



**orbee**



# How to Start Advertising on Pinterest

# Speakers



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Orbee



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Sales Manager, Dealer  
Pinterest



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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 Pinners 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

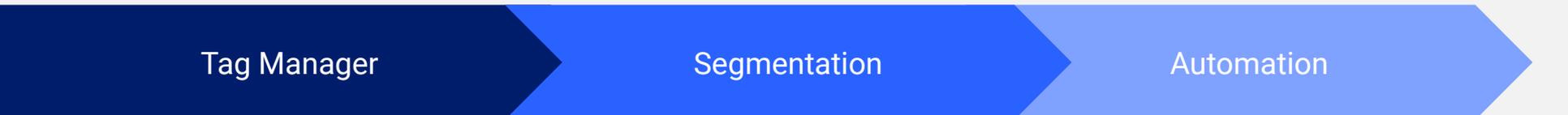
Pinterest HHs are

# 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

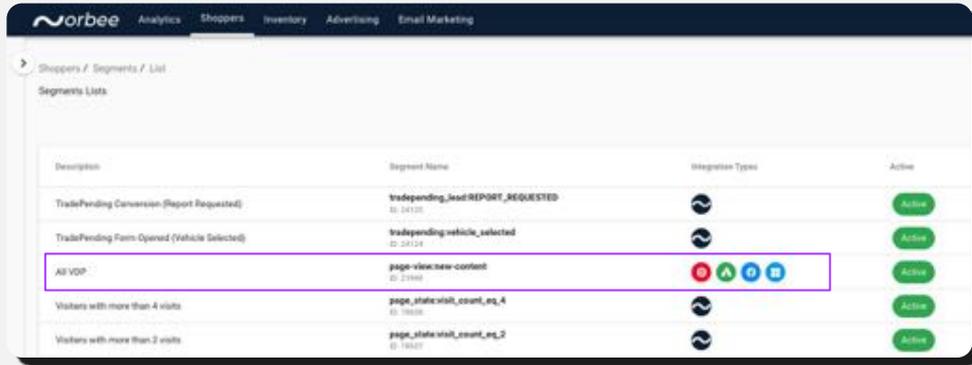
Orbee tells ad platforms like Pinterest when to fire their pixel

The screenshot shows the Florida Fine Cars website with a Tag Manager overlay on the right side. The website displays a grid of used cars for sale in Miami, West Palm Beach, and Margate, FL. The Tag Manager overlay shows the following configuration:

- SEGMENTS**
- segment: visit
- vendor: Orbee
- product: Segments
- token:
- implementations: [ "Pinterest" ]
- facebookPixelID:
- label: tag-virtual\_vehicle-content
- segments:
- [ "tag-virtual\_vehicle-content", "currency"/"USD", "value"/"1" ]
- segmentID: 1361

The website content includes a search bar, filters for Price (\$7,750 - \$74,800), Mileage (164,000 or lower), Year (2005 - 2020), Style, Make, Model, Transmission, and Location. A grid of 12 car listings is visible, including a 2011 BMW 3-Series 328i, a 2016 Ford Explorer Sport, a 2020 Lexus ES ES 300, a 2017 Lexus ES ES 300, a 2018 Mercedes-Benz G-Class, a 2018 BMW X5 XDRIVE35i, a 2018 BMW 6-Series 640i, a 2018 Lincoln MKZ Reserve, a 2018 Mercedes-Benz SLE A., and a 2018 Mercedes-Benz SLE A.

# Segmentation



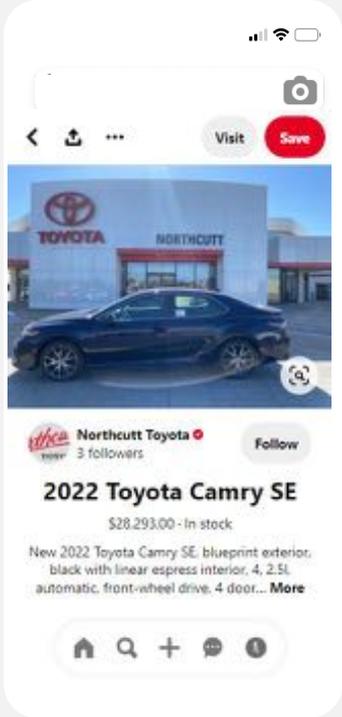
The screenshot shows the Orbee dashboard with a navigation bar at the top containing 'Analytics', 'Shoppers', 'Inventory', 'Advertising', and 'Email Marketing'. Below the navigation bar, there is a breadcrumb trail 'Shoppers / Segments / List' and a sub-header 'Segments Lists'. A table displays a list of segments with the following columns: Description, Segment Name, Integration Types, and Active. The 'All VDP' segment is highlighted with a purple box.

