Integrate with Pinterest

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Integrating your company's Pinterest business account with Bluecore allows you to target customers with ads on Pinterest using Bluecore's audience filtering and segmentation.

> ⓘ The minimum audience size to sync is 100 emails (or a ~200 person Bluecore list, given the 50% match rate).

To learn more about how to create effective campaigns, see how to optimize your campaigns with Bluecore Advertise.

Before you begin

Before integrating with Pinterest, you must do the following:

- Contact your Customer Success Manager (CSM) to turn on the integration in Bluecore.
- Access to your company's Pinterest business ID.

Install the Bluecore Pinterest integration

In order to integrate with Pinterest, you must install the integration in your Bluecore Namespace.

If you have multiple Pinterest business accounts, you can add each one as a separate integration in your Bluecore Namespace.

1. In your Bluecore Namespace, navigate to **Data Management** > **Integrations** page. The installed integrations appear.
2. Click **Marketplace**. The Marketplace list appears.
3. Search for Pinterest and click **New Integration**. The Pinterest page appears, defaulted to the Account Settings page.

Account Settings

1. In the Account ID field, enter your company's Pinterest ID and click **Save**.
2. Click **Connect.** Pinterest's sign-in screen appears.
3. Sign in with the Pinterest credentials. If the correct business account does not display, click **Switch Account** to log into the correct admin account.
4. After signing in, click **Confirm** to grant Bluecore permissions. The setup is complete.

Create a Pinterest campaign

Once the integration is complete, you can set up a Pinterest Advertise campaign that will sync your audience from Bluecore into Pinterest.

Pinterest requires using an audience with at least 100 matches.

1. In your Bluecore Namespace, navigate to **Campaigns Campaigns** and click on **Campaigns** under the Advertise header. The Advertise campaigns list appears.
2. Click **New** > **Campaign**. The Channel page appears.
3. Select Pinterest from the channel options and click **Create**. The Settings page appears.

Pinterest Settings

1. Choose your audience from the drop-down.
2. Select the frequency, date, and time to send the audience, which will sync the audience from Bluecore into Pinterest.
3. Choose the Pinterest integration from the drop-down that you want to sync with this audience.
4. When finished, click **Save & Continue**. The Summary page appears.

Summary

1. In the Campaign Settings header, click **Edit**. The Edit Campaign Settings dialog box appears.
2. In the Pinterest Audience Name field, enter an audience name. This will appear in Pinterest.
3. When finished, click **Save**. The audience name is saved and the dialog box closes.
4. Review the campaign details and, when finished, click **Save & Launch Campaign**. The campaign saves and will sync to Pinterest at the date and time specified in the settings.

Once the Bluecore audience is synced into Pinterest, you can use Pinterest's audience targeting to complete the campaign.