Pinterest

Setup Guide

Easy | 20 minutes

Tandem Beam

Quick Facts

Click ID:	Auto-captured from Pinterest referrals
Authentication:	Access Token + Ad Account ID
Test Mode:	Test mode available
Events Supported:	checkout, add_to_cart, page_visit, signup, lead, view_category, search, watch_video

Prerequisites

- Pinterest Business account
- Pinterest Tag installed
- Admin access to Pinterest Ads

Setup Steps

1 Access Pinterest Ads Manager

Log in to Pinterest Business (business.pinterest.com) > Go to Ads > Conversions

2 Find Your Ad Account ID

Your Ad Account ID is visible in Ads Manager settings or URL. Format: numeric string.

3 Generate API Access Token

Go to Pinterest Developer Portal > Create an app > Generate access token with ads:read and ads:write scopes

4 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select Pinterest
4. Enter your Ad Account ID
5. Paste your Access Token
6. Click Save Configuration

Configuration Fields Reference

Field Name	Format	Required

Ad Account ID	Numeric string	**Required**
Access Token	Pinterest API access token	**Required**

Security Note: Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.
