



How to Start Advertising on Pinterest

Speakers



**Atul
Patel**

CEO & Co-Founder
Orbee



Eitan Atias

Sales Manager, Dealer
Pinterest



**Nick
Haddad**

Account Manager, Dealer
Pinterest

About Pinterest and its Users

Why are we here?

To help your dealers sell more vehicles by connecting with your customers where they're already making purchase decisions.

7 in 10 auto shoppers on Pinterest use it for **final purchase decisions** during their auto shopping journey

Already partnering together



445M

people come to Pinterest
each month to discover
and purchase new
products



Your audience is on Pinterest

60% of
US women

3 in 4
US moms



30M men
in the US

Auto is their
top interest



One quarter of Gen Z adults said they were more interested in buying a car because of COVID.



Half

US millennials & Gen Z



With **6 in 10 young people** agreeing that “the kind of car you drive is a reflection of who you are.”

They're auto decision makers



People with purchase intent

(not social intent)

75%

weekly automotive Pinner use
Pinterest for inspiration in their
path to purchase



People with purchasing power

Pinterest reaches

52%

of US adult internet users
with a HH income of \$100K+

84%

Of Moms with a HH income
of \$100k+

People who buy new cars early

Pinterest HHs are

28%

more likely to register a newly
launched or refreshed vehicle with
the DMV within the first 90 days of its
launch than HHs not on Pinterest

About Orbee and its Capabilities

Data Management Platform at Work



Tag Manager

Segmentation

Automation

Tag Manager

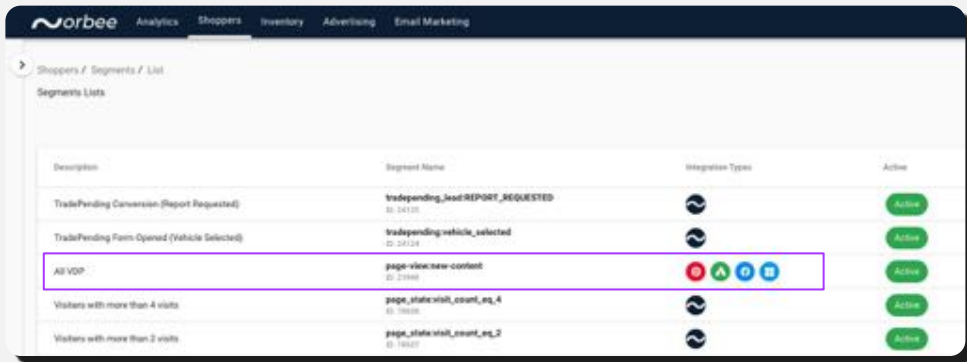
Orbee tells ad platforms like Pinterest when to fire their pixel

The screenshot shows the Florida Fine Cars website, which displays a grid of used cars for sale. The website has a dark blue header with the company name and a navigation bar. Below the header, there's a section for 'Used Cars For Sale in Miami, West Palm Beach, Margate, FL' with a search bar and filters for price, mileage, year, style, make, model, transmission, and location. The main content area shows a grid of car listings, each with a photo, make/model/year, mileage, and price. A Tag Manager overlay is visible on the right side of the screen, showing a list of tags and their configurations. The 'SEGMENTS' tag is highlighted with a purple box. The tag configuration shows the following details:

- Segment: visit
- Vendor: Orbee
- Product: Segments
- Implementation: > [Facebook]
- FacebookPixelID: [FacebookPixelID]
- Label: tag-view-at_vehicle-content
- Params: { "label": "tag-view-at_vehicle-content", "currency": "USD", "value": "1", "product": "segments", "segmentID": "1001" }

The 'SEGMENTS' tag is also listed in the 'SEGMENTS' section of the Tag Manager interface.

