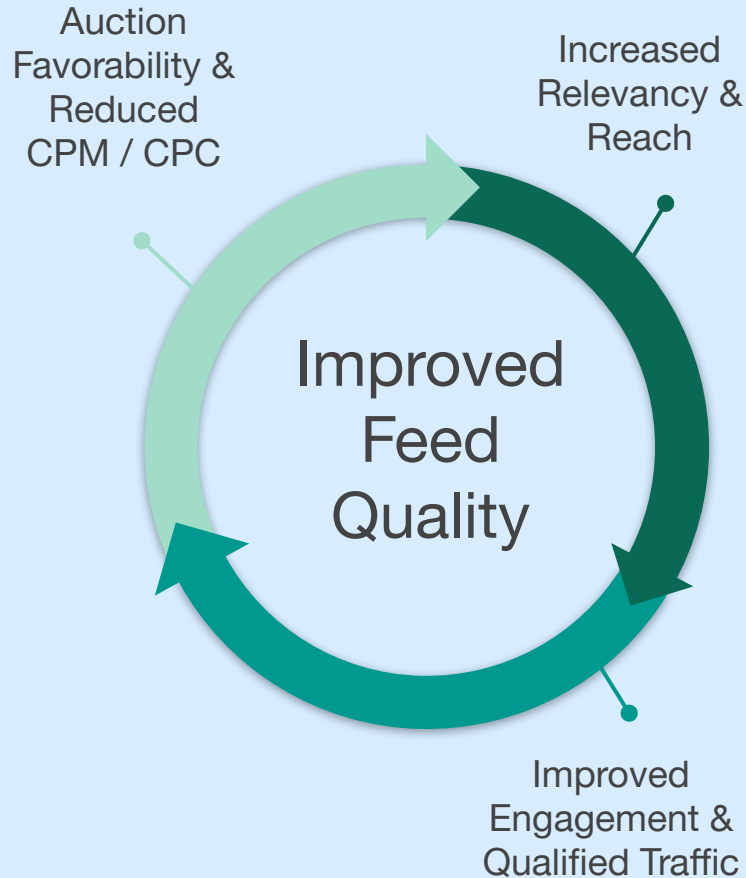# Set up shop

Feed best practices

Reach people who are always shopping.

For people on Pinterest, shopping is a lifestyle. They're 40% more likely to say they love shopping and 75% more likely to say they're *always* shopping.[1] 83% of weekly Pinners have made a purchase based on content they saw from brands on Pinterest.[2]

Upload your product feed to get discovered by this high value audience of shoppers on Pinterest. Use this guide to do it right.

Improved Feed Quality

- Auction Favorability & Reduced CPM / CPC
- Increased Relevancy & Reach
- Improved Engagement & Qualified Traffic

Optimize your feed for better results.

The more information that you have in your feed, the more optimized it is, and the more relevant your content will be for shoppers when matched to keywords & interests.

When you promote your content, your ads will be better matched to relevant Pinners, which can drive improved engagement and lead to more qualified clicks at lower cost.

In this guide

1. Feed basics

A product feed is the foundation of your Pinterest catalog and gives you access to a variety of shopping solutions.

.TXT, .CSV, or .TSV plain text file

XML file

What is a product feed?

A feed (also known as a product catalog, data source, or data feed) is a file with a list of your products and their corresponding attributes. Each row represents a product and each column represents details (metadata) about a product.

You can add up to 20 feeds to account for the promotion of your products across different markets, languages and currencies.

Check out data source requirements here to learn more about how to upload a feed.

id	item_group_id	title	description	link	image_link	price	availability	condition	google_product_category	sale_price	gender	size
PIN-101	PIN-1	Bluxome Denim Shirt - Women's	Women's denim shirt - crafted from the finest Japanese denim.	https://www.example.com/apparel/denim/pin-101.html	https://scene.example.com/images/womensdenimshirt/size500x500.jpeg	24.99	in stock	new	Apparel & Accessories > Clothing > Shirts & Tops	22.99	female	L
PIN-201	PIN-2	Bluxome Denim Shirt - Men's	Men's denim shirt - crafted from the finest Japanese denim.	https://www.example.com/apparel/denim/pin-201.html	https://scene.example.com/images/mensdenimshirt/size500x500.jpeg	24.99	in stock	new	Apparel & Accessories > Clothing > Shirts & Tops		male	M

A product feed contains 7 required fields and several other optional fields that try to map your products with the right shoppers on Pinterest. An accurate and comprehensive feed enhances the end user experience by helping people on Pinterest find products that are relevant to them.

Check out feed templates to download examples of product feeds.

Upload your feed to get your products in front of shoppers.

With the Catalogs UI you can get your products onto Pinterest in a snap.

