

**Pinterest Pixel and Conversion API with Event Deduplication**

| **Event Name** | **Parametes** |
| --- | --- |
| PageVisit | email |
| AddToCart | email  value, quantity, currency, product\_id, product\_category, event\_id |
| Checkout | email  value, quantity, currency, line\_items, event\_id |
| Lead | email  lead\_type |

**Line items schema code**

**1st code**

**Total line items according to Pinterest schema**

function() {

var products = {{dlv - Ecommerce Items}};

return products.map(function(product) {

return {

product\_id: product.item\_id,

product\_name: product.item\_name,

product\_price: product.price,

product\_brand: product.item\_brand,

product\_quantity: product.quantity || 1,

product\_category: product.item\_category,

};

});

}

**2nd code**

Product IDs as array

function() {

var getDataFromArray = {{dlv - Ecommerce Items}};

return getDataFromArray.map(function(items) { return items.item\_id; });

}

Product Names as array

function() {

var getDataFromArray = {{dlv - Ecommerce Items}};

return getDataFromArray.map(function(items) { return items.item\_name; });

}

**Empty String Code**

function(){

return '';

}

**Required Links:**

Pinterest Tag Helper - <https://chrome.google.com/webstore/detail/pinterest-tag-helper/gmlcbajhgoaaegmlbaclmmmhpmfdajmp>

Pinterest Documentation - <https://help.pinterest.com/en/business/article/add-event-codes>

API Documation - <https://developers.pinterest.com/docs/conversions/conversion-management/>