performance.

Benefits of Pinterest Conversions API (Actions)

The Pinterest Conversions API destination provides the following benefits:

Simplified setup. Data mapping for actions-based destinations happens during configuration, which eliminates the need for most settings.

Clearer data mapping. Actions-based destinations enable you to define the mapping between the data Segment receives from your source and the data Segment sends to the Pinterest Conversions API.

Prebuilt event mappings. Standard events like `Add to Cart` come preconfigured with recommended parameters.

Deduplication support. Prevents duplicate events and improving conversion accuracy.

Page call support. You can send Page calls to Pinterest as a standard Page View.

Multi-user array support. User data nested within arrays, like the `User Data` array in the `Order Completed` event, can be sent to Pinterest.

- **Data normalization**. Data is normalized before it's hashed to send to Pinterest Conversions.

Getting started

Before connecting to the Pinterest Conversions destination, you must have a Pinterest account and an Ad Account ID.

To connect the Pinterest Conversions API Destination:

1. From the Segment web app, go to **Connections > Catalog**.

2. Search for **Pinterest Conversions API** in the Destinations Catalog and select the destination.

3. Click **Configure Pinterest Conversions API**.

4. Select the source that will send data to Pinterest Conversions API and follow the prompts to name your destination.

5. On the **Basic Settings** page, enter:

   - Destination name

   - Ad Account ID

   - Conversions token

6. Go to the **Mappings** tab. Prebuilt mappings, like `Checkout`, `Search`, and `Add to Cart`, include predefined parameters. All required, recommended, and optional fields are listed in Pinterest's Best practices documentation.

7. To create a new mapping:

   - Click **New Mapping** and select **Report Conversions Event**.

   - Configure and enable the mapping.

8. Follow the steps in Customizing mappings.

9. Toggle **Enable Destination** on, then click **Save Changes**.

Destination Settings

SETTING	DESCRIPTION
Ad Account ID	*Required.* Unique identifier of an ad account. This can be found in the Pinterest UI by following the steps mentioned here.
Conversion Token	*Required.* The conversion token for your Pinterest account. This can be found in the Pinterest UI by following the steps mentioned here.

Available Presets

Pinterest Conversions API has the following presets:

PRESET NAME	TRIGGER	DEFAULT ACTION
Search	Event type = "track" AND event = "Products Searched"	Report Conversion Event
Add to Cart	Event type = "track" AND event = "Product Added"	Report Conversion Event
Sign Up	Event type = "track" AND event = "Signed Up"	Report Conversion Event
Lead	Event type = "track" AND event = "Generate Lead"	Report Conversion Event

PRESET NAME	TRIGGER	DEFAULT ACTION
Checkout	Event type = "track" AND event = "Checkout"	Report Conversion Event
Watch Video	Event type = "track" AND event = "Product Video Watched"	Report Conversion Event
Page Visit	Event type = "page"	Report Conversion Event
View Category	Event type = "track" AND event = "Product Category Viewed"	Report Conversion Event

Available Actions

Build your own Mappings. Combine supported triggers with the following Pinterest Conversions API-supported actions:

> ℹ️
> **Mapping limits per destination**
>
> Individual destination instances have support a maximum of 50 mappings.

Report Conversion Event

Report Conversion Event

Report events directly to Pinterest. Data shared can power Pinterest solutions that will help evaluate ads effectiveness and improve content, targeting, and placement of future ads.

Report Conversion Event is a **Cloud** action.

[Click to show / hide fields]

FIELD	DESCRIPTION
Event Name *	Type: `STRING` The conversion event type. For custom events, you must use the predefined event name "custom". Please refer to the possible event types in Pinterest API docs.
Action Source *	Type: `STRING` The source indicating where the conversion event occurred. This must be app_android, app_ios , web or offline.
Event Timestamp *	Type: `STRING` Device IDs can be used to add and remove only anonymous users to/from a cohort. However, users with an assigned User ID cannot use Device ID to sync to a cohort.
Event ID *	Type: `STRING` A unique id string that identifies this event and can be used for deduping between events ingested via both the conversion API and Pinterest tracking.
Event Source URL	Type: `STRING` URL of the web conversion event.
Opt Out	Type: `BOOLEAN` When action_source is web or offline, it defines whether the user has opted out of tracking for web conversion events. While when action_source is app_android or app_ios, it defines whether the user has enabled Limit Ad Tracking on their iOS device, or opted out of Ads Personalization on their Android device.
User Data	Type: `OBJECT` Object containing customer information data. Note, It is required at least one of 1) em, 2) hashed_maids or 3) pair client_ip_address + client_user_agent..
Custom Data	Type: `OBJECT` Object containing customer information data.

FIELD	DESCRIPTION
App ID	Type: `STRING` The app store app ID.
App Name *	Type: `STRING` Name of the app.
App Version	Type: `STRING` Version of the app.
Device Brand	Type: `STRING` Brand of the user device.
Device Carrier	Type: `STRING` User device's mobile carrier.
Device Model	Type: `STRING` Model of the user device.
Device Type	Type: `STRING` Type of the user device.
OS Version	Type: `STRING` Version of the device operating system.
Wifi	Type: `BOOLEAN` Whether the event occurred when the user device was connected to wifi.
Language	Type: `STRING` Two-character ISO-639-1 language code indicating the user's language.