| Description                                 | Segment Name                                   | Integration Types | Active              |
|---|--|-------------------|---------------------|
| TradePending Conversion (Report Requested)  | tradepending_leadREPORT_REQUESTED<br>ID: 24122 |                   | <span>Active</span> |
| TradePending Form Opened (Vehicle Selected) | tradepending_vehicle_selected<br>ID: 24124     |                   | <span>Active</span> |
| All VDP                                     | page-view-new-content<br>ID: 21960             |                   | <span>Active</span> |
| Visitors with more than 4 visits            | page_statevisit_count_eq_4<br>ID: 19426        |                   | <span>Active</span> |
| Visitors with more than 2 visits            | page_statevisit_count_eq_2<br>ID: 19427        |                   | <span>Active</span> |

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

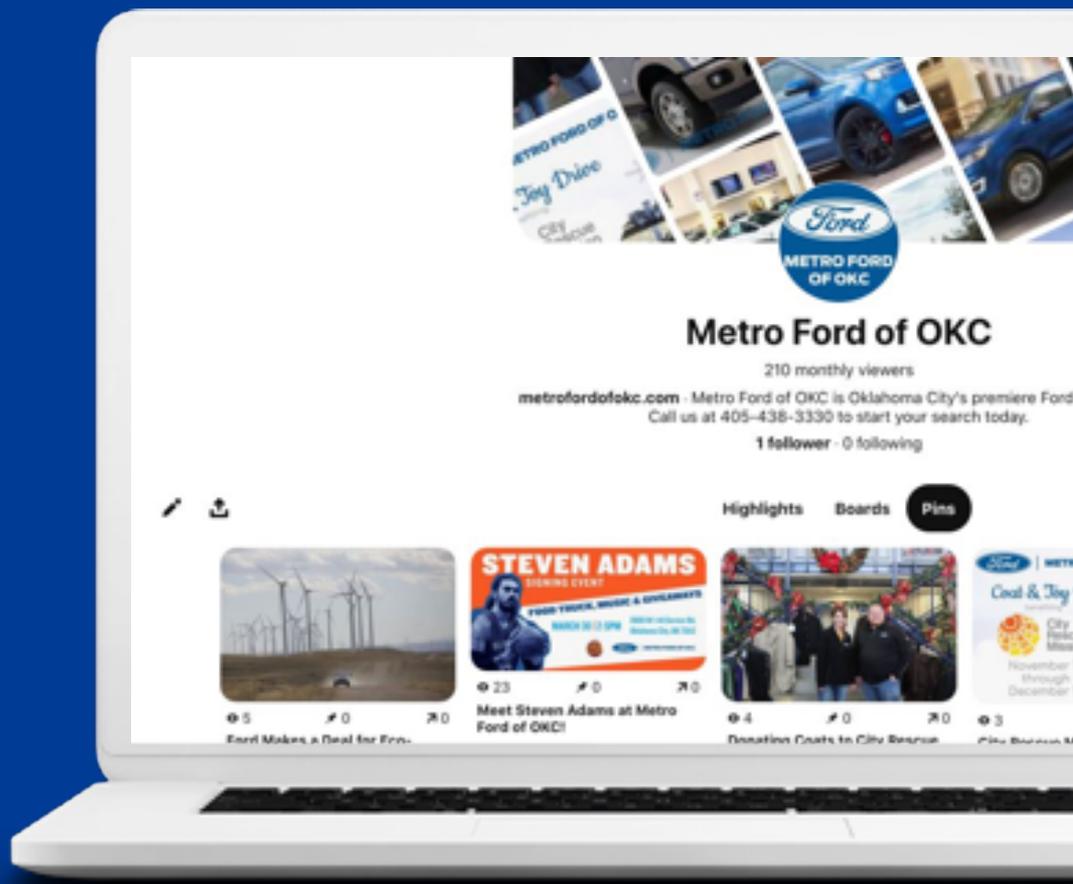
Create a Pinterest Business  
Account and an Orbee Account

