



Pinterest tag implementation guide

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The Pinterest tag allows you to track actions people take on your website after viewing your Promoted Pin. You can use this information to measure return on ad spend (RoAS) and create audiences to target on your Promoted Pins.

The Pinterest tag has two components:

- The **base code** that you place on every page on your website
- The **event code** that you place on pages where you want to track conversions, in addition to the base code

[1. Base code](#)

The base code is the primary code for the Pinterest Tag which allows you to build audiences, and the base code is required for conversion tracking. The base code is generated in the Conversion Manager at https://ads.pinterest.com/conversion_tags/ and contains your unique tag ID. You only need to generate the base code once for your account.

After you generate your base code, it is a best practice to place the code across every page of your website. Placing the code across your entire site allows you to create audience lists for your entire website. At minimum, you need to place the base code on any page where you want to track conversions.

Be sure to place the base code between the `<head>` and `</head>` tags in HTML. The base code must appear only once on a page and must run before the subsequent event code. See below for an example of the Pinterest tag base code.

Base code template

```
<head>

<!-- Pinterest Pixel Base Code --!>

<script type="text/javascript">
!function(e){if(!window.pintrk){window.pintrk=function(){window.pintrk.queue.push(Array.prototype.slice.call(arguments))};var
n=window.pintrk;n.queue=[],n.version="3.0";var
t=document.createElement("script");t.async=!0,t.src=e;var
r=document.getElementsByTagName("script")[0];r.parentNode.insertBefore(t,r)}}("https://s.pinimg.com/ct/core.js");
  pintrk('load', 'YourTagID');
  pintrk('page');
</script>
<noscript>
  
</noscript>

<!-- End Pinterest Pixel Base Code --!>

</head>
```

*My Page and My Page Category are optional to rename

In practice, you should retrieve your personalized base code from our UI, or API. It is not recommended to copy and paste from this guide. When you obtain your base code from our UI, or API, it will have your unique Pinterest Tag ID inserted in the proper locations of the code, where you see 'YourTagID' in red in the above example.

2. Event code

2.1. Events

To track conversions you must add event code in addition to the base code.

The table below shows the events that you can track with the Pinterest tag. At this time we offer 9 event types (shown below) for conversion reporting. Any additional Partner-defined events can be used to create audiences, but they won't be available in conversion reporting.

Event	Purpose	Audience creation	Conversion reporting
PageVisit	Track people who view primary pages, such as product pages and article pages	✓	✓
ViewCategory	Track people who view category pages	✓	✓
Search	Track people who perform searches on your website to look for specific products or store locations	✓	✓
AddToCart	Track people who add items to shopping carts	✓	✓
Checkout	Track people who complete transactions	✓	✓
WatchVideo	Track people who watch videos	✓	✓
Signup	Track people who sign up for your product or service	✓	✓
Lead	Track people who show interest in your product or service	✓	✓
Custom	Track a custom event. Use this event name to track a special event that you want to include in your conversion reporting	✓	✓
<i>[Partner-defined event]</i>	Add any additional event that you've defined for the purpose of audience targeting. Unique events aren't available for conversion reporting. Keep in mind that whitespace will be trimmed from raw event names passed through the tag.	✓	

2.2 Event code template

See below for our event code template. For conversion tracking and reporting, you must specify one of the nine event types in the event code template as shown in blue. This example is tracking the event `'checkout'`. You must also replace `YourTagID` with your Pinterest Tag ID from your base code.

```
<script>
  pintrk('track', 'checkout');
</script>
<noscript>
  
</noscript>
```

If you want to track a different event, just replace the instances of `checkout` with the event type you want to track. Keep in mind you'll need to adjust the event type in two places: in the Javascript code (between `<script>` and `</script>` tags) and in the `` tag.

2.3 Event Code Placement

Both the base code and event code must be added to any page where you want to track conversions. The base code should be placed on every page of your website, whereas event code only needs to be placed on pages where you want to track conversions. The base code must run before the event code.