Segmentation



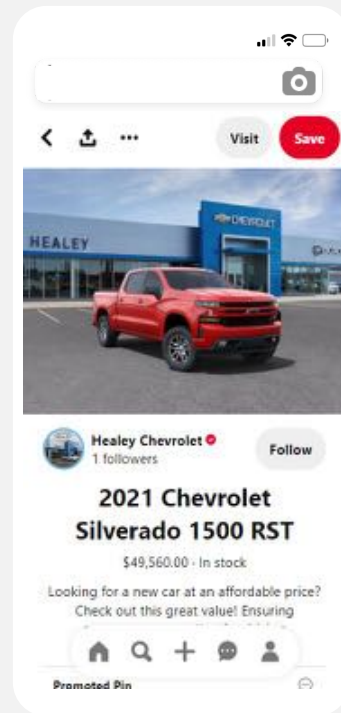
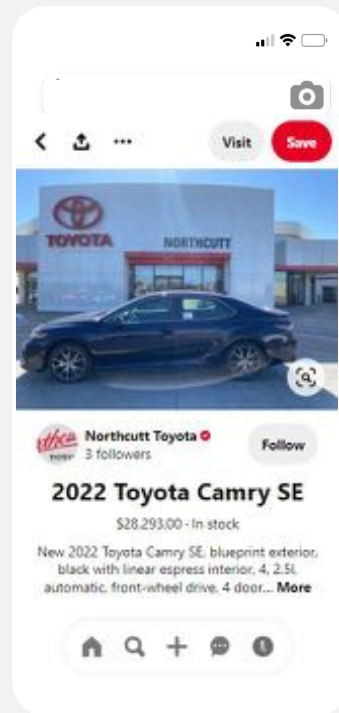
The screenshot shows the Orbee dashboard with the 'Segments' tab selected. The 'Segments List' table contains the following data:

Description	Segment Name	Integration Types	Active
TradePending Conversion (Report Requested)	tradePending_leadREPORT_REQUESTED ID: 24120		Active
TradePending Form Opened (Vehicle Selected)	tradePending_vehicle_selected ID: 24124		Active
All VDP	page-view-new-content ID: 21940		Active
Visitors with more than 4 visits	page_statevisit_count_eq_4 ID: 19400		Active
Visitors with more than 2 visits	page_statevisit_count_eq_2 ID: 19402		Active

Orbee groups website visitors into segments and pushes the segments into ad platforms

Automation

Ad automation is enabled through Orbee's integration with inventory feed providers



