



Pinterest Pixel

User Guide

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.

Installation Instructions

- Log in to Magento Admin
- (Optional) Disable Magento Compiler if you are using it (System > Tools > Compilation)
- Go to System > Magento Connect > Magento Connect Manager
- If you purchased extension on our site use "Direct package file upload" section and "Upload package file". Browse to the .tgz file. Click "Upload" button.
- If you purchased extension on Magento Marketplace use "Paste extension key to install" and paste Access Key you get from Magento Marketplace. Click "Install" button. Click "Proceed" button.
- Go back to Magento Admin
- Flush Magento Cache (System > Cache Management), then **log out from Magento Admin and log back in**
- (Optional) Enable Magento Compiler by clicking "Run Compilation Process" button (System > Tools > Compilation)

If you do not know how to install an extension or you wish a professional to do it for you, we offer additional installation service for a small fee.

Configuration

Our extension works out of the box. The only thing you need to do is type your Pinterest Pixel ID in our extension configuration. To do this log to your Magento Admin and go to:

System > Configuration > Apptrian Extensions > Pinterest Pixel

All options are self-explanatory.

After changing options make sure you refresh your Magento cache.

FAQ

Q: Is it possible to add the Pinterest pixel to other Magento pages or extension pages?

A: Yes it is.

Copy

```
./app/design/frontend/base/default/layout/apptrian_pinterestpixel.xml
```

to

```
./app/design/frontend/your_design_package/your_theme/layout/apptrian_pinterestpixel.xml
```

then edit this file and add the handle of the page you want to add Pinterest Pixel

```
<blog_post_view>
  <reference name="before_body_end">
    <block type="apptrian_pinterestpixel/code" name="apptrian.pinterestpixel.blog.post" after="-">
      <action method="setTemplate" ifconfig="apptrian_pinterestpixel/general/enabled">
        <template>apptrian/pinterestpixel/code.phtml</template>
      </action>
    </block>
  </reference>
</blog_post_view>
```

By default Pinterest Pixel standard event "page" will be added. If you want to change this you can just copy:

```
./app/design/frontend/base/default/template/apptrian/pinterestpixel/code.phtml
```

to

.app/design/frontend/your_design_package/your_theme/template/apptrian/pinterestpixel/code.phtml

then edit this file and add another elseif

```
<?php elseif ($action == 'blog_post_view'): ?>  
pintrk('track', 'YourDesiredEvent');
```

Above is just pseudocode, "blog_post_view" is handle that depends on a particular extension. If you are not a web developer or you wish a professional to do it for you we offer customization service. Do not forget to Refresh your Magento Cache.