For example, when your website loads a checkout confirmation page, you are certain that a checkout has occurred. In this case you should place the base and checkout event code between the `<head>` and `</head>` tags on your checkout confirmation page. This placement ensures that the codes run as soon as the page is loaded.

On the other hand, if an event is triggered only after a user takes a specific action on the page, such as clicking a button or submitting a form, then you need to make sure that the event code runs only as a result of the action. This requires understanding of the existing event handlers in your page's Javascript code.

2.4 Event data in Javascript

You can provide additional information about an event by attaching an object that contains event data. Keep in mind we only offer reporting on `value` and `order_quantity` event data at this time. Any additional event data is available for audience targeting but is not available for conversion reporting.

In addition to what's listed in the table below, you can create your own set of event data fields for audience targeting.

Event data	Sample value	Audience creation	Conversion reporting
property	Athleta	✓	
search_query	boots	✓	
product_name *	Parker Boots	✓	
product_id *	1414	✓	
product_category *	Shoes	✓	
product_variant_id *	1414-Red	✓	
product_variant *	Red	✓	
product_price **	99.99	✓	
product_quantity *@	1	✓	
product_brand *	Parker	✓	
order_quantity@	1	✓	✓
order_id	X-151481	✓	
promo_code	WINTER10	✓	
value#	100.00	✓	✓
currency	USD\$	✓	
video_title	<i>How to style your Parker Boots</i>	✓	
lead_type	Newsletter	✓	

* means the event data is in a `line_items` array

@ means the value should be an integer

means the value should be a number (integer or floating point)

\$ supported currency codes include USD, GBP, CAD, EUR, AUD, NZD

The example event code below tracks a **checkout** event with event data describing a purchase of two products. Keep in mind this example is the Javascript portion of the event code. In this example,

`order_quantity` and `value` are hardcoded, but you may want to pass back these values dynamically. See section 2.6 for examples of dynamic value and quantity.

```
<script>
  pintrk('track', 'checkout', {
    value: 10.00,
    order_quantity: 2,
    currency: 'USD',
    line_items: [
      {
        product_name: 'Parker Boots',
        product_id: '1414',
        product_price: 5.00,
        product_quantity: 1
      },
      {
        product_name: 'Parker Sandals',
        product_id: 'ABC',
        product_price: 5.00,
        product_quantity: 1
      }
    ]
  });
</script>
```

Event data examples

See examples below of event code for various events and their event data. Keep in mind that you can include any combination of event data per event besides what's shown in the examples below.

PageVisit

```
<script>
  pintrk('track', 'pagevisit', {
    promo_code: 'WINTER10'
  });
</script>
```

Signup

```
<script>
  pintrk('track', 'signup', {
```

```
    lead_type: 'New release promotion'
  });
</script>
```

Checkout

```
<script>
  pintrk('track', 'checkout', {
    value: 116,
    order_quantity: 2,
    currency: 'USD',
    line_items: [
      {
        product_name: 'Pillows (Set of 2)',
        product_id: '11',
        product_price: 48.00,
        product_quantity: 1
      },
      {
        product_name: 'Pillows, Large (Set of 2)',
        product_id: '15',
        product_price: 68.00,
        product_quantity: 1
      }
    ]
  });
</script>
```

WatchVideo

```
<script>
  pintrk('track', 'watchvideo', {
    video_title: 'My Product Video 01'
  });
</script>
```

Lead

```
<script>
  pintrk('track', 'lead', {
    lead_type: 'Newsletter'
  });
</script>
```

2.5 Event data in the `` tag

In addition to event data in Javascript as shown in the section above, you can also optionally include event data in the `` tag as well. See the example below for a checkout event with event data.

As a best practice we recommend you include both the Javascript and image tag portions of the event code, as this provides for better user targeting. The `<noscript>` tag acts as a backup in case people have Javascript disabled in their browsers. However, if you choose you can include only the image tag event code without Javascript. In this case you do not need the base code, you only need to add the image tag event code to the page you want to track.

```
<noscript>

</noscript>
```

The code below shows what the `` tag above looks like when we separate the data parameters for better readability. However, be aware that adding whitespace in the `src` attribute **will break** the code.

```
<noscript>

</noscript>
```


2.6 Value and quantity event data

Value and order quantity are the two pieces of event data currently available in conversion reporting. If you want to add value and quantity you can either hardcode the values or pass them back dynamically. If you'd like to pass back value and quantity dynamically (recommended), this will be unique to your website and how you record sales.

