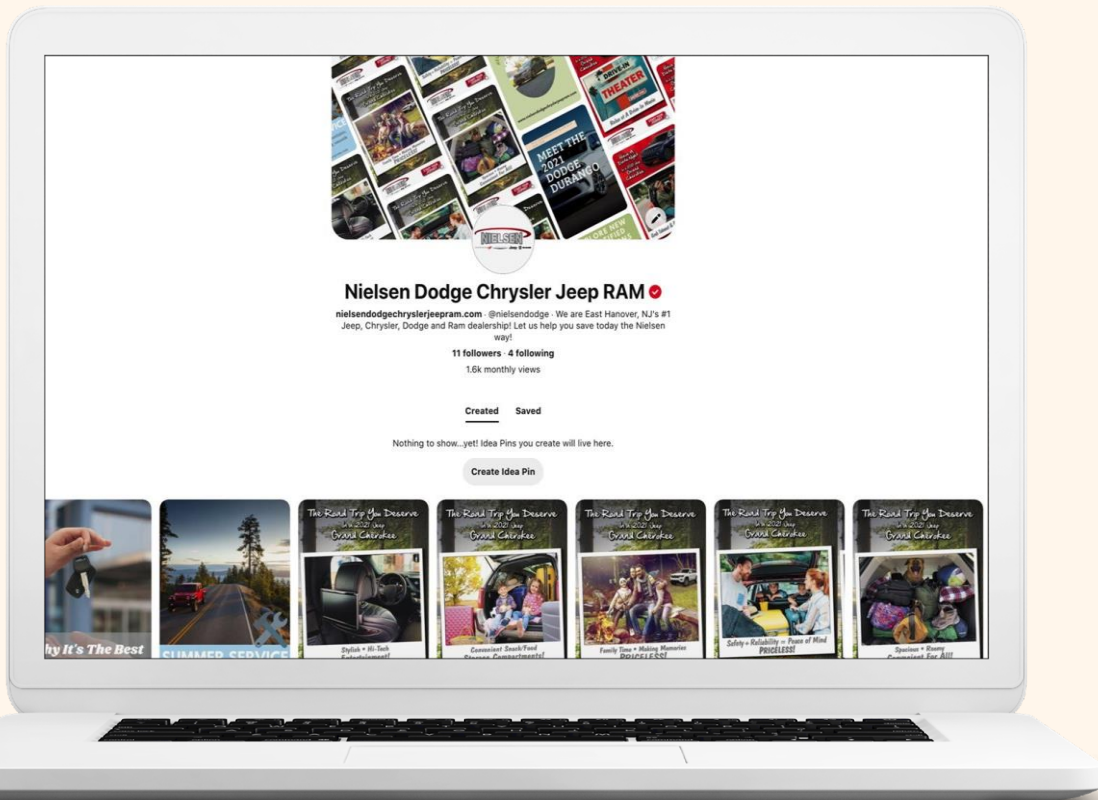
4 Get familiar with Ads Manager

Check out our [Ads Manager tutorial](#) to learn how to create, manage and track your Pinterest campaigns, including the most important features to get started. We also have the [Ads Manager Guide](#), which will walk your through every step of setting up your campaigns.

Opening a Business Account

What you get from a business account:

- Control how your business appears on Pinterest with a flexible business profile
- View analytics for your Pins
- Get access to additional features for businesses like video, protected boards, and Pincode features
- [Get started creating a business account here](#)