## Getting Started

### Step 1: Open a Business Account

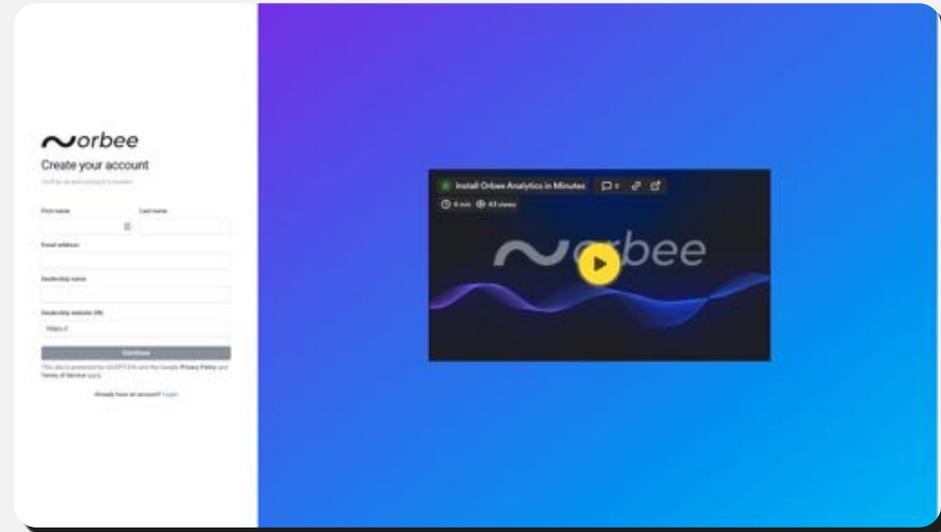
What you get from a business account:

- 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>



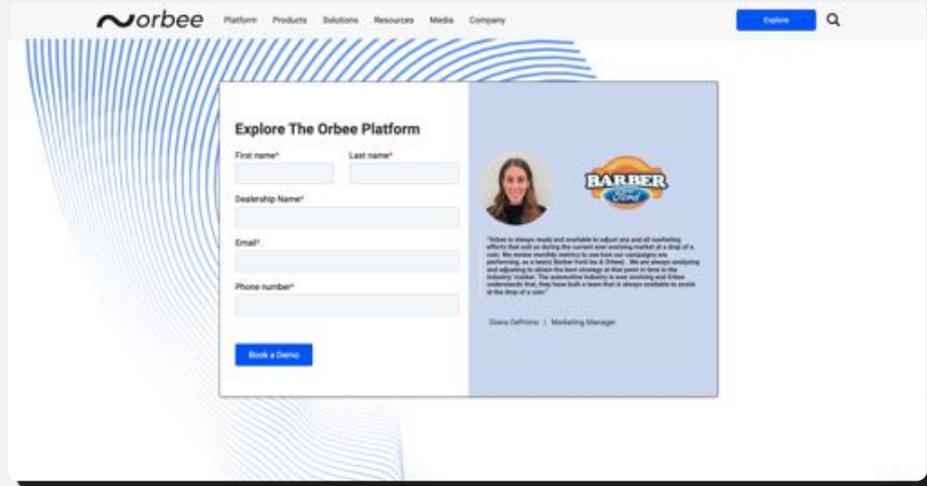
# Create an Orbee Account (Single Point)

1. Get started at [app.orbee.com](https://app.orbee.com)
2. Enter website provider info and approve email from [support@orbee.com](mailto:support@orbee.com)
3. Enter inventory feed provider info and approve email from [support@orbee.com](mailto:support@orbee.com)



# Create an Orbee Account (Auto Group)

- Fill out the form on [www.orbee.com](http://www.orbee.com)
- Or email [sales@orbee.com](mailto:sales@orbee.com)



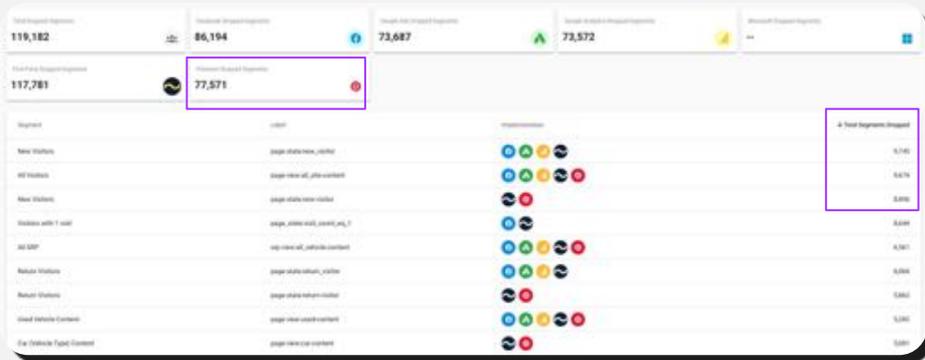
The screenshot displays the Orbee website's contact form for an auto group account. The page features the Orbee logo and navigation links (Platform, Products, Solutions, Resources, Media, Company) at the top. A search bar is located in the top right corner. The main content area is titled "Explore The Orbee Platform" and contains a form with the following fields: "First name\*", "Last name\*", "Dealership Name\*", "Email\*", and "Phone number\*". A blue "Book a Demo" button is positioned below the form. To the right of the form, there is a profile picture of Dana DeHanna, Marketing Manager, and the Barber Group logo. A testimonial quote is visible below the profile picture, stating: "Orbee is super easy to use and available to adjust size and all marketing efforts that suit us during the current year, providing a level of a drop of a pin. We were able to identify the right mix of marketing mix and programs to help Barber become a Dealer. We are always analyzing and adjusting to ensure the best strategy of our point of sale in the industry market. The administrative industry is ever evolving and Orbee understands that. They have built a team that is always available to assist at the drop of a pin!"