Example of hard-coded value and quantity

```
<script>
  pintrk('track', 'checkout', {
    value: 10.00,           // Read this value (must be a number)
    order_quantity: 5      // Read this quantity (must be an integer)
  });
</script>
<noscript>

</noscript>
```

Reported value: 10.00

Reported quantity: 5

Example of dynamic value and quantity

```
<script>
  pintrk('track', 'checkout', {
    value: {{Enhanced Transaction Revenue}},
    order_quantity: {{item.quantity}}
  });
</script>
<noscript>

</noscript>
```

**Note that the setup of dynamic order quantity and value is unique to your website*

Reported value: Dynamic amount purchased with the corresponding checkout

Reported quantity: Dynamic quantity purchased with the corresponding checkout

3. Example Base + Event Codes

Note: Items in red are things you will need to replace

Example 1: Track a pagevisit event with no additional event data

- Base code: for tag ID 123456789
- Event code: pagevisit

Example 1:

```
<head>

<script type="text/javascript">
!function(e){if(!window.pintrk){window.pintrk=function(){window.pintrk.queue.push(Array.prototype.slice.call(arguments))};var
n=window.pintrk;n.queue=[],n.version="3.0";var
t=document.createElement("script");t.async=!0,t.src=e;var
r=document.getElementsByTagName("script")[0];r.parentNode.insertBefore(t,r)}}("https://s.pinimg.com/ct/core.js"); pintrk('load', '123456789'); pintrk('page');
</script>
<noscript>

</noscript>

<script>
pintrk('track', 'pagevisit');
</script>
<noscript>

</noscript>

</head>
```

Example 2: Fire two event codes on one page

- Base code: for tag 123456789
- Event code: pagevisit and addtocart

Example 2:

```
<head>

<script type="text/javascript">
!function(e){if(!window.pintrk){window.pintrk=function(){window.pintrk.queue.push(A
rray.prototype.slice.call(arguments))};var
n=window.pintrk;n.queue=[],n.version="3.0";var
t=document.createElement("script");t.async=!0,t.src=e;var
r=document.getElementsByTagName("script")[0];r.parentNode.insertBefore(t,r)}}("http
s://s.pinimg.com/ct/core.js"); pintrk('load', '123456789'); pintrk('page');
</script>
<noscript>

</noscript>

<script>
pintrk('track', 'pagevisit');
pintrk('track', 'addtocart');
</script>
<noscript>


</noscript>

</head>
```

**Be sure to confirm the event code is placed after the base code on your website*

3.1 Copy/Paste Event Code Examples

This section contains an example of every event type in a complete, copyable format that you can place on your site with minimal effort. Each example has the essential recommended event data implemented to get started tracking activity on your website.

Note: Items in red are values you will need to replace with the appropriate static value or dynamic variable for your website. For example, you will most likely want to track order value dynamically, but you might assign a static value to the event data 'lead_type' if it is placed on one specific page only.

Checkout

- Event Data: value, order_quantity, and currency*

```
<script>
pintrk('track', 'checkout', {
value: 10.00,
order_quantity: 2,
currency: 'USD'
});
</script>
<noscript>

</noscript>
```

*Make sure to input the correct currency code for your website, valid currency codes are listed in the event data table on page 5.