To show your products on Pinterest, you will need to upload your product feed to Pinterest. The feed is the foundation of your catalog.
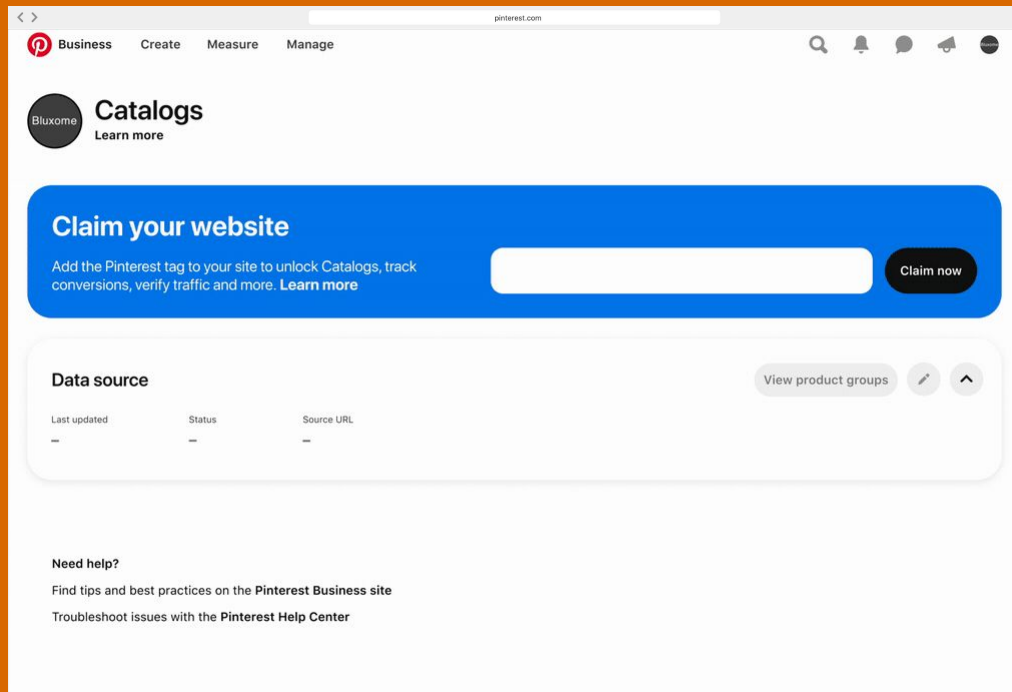
Uploading your feed

Once your feed is created, provide a file location we can fetch your feed from.
Feeds are hosted by client or 3rd party and shared via:
- SFTP or FTP with credentials
- HTTP or HTTPS direct download link

If your feed is compatible with Google and Facebook, it typically works for Pinterest well.
Ensure your feed is saved in a compatible format. Accepted file types include:
- comma delimited (CSV)
- tab delimited (TSV)
- XML

We also accept the following as long as they're delimited correctly.
- .txt file
- compressed file (.gx, .zip)

Catalogs turns your feed into shoppable content.

By connecting your feed, you publish your products as product Pins on Pinterest. Product Pins contain info that shoppers want to know about, like price and availability, and lead them to your site for purchase. They'll appear organically across shopping surfaces, like the shop tab when you search for an item on Pinterest.

Uploading a feed is also the only way to create a merchant storefront, which provides a landing experience that prioritizes shoppable content when shoppers click on your profile.

ID: 12345
Title: Blazer with leather collar
Price: $68
Availability: In Stock

Product Pins
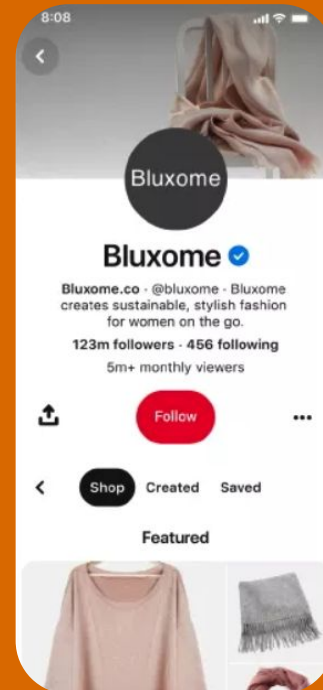
Merchant Storefront

Promote your product Pins as shopping ads and reach even more shoppers.

Uploading your feed gives you access to a number of shopping solutions. You can promote any group of products by creating product groups.

When brands add Collections or other Pinterest Shopping ads to campaigns, they drive **3x** the conversion and sales lift and **twice** the positive incremental return.

Shopping ads

8:08

← Home decor

Explore   **Shop**

$999
Sideboards, buffet tables & credenzas
Promoted by
Made by Camden

Collections ads

8:08

For you   Following   Shop   Wear   M

Amp brushed brass handle

Kinuta Terrace by Norm Architects & Keiji Ash...

Enjoy up to 70% off. Shop the spring edit
Promoted by
Schoolhouse
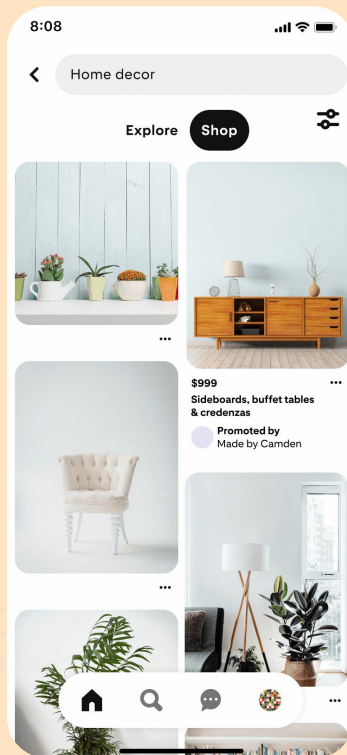
This tempura recipe makes eating veggies...
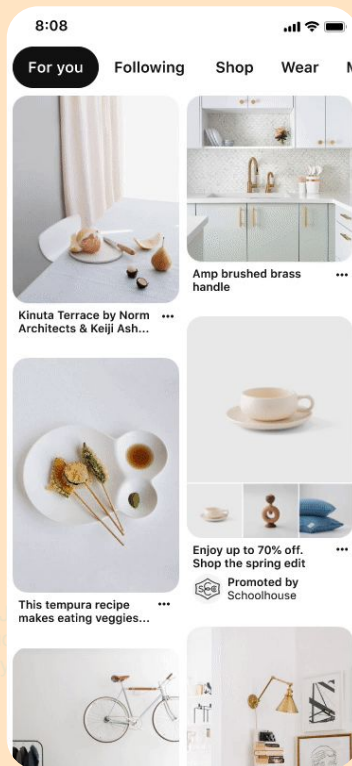
Dynamic retargeting ads

