



# 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 any other without any coding, only by typing page handle (full action name) into our extension config.), 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 our extension config by typing page handle (full action name). 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.**

**NOTE: Pinterest Advertising service is not free; additional charges apply to users running Pinterest Ad Campaigns.**

## Features

### General

- 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 (or comma-separated IDs for multipixel setups) in our extension config.
- Option to type page handles (full action names) where you want Pinterest Pixel. Using this option Pinterest Pixel can be added to any other Magento page or any other extension page (blogs, form pages, etc.).
- The code generated by our extension passes W3C validation.

## Category (Category Page)

- Option to type page handles (full action names) where you want category-related code.
- Option to type event name you want to use for category tracking.
- Options to add custom parameters to your category related event with parameters to attributes mapping. Example: `product_category=name|google_product_category=google_product_category`. The format is simple `param1=attribute1|param2=attribute2` Pinterest Pixel custom parameter and Magento category attribute are connected by `=` sign and pairs are separated by `|` sign.

## Product (Product Page - AddToCart, AddToWishlist, PageVisit Events)

- Option to type page handles (full action names) where you want product-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (ids), Children SKUs as (ids) and Product SKU as (item\_group\_id)
- Option to detect selected SKUs for bundle products. **WARNING! \***
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item\_group\_id)
- Option to detect selected SKU for configurable products. **WARNING! \***
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to select SKU you want to use for grouped products. Options: Product SKU as (id), Children SKUs as (ids), Children SKUs as (ids) and Product SKU as (item\_group\_id)
- Option to detect selected SKUs for grouped products. **WARNING! \***
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Options to add custom parameters to your product-related events with parameters to attributes mapping. Example:  
`product_category=product_category|google_product_category=google_product_category|color=color`.  
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.

\* **WARNING!** Detection of selected SKUs feature is heavily dependent on the theme you are using and its customization. It is impossible to predict all possible themes and customizations. Because of this detection will not work on every theme. This is why extension default configuration comes with this feature turned off. You can turn it on, try it out if it is working for you and if it does leave it on, otherwise turn it off. If you are a developer you will be pleased to know that everything is conveniently located in **code.phtml** file. To make it work, in some cases only the adjustment of few jQuery selectors is needed in others complete rewrite of detection code is needed. Because of this, **we do not give any warranty for the detection feature, nor it is covered by our support service.**

## Quote (Checkout Page - InitiateCheckout Event)

- Option to type page handles (full action names) where you want quote-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (ids), Children SKUs as (ids) and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)

- Option to select SKU you want to use for grouped products. Options: Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to type parameter name if you want to use Magento quote ID.
- Options to add custom parameters to your quote-related event with parameters to attributes mapping.  
Example:  
product\_category=product\_category|google\_product\_category=google\_product\_category|color=color.  
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.

## Order (Checkout Success Page - Checkout Event)

- Option to type page handles (full action names) where you want order-related code.
- Option to select SKU you want to use for bundle products. Options: Product SKU as (id), Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for configurable products. Options: Product SKU as (id), Child SKU as (id), Child SKU as (id) and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for downloadable products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to select SKU you want to use for grouped products. Options: Children SKUs as (id)s, Children SKUs as (id)s and Product SKU as (item\_group\_id)
- Option to select SKU you want to use for simple products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to select SKU you want to use for virtual products. Options: Product SKU as (id), Product SKU as (id) and Parent SKU as (item\_group\_id)
- Option to type parameter name if you want to use Magento order ID.
- Option to type parameter name if you want to use Magento order increment ID.
- Option to type parameter name if you want to use Magento quote ID.
- Options to add custom parameters to your order-related event with parameters to attributes mapping.  
Example:  
product\_category=product\_category|google\_product\_category=google\_product\_category|color=color.  
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.

## Search (Search Result Page - Search Event)

- Option to type page handles (full action names) where you want search-related code.
- Option to type event name you want to use for search tracking.
- Option to type parameter name you want to use for search tracking.
- Option to type request parameters you want to include for search tracking.

## Installation Instructions

If you purchased extension on our site then unpack .zip file inside your Magento root.

If you purchased extension on Magento Marketplace then unpack .zip file inside **app/code/Apptrian/PinterestPixel/** directory.

- Run following commands on Magento root directory:

```
php bin/magento maintenance:enable
php bin/magento module:enable --clear-static-content Apptrian_PinterestPixel
php bin/magento setup:upgrade
php bin/magento cache:flush
php bin/magento setup:static-content:deploy
php bin/magento maintenance:disable
php bin/magento cache:flush
```

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:

**Stores > Configuration > Apptrian Extensions > Pinterest Pixel**

All options are self-explanatory and have comments and tooltips. Make sure you read them.

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. In our extension config just use the option "Add Pinterest Pixel To" and type your page handle (full action name). For example, if you want to add Pinterest Pixel to a blog page and that blog page handle is "blog\_post\_view", you would type this into "Add Pinterest Pixel To" at the end. Page handle depends on a particular extension this is just an example. Do not forget to Refresh your Magento Cache.

Q: When I check my product pages with the "Pinterest Tag Helper" extension for Chrome I get "Page visit event was sent successfully with warnings. Warning - Product Category is missing"?

A: You need to add the "product\_category" attribute to your products. First, add a new Magento product attribute "product\_category" from Magento Admin (Stores > Attributes > Product). Then add this attribute to all of your attribute sets (Stores > Attributes > Attribute Set). Then go to (Catalog > Products) and type value for the "product\_category" attribute for every product you have. After you are done refresh your Magento cache (System > Cache Management).