> ℹ️ **Setting conversion type**
>
> By default, Segment sends all mappings as `web` conversions. To send events as mobile or offline conversions, set the Action Source in each mapping to `app_android`, `app_ios`, or `offline`.

FAQ

Deduplication with the Pinterest tag

When the Pinterest tag and the API for conversions both report the same event, Pinterest can't automatically determine if they're duplicates. Because Pinterest recommends using both methods together, deduplication is essential to prevent double-counting.

If an event is sent from both the Pinterest tag and the API using the same `event_id`, Pinterest treats them as a single event. This prevents conversions from being counted twice and improves attribution accuracy.

For example:

1. A user adds an item to their cart.
2. The Pinterest tag reports the event with `event_id: 123`.
3. Later, the web server also sends the event to the API with `event_id: 123`.
4. When Pinterest receives both events, Segment checks the `event_id` to confirm they refer to the same action.

By using deduplication, advertisers can report conversions through both methods without inflating conversion counts. If an event is only received from one source, Pinterest still attributes it appropriately.

Conversion events must meet the following requirements to be considered for deduplication:

- The event includes a non-empty, non-null `event_id` and `event_name`.

The `action_source` is not `offline` (for example, it occurred in-app or on the web). Supported values include `app_android`, `app_ios`, and `web`.

The duplicate events arrive within 24 hours of the first recorded event.

> ℹ️ Segment offers a client-side destination for the Pinterest tag. See the Pinterest destination documentation for setup instructions and implementation details.

Events fail to send due to missing App Name

The **App Name** field is required for many Pinterest Conversion API destination's mappings.

Segment's mobile libraries automatically collect and map the App Name to the correct field. However, Segment's web or server-based libraries don't automatically collect and map App Name, which can cause mappings to fail. Segment recommends adding the App Name to the Segment event or hardcoding a static string in the mapping as the App Name.

Limited Data Processing

On January 1, 2023, Pinterest introduced the Limited Data Processing (LDP) flag to help advertisers comply with the California Consumer Privacy Act (CCPA).

Advertisers are responsible for complying with user opt-outs, as well as identifying the user's state of residency when implementing the Limited Data Processing flag.

Enabling LDP could impact campaign performance and targeting capabilities. Pinterest recommends applying the LDP flag on a per-user basis for the best results.

LDP is enabled only if all three required fields in the following table are present. If any field is missing, LDP is ignored.

FIELD NAME	FIELD DESCRIPTION	REQUIRED VALUE FOR LDP
`opt_out_type`	Opt out Type based on user's privacy preference	"LDP"
`st`	State of residence	"CA"
`country`	Country of residence	"US"

PII hashing

Before sending data to Pinterest, Segment applies SHA-256 hashing to the following personally identifiable information (PII) fields:

User identifiers: external ID, mobile ad identifier

Contact information: email, phone

Demographics: gender, date of birth

Name details: first name, last name

Location: city, state, ZIP code, country

User data parameters

Segment automatically maps User Data fields to their corresponding parameters as expected by the Conversions API before sending to Pinterest Conversions:

USER DATA FIELD	CONVERSIONS API USER DATA PARAMETER
External ID	`external_id`
Mobile Ad Id	`hashed_maids`
Client IP Address	`client_ip_address`
Client User Agent	`client_user_agent`
Email	`em`
Phone	`ph`
Gender	`ge`
Date of Birth	`db`
Last Name	`ln`
First Name	`fn`
City	`ct`
State	`st`
Zip Code	`zp`
Country	`country`

Custom data parameters

Segment automatically maps Custom Data fields (excluding `content_ids`, `contents`, `num_items`, `opt_out_type`) to their corresponding parameters as expected by the Conversions API before sending to Pinterest Conversions:

USER DATA FIELD	CONVERSIONS API CUSTOM DATA PARAMETER
Currency	`currency`
Value	`value`
Content IDs	`content_ids`
Contents	`contents`
Number of items	`num_items`
Order ID	`order_id`
Search string	`search_string`
Opt out type	`opt_out_type`

Server event parameter requirements

Pinterest requires the `action_source` server event parameter for all events sent to the Pinterest Conversions API.

This parameter specifies where the conversions occur.

Verify events in Pinterest Conversions dashboard

After you start sending events, you should start seeing them in dashboard. You can confirm that Pinterest received them by following these steps:

1. Go to **Events Overview** in Pinterest.
2. Click **Event History** to see all the events Segment sent to Pinterest conversions.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
Ad Account ID (required)	`string` . Unique identifier of an ad account. This can be found in the Pinterest UI by following the steps mentioned here.
Conversion Token (required)	`password` . The conversion token for your Pinterest account. This can be found in the Pinterest UI by following the steps mentioned here.

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