8:08

For you   Following   Shop   Wear

Blazer with leather collar
Promoted by
Bluxome
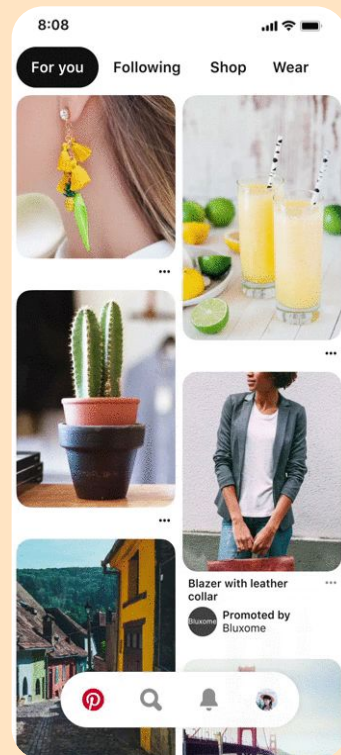
Pro tip

Advanced product group management

New advanced product group management features help you create, filter, and manage your many products on Pinterest. These product groups are used to promote groups of items in shopping ads.

New filters expand upon the existing options - category, brand, product type, and custom label. Now you can filter by item id, gender, availability, price, availability, and condition.
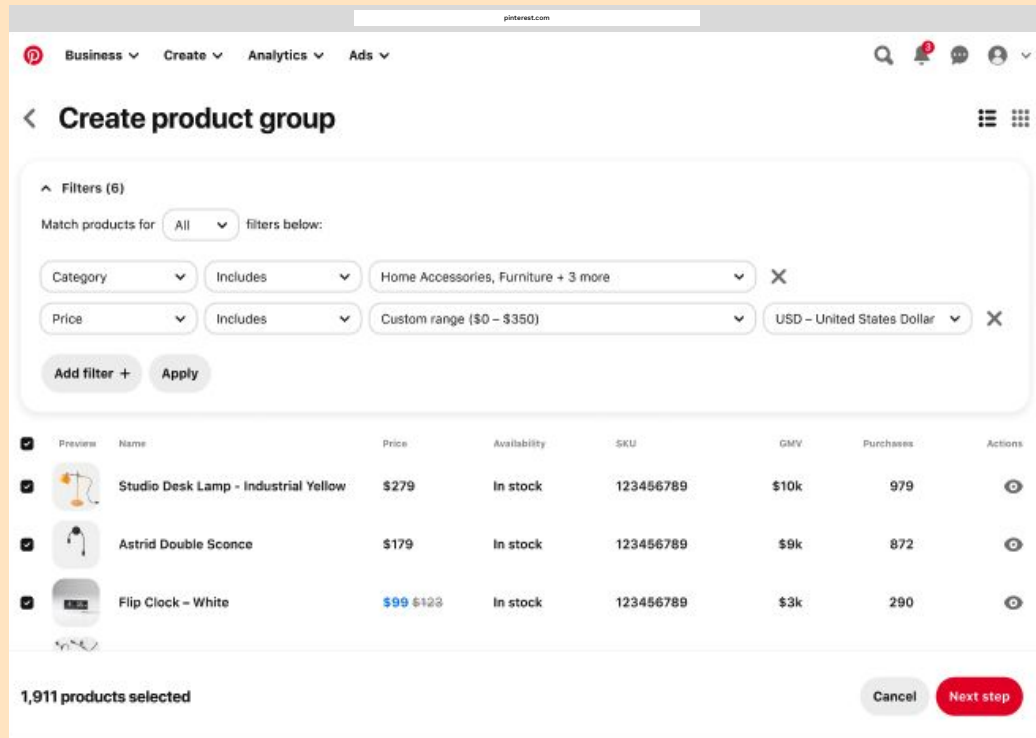
Note: screen is for illustrative purposes only and results may vary.