3 Steps to Begin Advertising on Pinterest through Orbee

1

Create a Pinterest Business Account and an Orbee Account

2

Initiate Retargeting Audiences Using Orbee's Tag and Your Pinterest Account

3

Launch Segment-based Campaigns With Your Orbee CSM*

1

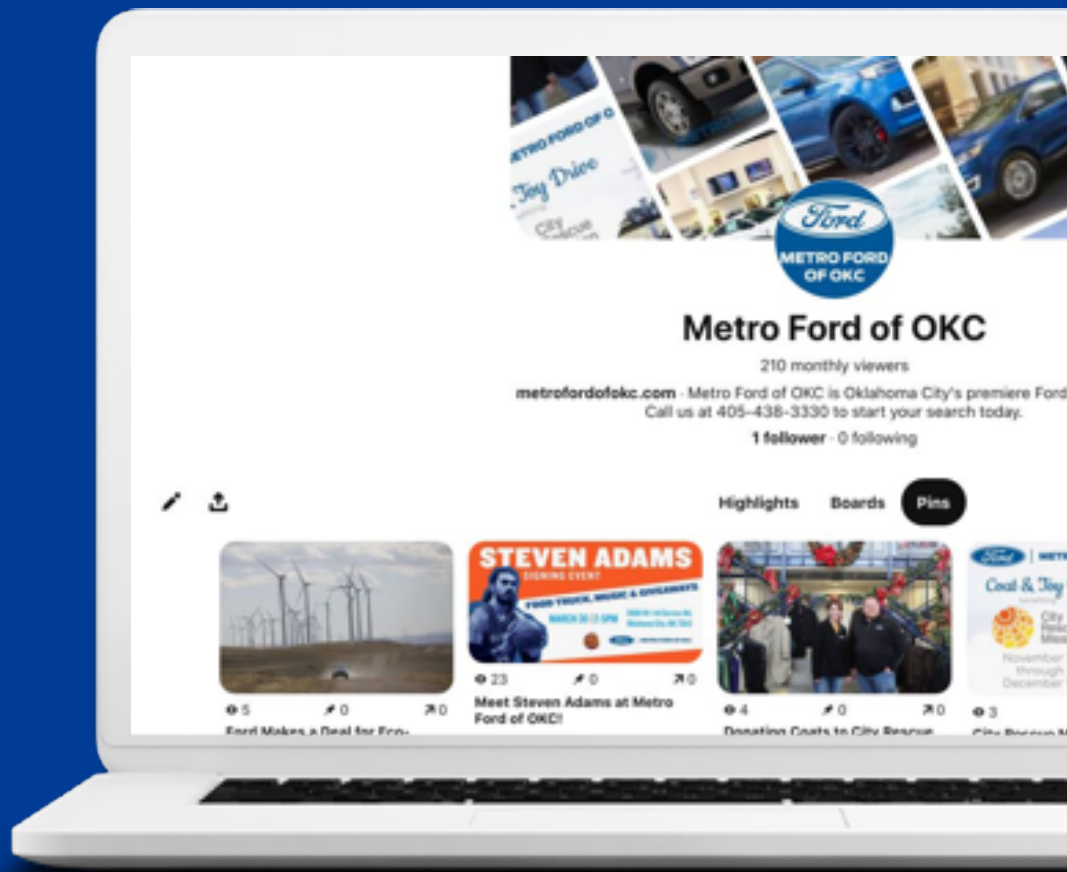
Create a Pinterest Business
Account and an Orbee Account

Getting Started

Step 1: Open a Business Account

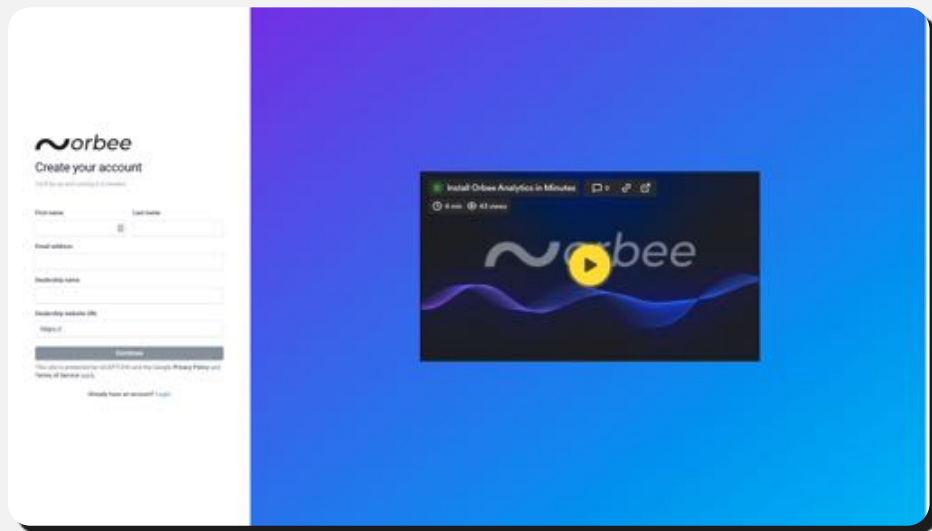
What you get from a business account:

- 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
- <https://help.pinterest.com/en/business/article/get-a-business-account>