AddToCart

- Event Data: value, order_quantity, and currency*

```
<script>
pintrk('track', 'AddToCart', {
value: 10.00,
order_quantity: 1,
currency: 'USD'
});
</script>
<noscript>

</noscript>
```

*Make sure to input the correct currency code for your website

Pagevisit

- Event Data: None

```
<script>
pintrk('track', 'pagevisit');
</script>
<noscript>

</noscript>
```

Signup

- Event Data: None

```
<script>
pintrk('track', 'signup');
</script>
<noscript>

</noscript>
```

WatchVideo

- Event Data: video_title

```
<script>
pintrk('track', 'watchvideo', {
video_title: 'My Product Video 01'
});
</script>
<noscript>

</noscript>
```

Lead

- Event Data: lead_type

```
<script>
pintrk('track', 'lead', {
lead_type: 'Newsletter'
});
</script>
<noscript>

</noscript>
```

Search

- Event Data: search_query

```
<script>
pintrk('track', 'search', {
  search_query: 'horse'
});
</script>
<noscript>

</noscript>
```

ViewCategory

- Event Data: None

```
<script>
pintrk('track', 'viewcategory');
</script>
<noscript>

</noscript>
```

Custom*

- Event Data: None

```
<script>
pintrk('track', 'custom');
</script>
<noscript>

</noscript>
```

*The event type must be called custom - otherwise, the conversions tracked by the tag won't be reported in Ads Manager

4. [FAQs](#)

Q: How can I confirm my base code and event codes are firing after I implement them on my site?

A: Your base code is correctly implemented if the tag shows a 'verified' status in the conversion manager. Click into your Pinterest Tag to check that your event codes are firing - you'll see a dashboard on the right for Tag Event History. Here you can see all the events that have fired with your Pinterest Tag. You can check when Pinterest last saw the event fire, and how many raw pixels fired for the event in the past 24 hours.

Q: On pages where I want to track an event, do I still need to add the base code?

A: Yes. You need base code on every page where event code is added. On pages where you want to track conversions you should have two tags, the base code and the event code. See section 4 for examples of base plus event code. Keep in mind your base code must run first before the event code runs.

Q: Should I generate more than one Pinterest Tag?

A: No. You only need one Pinterest Tag, which will be your base code that you place across your entire site.

Q: Why is my tag still showing up as unverified? How long does it take to update?

A: Your tag should be verified within 3 hours of its first use.

Q: Is the Pinterest Tag compatible with all tag managers?

A: Yes. We're working on integrations with leading tag managers. While the Pinterest Tag can be added as a custom tag in every tag manager, we have integrated with Tealium in order to make implementation easier and are planning to integrate with other leading tag managers as well. [Here](#) is a link if you are using Tealium.

Q: Can I report on my own custom conversion types?

A: No. We only offer reporting for the 9 available event codes as seen in section 2.2. Any additional event codes that you create outside of these 9 standard events will only be available for audience creation at this time.

Q: Do we provide separate reports if I add the same event code to multiple pages?

A: No. We cannot split out conversion event types by URL. For example all pages of the partner's website with the page visit event code will roll up into one page visit conversion metric.

Q: Can I add image tags only, without Javascript?

A: Yes- you can add only the image tag portion of the base and event code if you'd like. However, doing so will affect your campaign's targeting effectiveness. Our best practice is to add both Javascript and image tags.

5. Callback

In addition to the event data, you can pass a Javascript callback function as an optional argument to the function `pintrk()`. This callback function runs every time when an event tracking call, the function `pintrk()`, is triggered.

The callback function takes the following two arguments:

```
function(didInit, error) {}
```

- `didInit`: This first argument receives a boolean value, which is set to be true if the event tracking call is successfully constructed, and false if an error is detected while making the event tracking call.
- `error`: This second argument receives a string, which describes the error when `didInit` returns false; if `didInit` is true, this string is undefined.

Example

```
<script>
pintrk('track', 'checkout', {
  value: 10.00,
  order_quantity: 2,
  currency: 'USD',
  line_items: [
    {
      product_name: 'Parker Boots',
      product_id: '1414',
      product_price: 5.00,
      product_quantity: 1
    },
    {
      product_name: 'Parker Sandals'
      product_id: 'ABC',
      product_price: 5.00,
      product_quantity: 1
    }
  ]
}, function(didInit, error) { if (!didInit) { console.log(error); }
});
</script>
```