Pro tip

Multi-feed support for Catalogs

Multi-feeds support for Catalogs allows you to upload multiple product feeds with different local data, such as languages, currencies, and countries to one Pinterest business account. Build a global presence on Pinterest and get more strategic about how you turn your products into Pins.
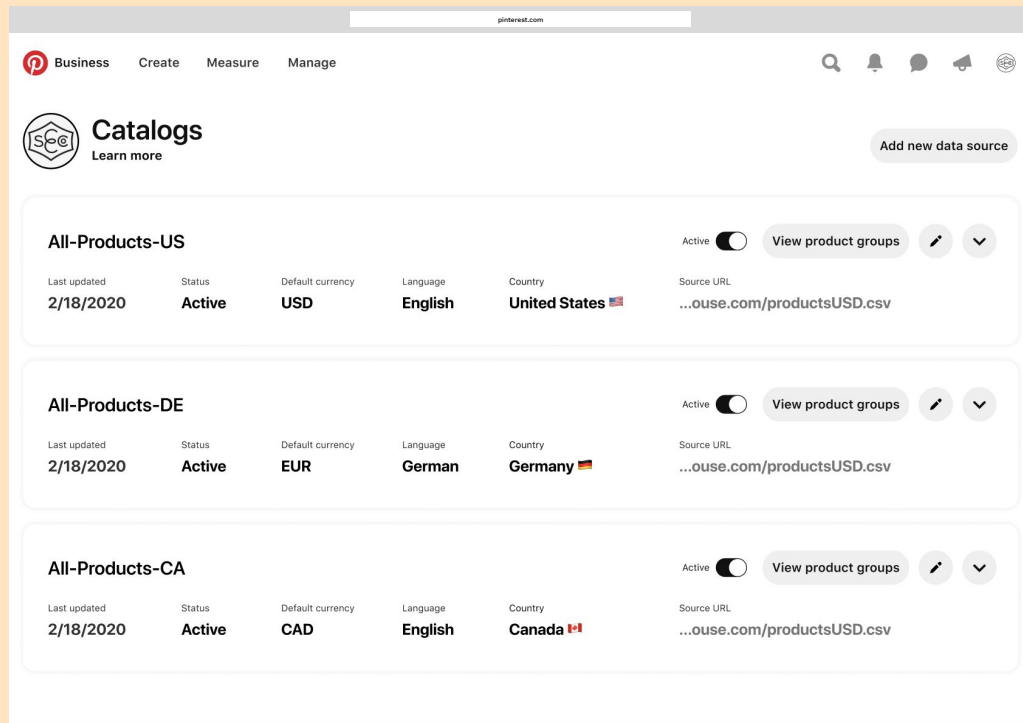
2. Feed maintenance

Pinterest will ingest your feed every 24-48 hours, and alert you about any errors. Reviewing your feed and fixing errors as quickly as possible ensures your product info is accurate and up-to-date.
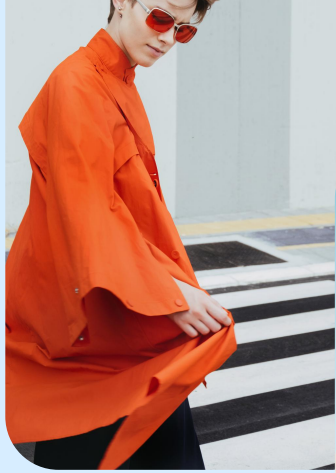
Tips for feed maintenance

- Check feed status daily. Address any errors as quickly as possible.

- Ensure data source URL is still accurate when changes are made.

- Schedule your data source updates. Select the time and date you want your feed ingested based on website updates.

3. Feed data fundamentals

Ensure you have the required fields and optional attributes (known as metadata) to try and map your products with the right shoppers and prevent ingestion failure.

Feed data required attributes

Your feed will fail ingestion if any of the 7 fields below are missing or formatted incorrectly. Ensure column names are written exactly as seen below:

- id*
- title
- description
- link
- image_link
- price
- availability

*Warning: Do not change the id of a product as that product will then be recognized as a separate product in our system and reporting.

Optional attributes help shoppers find you.

Beyond the 7 required fields, a product feed can contain optional fields. Optional fields allow Pinterest to better map your products to people. The more information you provide, the more insight Pinterest has into what your product is and who it is for.

We strongly recommend adding optional fields to add more detail to your feed and improve relevancy.

Check out all <u>optional attributes here</u>.

Bestseller

Free shipping

Medium

Adult

female

Linen

Apparel > Dresses
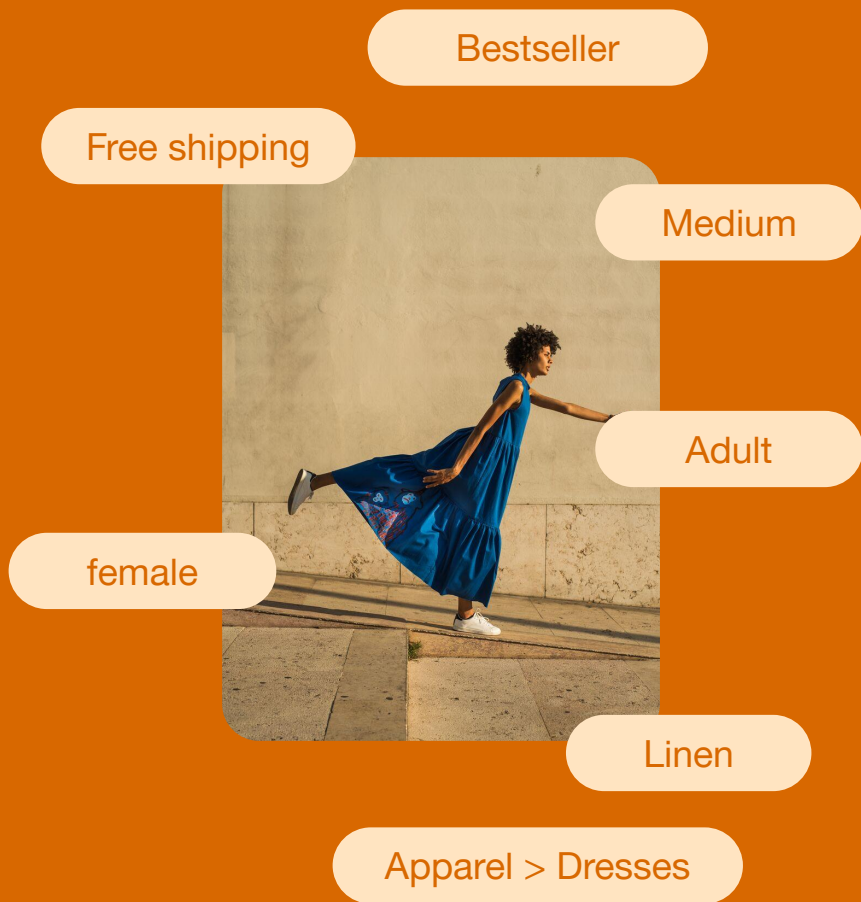
4. Optimizing feed data (metadata)

Providing accurate, comprehensive data helps people on Pinterest find your products, which increases the likelihood they they will purchase them.

