



Pinterest Pixel

Reference

The [Pinterest Pixel \(Pinterest Tag\)](#) is a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Pinterest pixel, you can leverage the actions people take on your website across devices to inform more effective Pinterest advertising campaigns.

Apptrian Pinterest Pixel Extension for Magento adds Pinterest Pixel (Pinterest Tag) on CMS pages (including home page), category pages, product pages, catalog search pages, catalog advanced search pages, customer registration page, checkout page (default Magento one but also can be made compatible with others - this will require small changes in code), and checkout success page. The extension supports Enhanced Match (if the customer is logged in) and has the ability to add custom parameters.

Optionally Pinterest Pixel block can be added to any other Magento page or any other extension page (blogs, form pages, etc.) via XML layout updates. The Pinterest pixel allows you to place a single pixel on your entire website to report conversions, build audiences and get rich insights into how people use your website.

Conversion measurement lets you track actions people take after viewing your Pinterest Ads across multiple devices, including mobile phones, tablets, and desktop computers. By creating a Pinterest pixel and adding it to the pages of your website where conversions happen, like the checkout page, you will see who converts as a result of your Pinterest Ads. The pixel will continue to monitor the actions people take after clicking on your ad. You can see which device they saw the ad on and which device they ultimately converted on.

To use this extension, a free [Pinterest Ads Manager](#) account is required.

Features

- An easy way to enable or disable Pinterest Pixel.
- Enhanced Match (if the customer is logged in).
- Works out of the box just type your Pinterest Pixel ID in our extension config.
- Options to add custom parameters to your product related events with parameters to attributes mapping. Example: pcat=pcat|pbrand=brand. The format is simple param1=attribute1|param2=attribute2 Pinterest Pixel custom parameter and Magento product attribute are connected by = sign and pairs are separated by | sign.
- Adds Pinterest Pixel to CMS pages (including home page).
- Adds Pinterest Pixel to category pages.
- Adds Pinterest Pixel to product pages (includes price, currency, and SKU).
- Adds Pinterest Pixel to catalog search pages.
- Adds Pinterest Pixel to catalog advanced search pages.
- Adds Pinterest Pixel to customer registration page.
- Adds Pinterest Pixel to checkout page (default Magento one but also can be made compatible with

others - this will require small changes in code).

- Adds Pinterest Pixel to checkout success page (includes order total, currency, and SKUs).
- Pinterest Pixel block can be added to any other Magento page or any other extension page (blogs, form pages, etc.) via XML layout updates.
- The code generated by our extension passes W3C validation.