



Pinterest Ads Drive Increased Scale for Delicious CPG Brand

The company achieved a cost-per-engagement of \$0.19 while receiving over a million impressions daily on Pinterest.



CAMPAIGN GOALS

Increase brand awareness and engagement, specifically in the Mom demographic during the back-to-school season.



Strategy

Target Pinterest users who showed an interest in breakfast and lunch recipes, with ads aimed at increasing awareness and engagement for the brand.

The campaign ran for four weeks at the peak of the back-to-school season.

Using a combination of strategic planning, keyword-level targeting, stunning creative, and daily optimization, the brand was able to realize incredible results.

Ads were targeted by:

- Snack/Meal Keywords
- Breakfast/Brunch Keywords
- Baking/Dessert Keywords
- Branded Keywords



Results

With continuous bid and budget adjustments, the brand saw:

- CPEs hit the \$0.19 benchmark—especially impressive considering the high levels of back-to-school competition.
- The client expanded their presence, incorporating Facebook and Instagram into the mix to capitalize on the success.

AdParlor's expertise with Pinterest targeting and continuous optimization enabled the brand to scale its campaigns while exceeding its efficiency goals.



Looking Ahead

Before running this campaign, the brand had limited experience with social media advertising. While previous campaigns had proved efficient, the brand realized that there was room for improvement and growth.

Through tailored keyword targeting and frequently adjusted bids and budgets, the campaign produced impressive, highly-efficient results that exceeded the brand's expectations.

The success of this brand demonstrates that with the right message and customized bids and budgets, Pinterest advertising can create impactful business results.