What makes a good title? [title]

It's relevant
Ensure your title matches the image you are promoting.

It's over 40 characters
Longer titles for Product Pins give shoppers more information about your product.

It's descriptive
Detail matters. Include relevant details such as brand, color, and size where applicable.

It's professional - no hashtags or emojis!
#NotNecessary #PleaseAvoid

Relevance

Ensure your title describes the product to which you are linking.

Titles in your feed should replicate the titles on your landing page as closely as possible. If the title on your landing page is not descriptive, we recommend you enhance it with more details in the feed.

The recommended product title structure is: brand + product type + attributes.
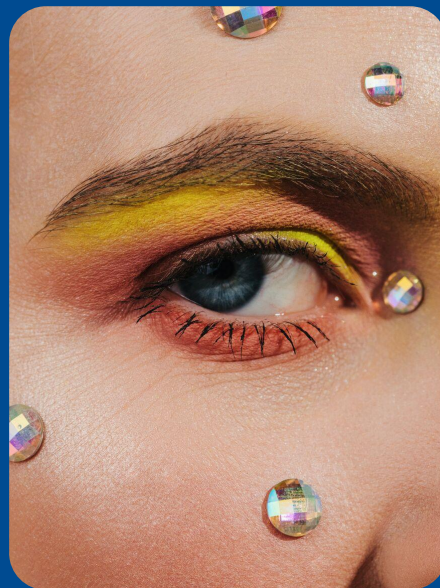
$15
INKED "Sunkissed" Eyeshadow Palette - 10 Color
Concept Spec

Title length

Ensure that your title is over 40 characters. The max length is 500 but only the first 40 - 70 are visible. Use the first 40 - 70 to improve CTR and 71 - 500 to maximize reach and relevance.

It has been observed that items over 40 characters have a 1.7x higher checkout propensity.*

Include key information within the first 70 characters of the title to ensure display on smaller ad formats and improve click-through rate.

$230
evrewen Vintage Maple Wooden Cabinet - 4 Door, 3 Shelf
Home Universal

Attributes

Include distinguishing attributes in your title such as brand names, size, size type, color, gender, and age group. This information can be especially helpful if these attributes are not visible in the image.

If applicable, add the following to your title:

Brand - Items with brand included in their title/description have a 1.3x higher checkout propensity.*

Size type - e.g. "maternity" and plus"

Gender and age group - e.g. "adult" and "newborn"

Color, size, material, and pattern - e.g. "Denim" and "floral"

*Pinterest internal data, US, April 2021

$120
Ana Mons Women's Suede Ankle Boots with Pointed Toe, Square Heel - Red, Size 6
Greenwich Rose

Diction and grammar

Include a mix of broad and exact words phrases to trigger more queries and interests.

Use grammatically-correct and professional language to increase user understanding and improve click-through rate.

Avoid using all caps, HTML tags, and promotional text as it may appear untrustworthy to users. Pinterest also does not support the use of emojis.

$49.99
Rehns 3-Speed Portable Record Player with Built-in Stereo Speakers
Rehns

What makes a good description?
[description]

It's over 80 characters
Each word counts. Shoppers want to know exactly
what they're buying.

It includes keywords for search
Pin descriptions play a major role in search. Include relevant
keywords for targeting. Avoid fluff and filler words.

It includes the brand name
Include your brand name in the first sentence of the
description to increase brand awareness.

It doesn't include hashtags or emojis
#NotNecessary #PleaseAvoid

Pin description

Pin descriptions play a major role in search and allow shoppers to learn more about the product. Include relevant keywords for targeting and avoid fluff and filler words.

Don't be afraid to include detail. Descriptions should be longer than 80 characters. Longer descriptions have a higher conversion rate than items with shorter descriptions.*
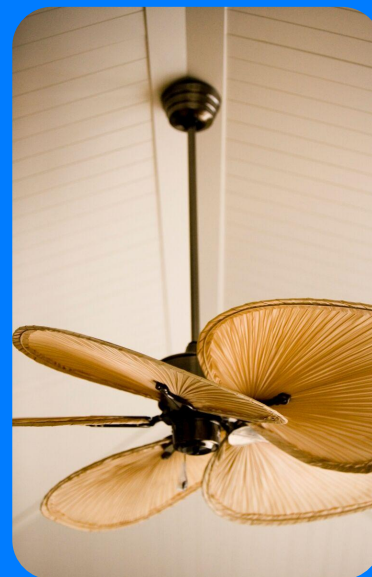
$125
evrewen Tropical Ceiling Fan with Remote Control, 52"
Home Universal

Handcrafted evrewen ceiling fan with 5 wide oval palm blades provides a tropical aesthetic for any bedroom, living room, or dining room. Made of sturdy material and easy to keep clean with a dry cloth.

What makes a good image?
[image_link]

It's visually appealing
Pinterest is a visual platform. Use high-quality vertical images that stand out.

It's relevant
Keep your product at the focal point of your photo so shoppers know what they are shopping for.

It shows the product in use
Include a variety of photos in your feed such as lifestyle and product imagery.

