Pinterest Viewability & Invalid Traffic

Validate the Quality of Your Promoted Pins

Pinterest and IAS have partnered to provide transparency into how your Pinterest ad campaigns are performing by measuring Viewability and reporting Invalid Traffic for mobile in-app inventory. With 90% of the 416+ million monthly Pinners using the platform to influence a purchase decision and 82% using Pinterest on mobile, our solution ensures confidence your campaign has reached and inspired Pinners.

HOW IT WORKS

1. Activate your Pinterest campaign and include IAS for Verification

2. IAS measures your Pinterest inventory for Viewability and Invalid Traffic

3. Access daily reporting and validate the quality of your Pinterest campaign to ensure maximum reach and effectiveness

WHAT YOU GET

Viewability and Invalid Traffic monitoring & reporting across Standard, Shopping, Carousel and Video ads

Display and Video Verification to ensure your campaign reached Pinners

Independent, third party reporting

Global measurement for a holistic view of your Pinterest campaign

To get started, contact us at **PinterestSupport@integralads.com**