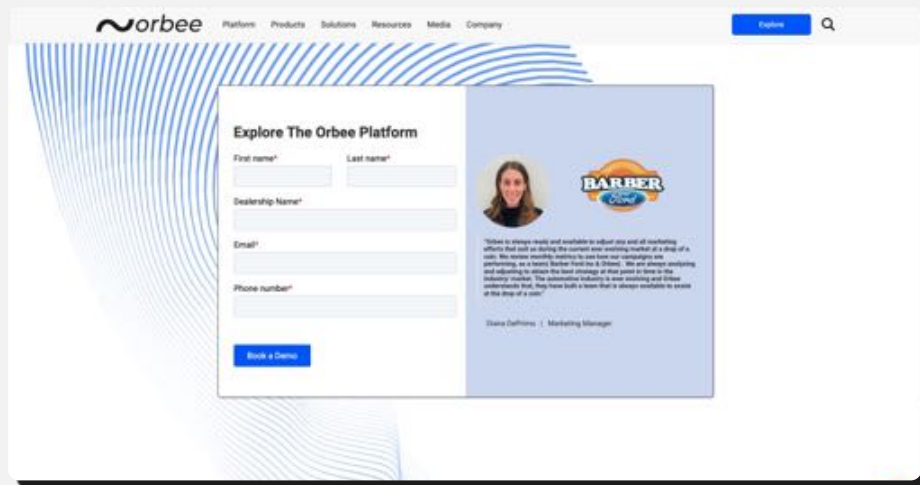
Create an Orbee Account (Single Point)

1. Get started at app.orbee.com
2. Enter website provider info and approve email from support@orbee.com
3. Enter inventory feed provider info and approve email from support@orbee.com



Create an Orbee Account (Auto Group)

- Fill out the form on www.orbee.com
- Or email sales@orbee.com



The screenshot shows the Orbee website's contact page. The header includes the Orbee logo and navigation links: Platform, Products, Solutions, Resources, Media, and Company. A blue 'Explore' button and a search icon are in the top right. The main content area features a large, stylized fingerprint graphic on the left. Overlaid on this is a white form titled 'Explore The Orbee Platform'. The form contains the following fields: 'First name*', 'Last name*', 'Dealership Name*', 'Email*', and 'Phone number*'. A blue 'Book a Demo' button is at the bottom left of the form. To the right of the form, there is a profile picture of a woman, the 'BARBER Ford' logo, and a testimonial quote from Diana DeHorne, Marketing Manager, praising Orbee's marketing solutions.

orbee Platform Products Solutions Resources Media Company Explore

Explore The Orbee Platform

First name* Last name*

Dealership Name*

Email*

Phone number*

Book a Demo

BARBER Ford

"Orbee is always ready and available to adjust size and all marketing efforts that suit our driving the current new marketing market as a shop of a car. We operate monthly marketing to our new car campaigns and programs, we're always looking for new & Orbee. We are always marketing and adjusting to ensure the best strategy of our point of sale in the industry market. The promotional industry is ever evolving and Orbee understands that. They have built a team that is always available to assist at the shop of a car."