See creative best practices for more information

Size

3:2 aspect ratio
Too short
Performs poorly

2:3 aspect ratio
Just right
1000 x 1500px
recommended

1:2.1 aspect ratio
Too long
Forced truncation

Resolution

1000 x 1500px

We recommend 1000x1500px or greater as an optimal resolution
so your image is sharp and crisp on all devices.

Focal point

Put your product or service font and center. Avoid using abstract images
or imagery that doesn't showcase your brand.

Types of images

Product

Lifestyle

Lifestyle images on average yield a **32%** higher CTR than product images*

Provide both lifestyle imagery (e.g. product within a scene) and product images (e.g. product shot on a white background) within the **image_link** column. Our algorithm will seek to determine the optimal image to show to the shopper based on a number of factors.

*Pinterest internal data, US, July-August 2019

Number of images
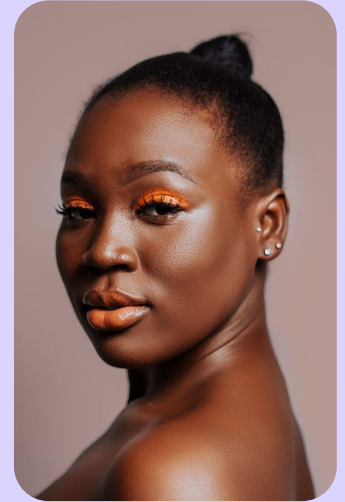
Provide additional images of your product in the **additional_image_link** column to showcase your product from different angles or with different staging. Additional images improve the shopping experience by helping shoppers decide whether or not to buy a product. You can include as many images as you want in both the image_link column and the additional_image_link column. The links should be separated by commas.

Note: Image URLs must also be updated if images are updated to avoid caching.

Categorization

An accurate product categorization makes your product easier to locate and provides a good structure for shopping campaigns.

Google product category [google_product_category]

Google product category is based on the <u>standard Google product taxonomy.</u> Use > to separate multiple levels in a category.

Be as specific as possible. For headphones, don't just use "Electronics." Rather, use "Electronics > Audio > Audio Components > Headphones & Headsets > Headphones." Items with multiple levels have been shown to have a higher checkout propensity than those without any.

Apparel & Accessories > Clothing > Dresses

Electronics > Audio > Audio Components > Headphones & Headsets > Headphones

Clothing > Women > Dresses > Maxi Dress

Electronics > Audio > Audio Accessories > Headphones > Wireless Headphones

Product type [product_type]

Product type is based on your own custom product taxonomy. Unlike the Google product category [google_product_category] attribute which has predefined categories, you choose how to categorize product type. However, it is okay to use the google_product_catoegry value.

Like Google product category, multiple levels are shown to lead to higher checkouts. Be as specific as possible. Ensure that your product category has at least two or three levels.

Shipping and ratings

Including shipping and ratings information can incentivize shoppers to buy your products. These are among the most significant item attributes across all shopping verticals.

Shipping

If your item has free shipping, include it! Items with free shipping have been shown to have a 2.4x higher checkout propensity.* Use the following fields in your feed to provide additional shipping information on the product detail page:

shipping
(includes transit and price information, e.g. US:Ground:0 USD)

free_shipping_label
(lets Pinners know the item is free to ship, written as True or False in feed)

free_shipping_limit
(the minimum order purchases necessary for free shipping, e.g. 50 USD)

*Pinterest internal data, US, April 2021

$120
Ana Mon's Womens Suede....
Greenwich Rose
★★★★★ (247)
Free shipping with $50.00+

Free shipping incentivizes Pinners to purchase your product

Ratings

Shoppers on Pinterest are more likely to purchase when ratings and reviews are present. Items with ratings have been shown to have a 2.4x higher checkout propensity.*

Use the following fields in your feed to provide more information about ratings and reviews on the product detail page:

average_review_rating

(average review rating for the item, e.g. 4)

number_of_ratings

(the number of ratings for the item, e.g. 200)

number_of_reviews

(the number of reviews for the item, e.g. 40)

*Pinterest internal data, US, April 2021

$120
Ana Mon's Womens Suede....
Greenwich Rose
★ ★ ★ ★ ★ (247)
Free shipping with $50.00+

Rating and reviews let Pinners shop with greater confidence

The Verified Merchant Program

The Verified Merchant Program enhances the connection between Pinners and brands. Verified Merchant benefits include:

- A "Verified" badge on your profile and Pins letting people on Pinterest know you've been vetted for trustworthiness
- Price and availability information on all your product Pins
- A Shop tab on your profile making it easier for people on Pinterest to see what you sell
- Eligible for enhanced distribution in shopping features

Learn more about the Verified Merchant Program
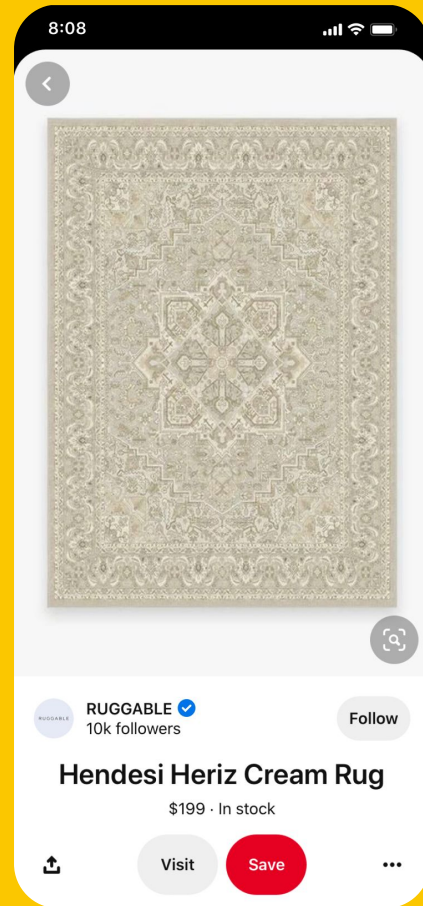
Variants

Variants are multiple variations of the same item, such as a shirt in four different colors or four different sizes. Where applicable, provide information in these columns to increase reach and relevance.