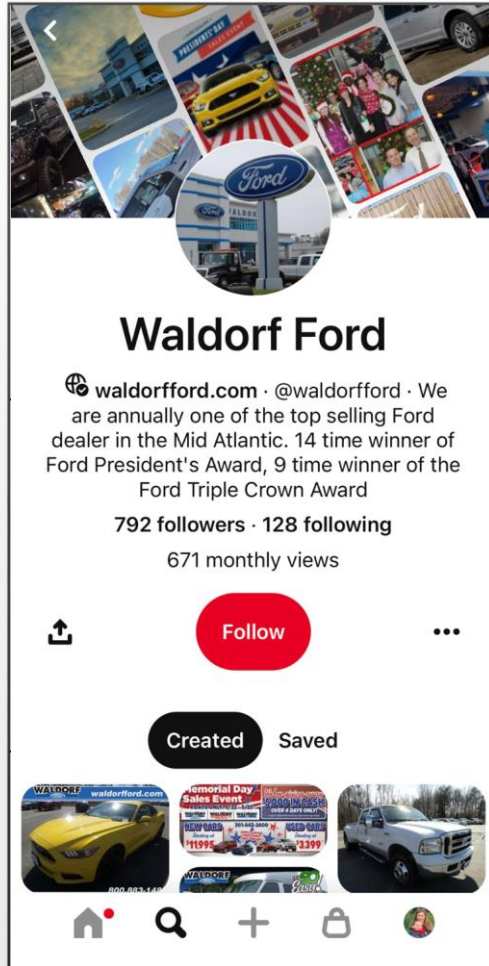
Getting to Know your Business Profile

Claimed website

Your verified website is shown prominently

Content

Pins that you have created or saved for people to discover



Flexible profile cover

Choose to show your latest Pins or a select a specific board to display

Monthly viewers

The number of people who saw your Pins in the last 30 days

The Pinterest Tag

By adding the Pinterest tag to your website, you'll be able to:

- Track and optimize conversions.
- Measure campaign performance.
- Build audiences for targeting, such as retargeting and actalike audiences.
- Access Conversion Insights.

There are two components to the tag, the base code, which is the foundation of the tag and needs to be placed on all pages of your website, and event codes, which are placed on specific site actions, such as a VDP page load, or a form fill, to track conversions.

Ads Manager

Create Ad Tab

The Create Ad tab, located in both the Create and Ads dropdown is where you start creating campaigns. You input your campaign strategy, flight dates, and budget to start building your campaign. Then you can create individual ad groups each with their own targeting strategy.

Reporting Tab

The Reporting tab, in the Ads dropdown is your hub for all your campaign performance reporting. Adjust filters by dates and campaign objective. Create custom views for reporting to evaluate your campaigns based on the metrics that matter to you most.

Conversions

The Conversion tab, in the Ads dropdown is where you manage your Pinterest tags and conversion uploads. Also monitor your conversion activity.

Upload Offline Conversions

What are Offline Conversion?

Offline conversions are events that can't be tracked with the Pinterest Tag. For a dealer this may be a service visit or a vehicle sale.

Why Upload Offline Conversions?

Uploading offline conversions provides a more complete picture of the success of your campaign on your sales. You can learn if leads in the CRM, recently sold vehicles, or the months service customers were exposed to your Pinterest ad.

Completing a Conversion Upload

Upload a CSV file with offline conversions into Ads Manager in the conversions tab. We'll then match relevant campaigns to these conversions so that you can then review total campaign conversions in Ads Manager.

Keys to a successful Upload

Upload your file at least once a month and send conversion data within 30 days of each conversion occurrence to Pinterest. Ensure your attribution window is set to 30/30/30. Ensure the CSV contains an email address, event date, and conversion source.

For more information on offline uploads visit [here](#)

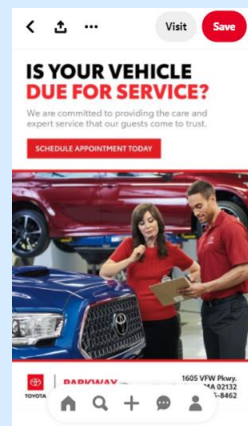
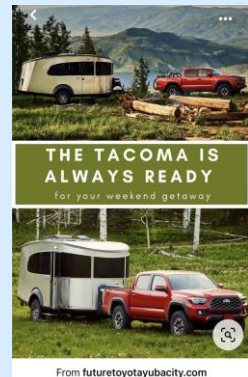


Creative & Organic Best Practices

Pin Image	Pin Title/Description	Branded	Focus	Action
High quality, vertical image. 2:3 ratio (mobile) 4-15 seconds if video	Title: 6-40 characters Simple yet compelling description: 6-50 character Include relevant keywords and your brand name	Add your logo Simple, subtly branded pins outperform non-branded	Have a focal point, like highlighting a key feature Use text overlay to add context Keep it positive and inspirational	Use CTAs on pins to drive clicks and help guide user behavior