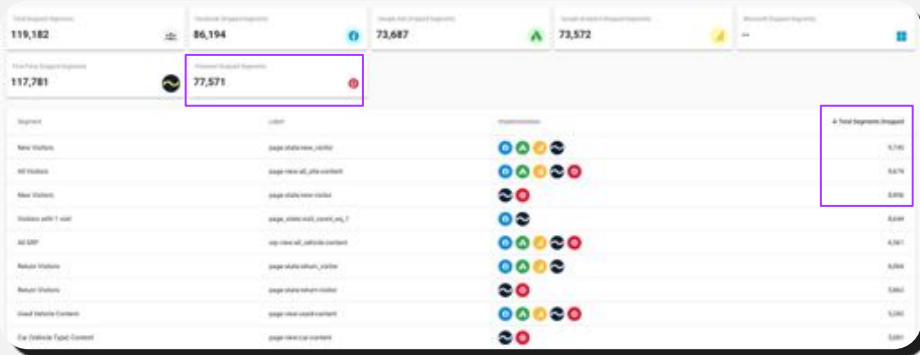
Diana DeHorne | Marketing Manager

2

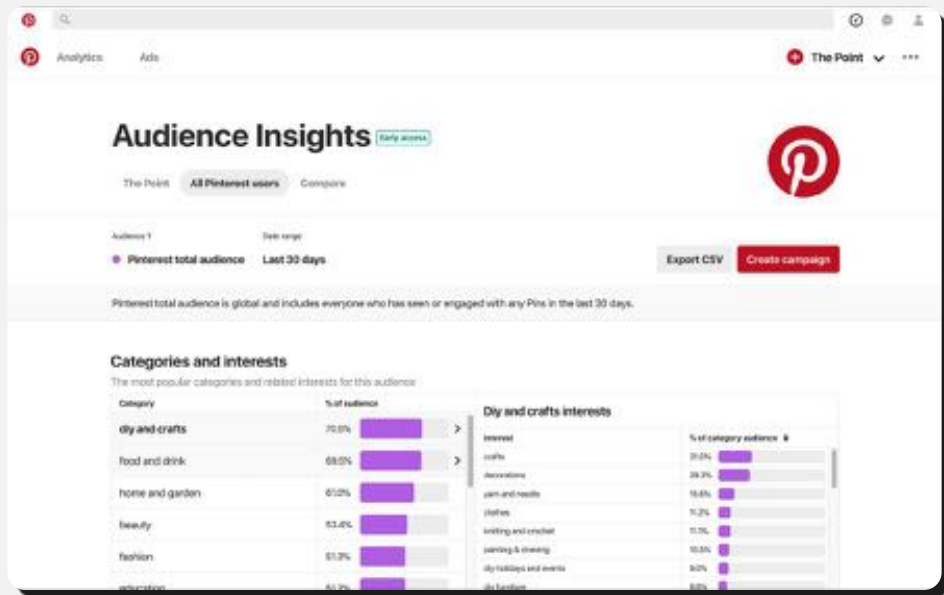
Initiate Retargeting Audiences
Using Orbee's Tag and Your
Pinterest Account

Segment Analysis

Analyze how many times a Pinterest segment was dropped for various segment types



Audience Insights



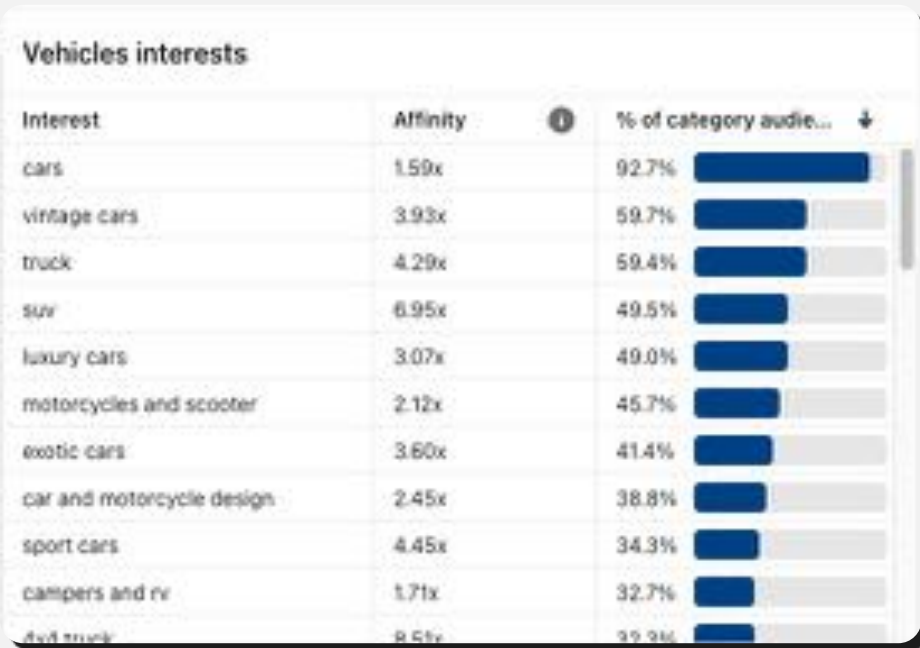
Analyze what your shoppers are browsing for on Pinterest to inform your creative for future campaigns.