Variant items

Use **item_group_id** to group product variants. Submit product variants as unique items (each with a unique id) under the same item_group_id.

The shirts on the left are color variants and should be listed in a feed as unique items with the same item_group_id. Use the following fields to include more information on variants:

color   **size**   **material**   **pattern**

Other examples of variant items:

A shirt that comes in three different sizes should be submitted as three unique items under the same item_group_id.

A pair of shoes in three sizes, four colors, and two patterns should be submitted as 24 unique items under the same item_group_id.

Non-variant items

Do not use item_group_id for products that are not variants. The items on the left are completely unique items and should not share an item_group_id.

Other examples of non-variants:

A matching shirt and skirt. These are related items but not variants and should not be grouped under the same item_group_id.

A short-sleeve shirt and a long-sleeve shirt with the same print. These should be listed as unique items that do not share an item_group_id.

ID	Title	Item_group _id	Size	Color
DSO249-B	Women's Denim Blouse - L	9912	L	blue
DSO249-G	Women's Denim Blouse - L	9912	L	green
DSO249-O	Women's Denim Blouse - L	9912	L	yellow

Color variants listed with the same item_group_id with unique ids

Additional variant considerations

color: The color name you use in product data should match the color name on your product landing page to avoid shopper confusion.

image_link: Ensure that the image provided via the image_link column matches the product variant to ensure that users will see the correct variant selected when visiting the landing page.

additional_image_link: Any additional images should also show the same variant.

Links

Ensure all links lead to the correct product landing page and that 3rd party tracking links are set up appropriately.

Links

Use the following fields to drive Pinners to the correct landing pages:

link
ad_link

If you are providing 3rd party tracking directly in URLs, ensure that tracking is set up appropriately. The link column and/or ad_link column should be populated with the URL to a product's landing page. If both link and ad_link are provided, the URLs in the link column will be used in your organic product Pins, and the URLs in the ad_link column will be used for shopping ads. If no ad_link is present, then both paid and organic product pins will use the same link URL.

Note: You can track both paid and organic Pins via 3rd party platforms.

Example (Organic & Paid separated):

link
http://www.abcdef.com/?utm_source=pinterest&utm_medium=organic

ad_link
http://www.abcdef.com/?utm_source=pinterest&utm_mediumi=paid

International requirements

Features such as Multi-feeds support for Catalogs make it easier for merchants to sell products outside of the US.

International requirements

- Upload <u>multiple feeds</u> if you are selling product across many markets.
- Only one feed should be created per country and language pair.
- Duplicative item IDs, especially across multiple feeds, can lead to errors.
- Note that column headers in the feed need to be provided in English.
- Special characters (accents, etc.) need to be encoded in the file name and in any URLs.
- Price should include currency if non-USD and currency should follow ISO-4217 code.
- Price should have decimal points as separators, not decimal commas (e.g. 20.13 GBP).

5. Shopify guidelines

If you are a Shopify merchant, follow the tips on the next slide to optimize your product feed for Pinterest.

Shopify guidelines

For Shopify merchants, optimizing your products on Pinterest will require a few adjustments.
Within the Shopify store UI, advertisers can manually edit the product attributes below:

- Product Type Depth
- Title Length
- Description
- Color
- Size
- Material

Although advertisers don't have the option to add the following attributes within the Shopify store UI,
3rd party Shopify apps can be used to pass these additional columns:

- GPC
- Additional Images
- Custom labels
- Age
- Gender

6. Additional resources

[Shopping on Pinterest](#)

[Data source guidelines](#)

[Pinterest Business Community](#)

[Merchant guidelines](#)

7. Appendix

How do we define the Feed Health score?

To make it easier for us to assess the health of feed metadata, we created a scoring system from 0-100 to evaluate every merchant's product feed. The scoring system is designed to help merchants optimize their feeds to get the most value out of running Shopping ads on Pinterest, while ensuring pinners are seeing accurate and informative product information.

Feed Health score buckets

>= 80% | **Healthy** | No immediate actions needed at this time.

>= 60% and < 80% | **Warning** | Look into issues for feed optimization opportunities to reach healthy score.

> 0% and < 60% | **Unhealthy** | Needs immediate attention. Your catalog could be missing out on impressions, clicks, and more.

