

# Pinterest

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You may know Pinterest best as an image sharing site and the home of your favorite home inspiration ideas, recipes, and fashion goals, but Pinterest is also home to a burgeoning advertising platform that allows marketers to reach users who are already seeking the very thing they have to offer.

Pinterest boasts costs per conversion that are 2.3 times more efficient and returns on ad spend that are 2 times higher than comparable social media campaigns (Neustar, Retail media study with five US retail brands, June 2019)



## Support

MarinOne offers full support for:

- Reporting
- Bid Optimization
- Bidding
- Linking Wizard - If you've already linked your Pinterest account using the Linking Wizard, please reach out to our Marin Customer Support team on next steps.

## Future Enhancements

We have plans to add campaign management functionality to our Pinterest support in the near future, so be sure to check back for updates!

## Getting Started

If you would like to learn how to add Pinterest support to your MarinOne client account, please reach out to a platform representative.

If you've already linked your Pinterest account using the Linking Wizard, please reach out to our Marin Customer Support team on next steps.