# 2

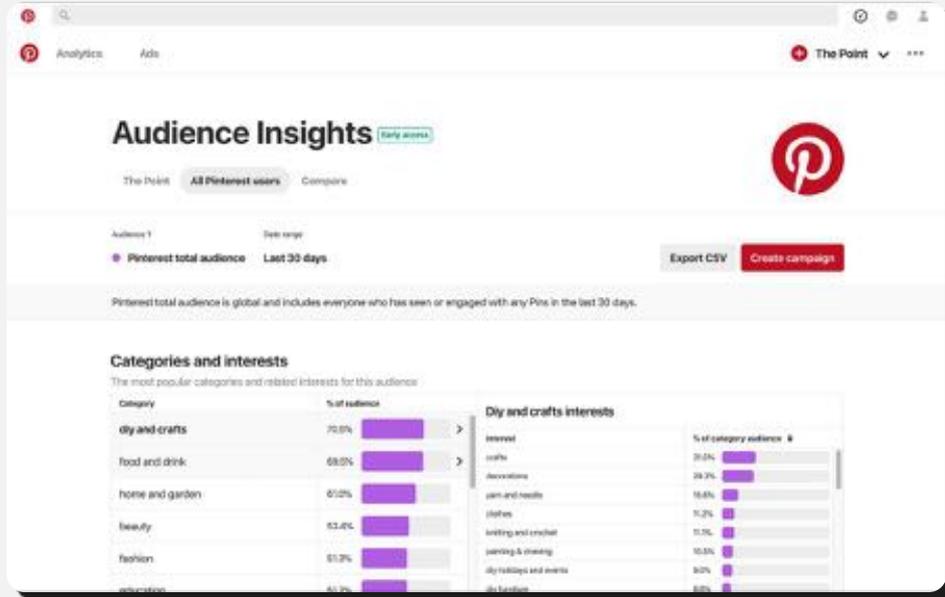
Initiate Retargeting Audiences  
Using Orbee's Tag and Your  
Pinterest Account

# Segment Analysis

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



# Audience Insights



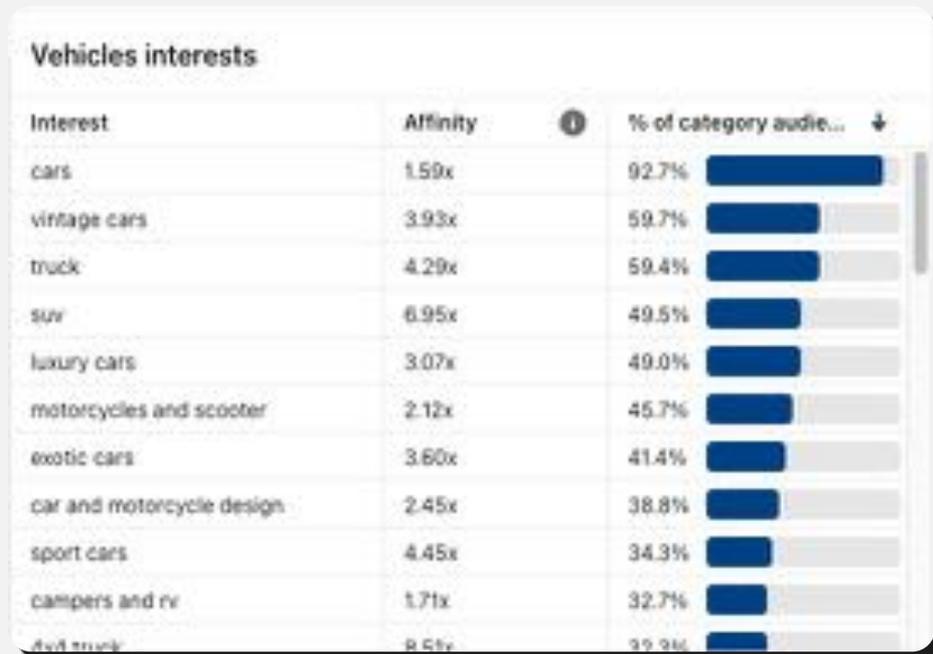
Analyze what your shoppers are browsing for on Pinterest to inform your creative for future campaigns.

# 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](https://orbee.com/pinterest)

## Questions?

Contact Orbee: [sales@orbee.com](mailto:sales@orbee.com)

Contact Pinterest: [dealerteam@pinterest.com](mailto:dealerteam@pinterest.com)