



DIGITAL

A Harte Hanks Company

Pinterest Optimization

20% Decrease in CPA in Visual-Heavy Market

CLIENT

An online fashion/apparel company focused on user registrations.

CHALLENGE

Optimize Pinterest campaigns to take advantage of the platform's substantial appeal to, and engagement with, our client's primary audience.

EXECUTION

We launched a restructure of the existing Pinterest campaigns on January 14, 2016. In this restructure, we:

- Tested a variety of campaign types segmented by theme, color, and season
- Following testing, paused poor performing campaigns to focus on top registration drivers
- Launched device-specified targeting
- Swapped in new creative roughly once per month
- Performed keyword cleansing to remove poor performers
- Introduced new closed landing pages
- Optimized bidding to reflect performance

RESULTS

From January 2016 to March 2016, we lowered the CPA on the primary target audience by 20%.



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