Your Pinterest Audience Interests

What are your website visitors looking at while browsing Pinterest?

Affinity:

Affinity indicates how much this audience is interested in a particular topic compared to the rest of Pinterest audience



3

Launch Segment-based Campaigns With Your Orbee CSM

Planning Campaigns

1

Review how many website visitors are targetable on Pinterest and what their interests are.

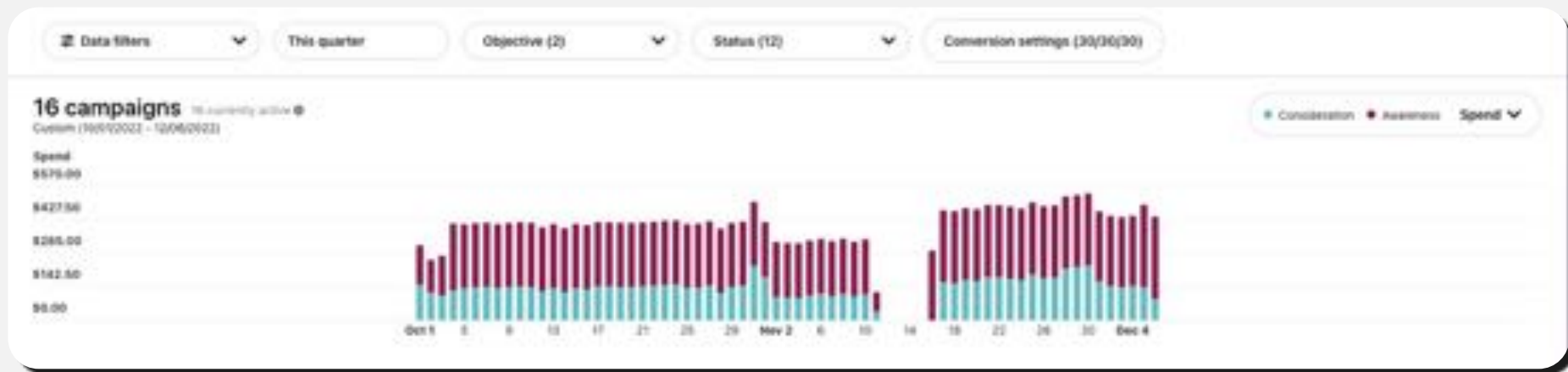
2

Launch retargeting vehicle ads using Orbee segments and vehicle sets

3

Pinterest recommends running initial campaigns for at least 3 months, \$2,000 budget per month.

Monitor Campaigns



Analyze all of your campaigns in your
Pinterest Business Account

Measurement & Attribution

Measurement Options

Ads Manager Reporting

View campaign, ad group and pin level metrics in Ads Manager for every campaign. Metrics include impressions, clicks, engagements, CPC, etc.

Pinterest Tag

The Pinterest Tag allows partners to use actions people take on their website to drive more effective advertising campaigns for Pinterest. The Pinterest Tag is used for measurement as well as audience targeting, actalikes and conversion optimization.

Conversion Upload

Unlock visibility into conversions and sales that you were unable to see in Pinterest before, and better understand the value the Pinterest is driving for you.

Get Started!

orbee.com/pinterest

Questions?

Contact Orbee: sales@orbee.com

Contact Pinterest: dealerteam@pinterest.com