0 | **No score** | File-level failure, look into why the feed is failing.
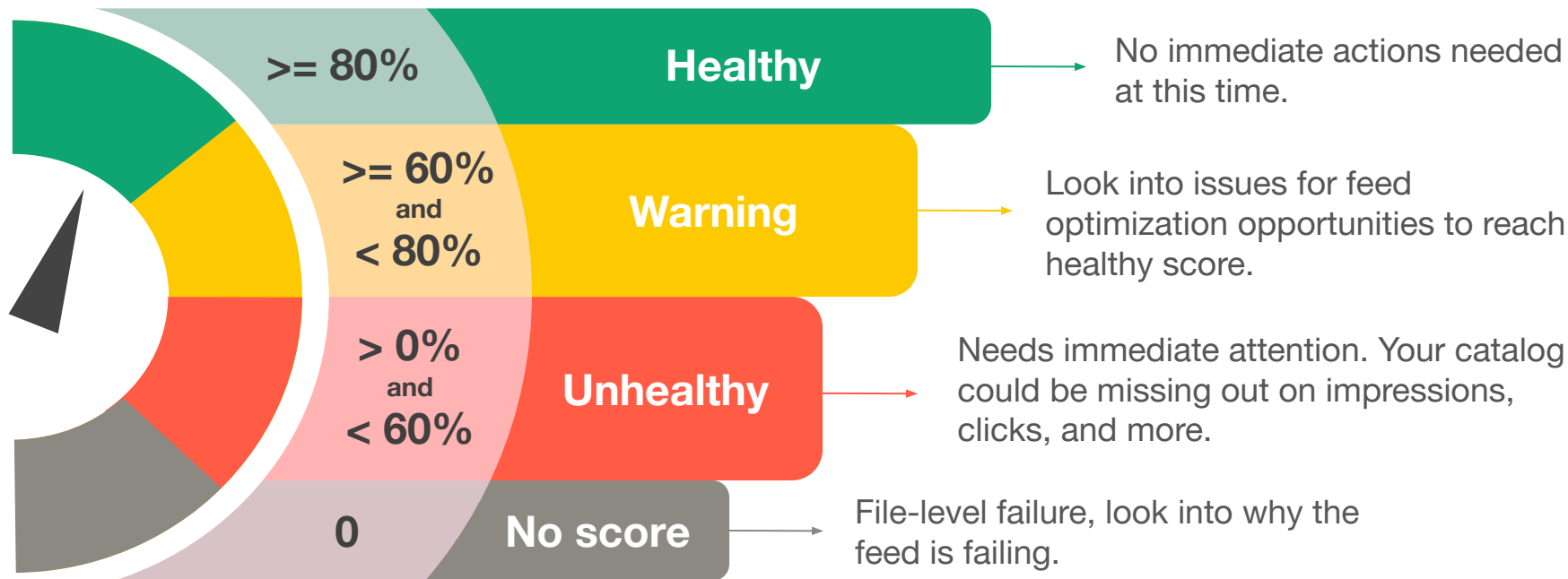
How is the score computed?

!

Non-negotiables
These are required criteria for a feed to be ingested and to promote on Pinterest. If any of these criteria are not met, then the feed will receive a score of N/A or Null.
- User has a feed profile id (a feed is uploaded to Catalogs)
- No file level failure codes are present

+

Additive
The score is first computed from the advertiser's ingestion rate i.e. (# of validated items) ÷ (# of items submitted).
- If an advertiser has more than 1 feed, their Feed Health Score will be averaged across all feeds submitted under the same AID

-
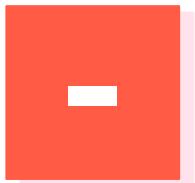
Deductibles
Qualitative and quantitative metrics that highlight where a metadata can be optimized
- Deductibles can occur for all or specific verticals depending on the attribute's relevancy to the vertical
- Note: If the user provides the attribute in the feed, we will score the quality despite the vertical

Feed Health Score Deductibles

Deductible	Why is it important? *(Based on internal observations)*
Main Image Link & Download Errors *Deduct [25%] if impacting >20% of feed*	Images represent the product to Pinners. Reminder, **lifestyle imagery drives improved CTR** vs. product images
Google Product Category Missing/Errors *Deduct [20%] if impacting >20% of feed*	**1.5x higher checkout propensity**
Google Product Category Depth < 3 Levels *Deduct [10%] if impacting >50% of feed*	**1.5x higher checkout propensity**
Missing Brand *Deduct [10%] if impacting >50% of feed*	**1.3x higher checkout propensity**
Missing Product Type *Deduct [10%] if impacting >20% of feed*	**2.9x higher checkout propensity**
Product Type Depth < 2 Levels *Deduct [10%] if impacting >50% of feed*	**1.5x higher checkout propensity**
Additional Images Invalid/Missing *Deduct [10%] if impacting >50% of feed*	Additional images (specifically lifestyle imagery) increases reach and performance
Title Length < 40 characters *Deduct [10%] if impacting >20% of feed*	**1.7x higher checkout propensity**

Feed Health Score Deductibles

Deductible	Why is it important? *(Based on internal observations)*
Description Length < 50 characters *Deduct [10%] if impacting >20% of feed*	Both probability of checkout and **iCVR are nearly 50% lower if the description is too short**
Missing Condition *Deduct [5%] if impacting >50% of feed*	Condition improves relevancy/ranking
Condition Invalid *Deduct [5%] if impacting >50% of feed*	Condition improves relevancy/ranking
Missing Gender (Fashion only) *Deduct [5%] if impacting >50% of feed*	Gender improves relevancy/mapping for the Fashion vertical
Gender Invalid *Deduct [5%] if impacting >50% of feed*	Gender improves relevancy/mapping for the Fashion vertical
Missing Age Group (Fashion only) *Deduct [5%] if impacting >50% of feed*	Age improves relevancy/mapping for the Fashion vertical
Age Group Invalid *Deduct [5%] if impacting >50% of feed*	Age improves relevancy/mapping for the Fashion vertical
Missing Size (Fashion only) *Deduct [5%] if impacting >50% of feed*	Size improves relevancy/mapping for the Fashion vertical
Size_Type Invalid *Deduct [5%] if impacting >50% of feed*	Size improves relevancy/mapping for the Fashion vertical

Thank you