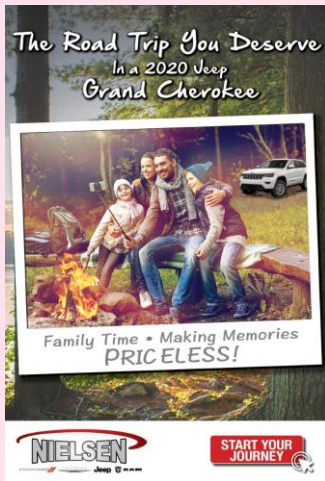
Additional Tips

- Organize your boards.
 - Name and describe your boards wisely. Be specific and relevant. Make sure to use relevant keywords in the description, which can help with SEO.
- Consistent posting. It is better to post a few pins per week rather than posting all at once. You can use the Pin Scheduler to schedule pins in advance.
- Claim your website, Instagram, and YouTube pages.
- For an in-depth look check out the organic best practices playbook [here](#).





Nielsen Auto Group uses Pinterest insights to drive local shopper interest



62%

Higher CTR than
Auto T3 benchmark

9%

Lower CPC than
Auto T3 benchmark

67%

Higher engagement rate than
Auto T3 benchmark during
third month of campaign

215%

Higher engagement rate
than Auto T3 benchmark for
carousel units in October

Reaching car shoppers on their terms

Nielsen was looking to reach car shoppers in their local market and find relevant ways to connect with them in an unprecedented year. Nielsen led with the popular Jeep Grand Cherokee and drove interested Pinners to their digital showroom where they could learn more.

Using insights to drive interest

Nielsen used trending interests, like road trips, to develop creative that would resonate well with the Pinterest audience. By overlaying in-market data from Oracle Data Cloud, Nielsen was able to ensure they were reaching down-funnel shoppers. This combined approach led to Nielsen beating the cost-per-click average of all dealers by 9%.



Len Lyall Chevrolet drives offline repair services on Pinterest

3x

return on ad spend

\$50

cost-per-repair-order



Goal

Conversions

Business type

Small business

Ad format

Standard

Product features

Conversion optimization

Auto dealer sees service visits on the rise

Len Lyall Chevrolet wanted to increase local service visits to their dealership and used Pinterest to help them find their target audience. They worked with their agency, AET Automotive, to create a combination of targeting to reach their audience including search, interest and zip code targeting.

Conversion optimization gave the extra boost needed and they saw winning results—3x ROAS on their standard ads and earned 14 repair orders at a cost per order of \$50.1

Advertiser Tips

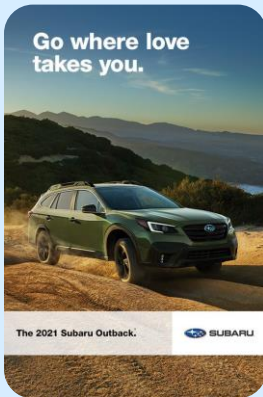
- Be sure to use clear messaging on your ads and pair with simple imagery to catch Pinners' eyes.
- Conversion optimization as a campaign objective can help potentially increase key website actions for your dealership such as lead form fills and service scheduling.

“People are on Pinterest to plan for future events like vacations and road trips. The platform also draws auto enthusiasts, so it’s really the perfect place for our retail service ads.”

Betsy Brookshire, COO, AET Automotive



Quick Start Checklist



5 easy steps to take your shoppers from inspiration to action

01

Open a Business Account to get started and gain access to our analytics and audience insights tools. Click [here](#) to get started.

02

Set up billing. Advertisers can run ads using order lines or credit cards. Enter your credit card information directly into Ads Manager or email the Dealer Team.

03

Add the Pinterest Tag to your site to unlock performance visibility and to create retargeting audiences. Info [here](#).

04

Get Familiar with Ads Manager. Ads Manager is where you will create, manage and measure your advertising success. Learn more [here](#).

05

Launch your campaign! Reach out to your Pinterest team for support at every step at DealerTeam@pinterest.com