Connecting Pinterest to AdBeacon

This process outlines the necessary steps to integrate your Pinterest Ads account with AdBeacon, enabling effective campaign management and tracking. If you have any questions or need further assistance with any of these steps, feel free to ask for more detailed guidance. Let's get started.

1. Access Pinterest Ads Integration:
- Click on the 'Pinterest Ads' option in the integration menu in AdBeacon (located on the left-hand column in your AdBeacon dashboard).

2. Initiate New Account Connection:
- Select the option to 'Connect New Account'.

3. Grant Access to Pinterest Ads:
- A pop-up or a section will appear prompting you to give access.
- Click on 'Give Access'.

4. Select Your Ad Account:
- Once access is granted, you will have the option to select your specific Pinterest ad account.

5. Connect the Selected Ad Account:
- After selecting the ad account, proceed with the connection process.

6. Add UTM Parameters:
- The next step involves adding UTM (Urchin Tracking Module) parameters.
- Ensure these UTMs are correctly placed as they are crucial for tracking and analytics.

7. Finalize the Integration:
- Once the UTMs are added, your Pinterest Ads account should be fully integrated and ready to use.

If you have any questions or need any assistance with this or any other integrations - don't hesitate to contact your AdBeacon team or send us a message in The Lighthouse Slack channel!