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Documentation



[Pinterest](#) / Documentation

Pinterest for WooCommerce

Overview

Pinterest for WooCommerce connects your WooCommerce store to Pinterest to help people discover your store. You can promote your products on Pinterest and measure the results of the actions customers take on your website.

With this official extension, you can:

- **Sync your WooCommerce catalog to Pinterest** to let customers browse products from your Pinterest shop.
- **Add the Save to Pinterest button** to let customers create full-featured Pins from your products.
- **Install the Pinterest tag** and the [Conversions API](#) to track events and conversions.

Installation

To start using a product from WooCommerce.com, you can use the “Add to store”

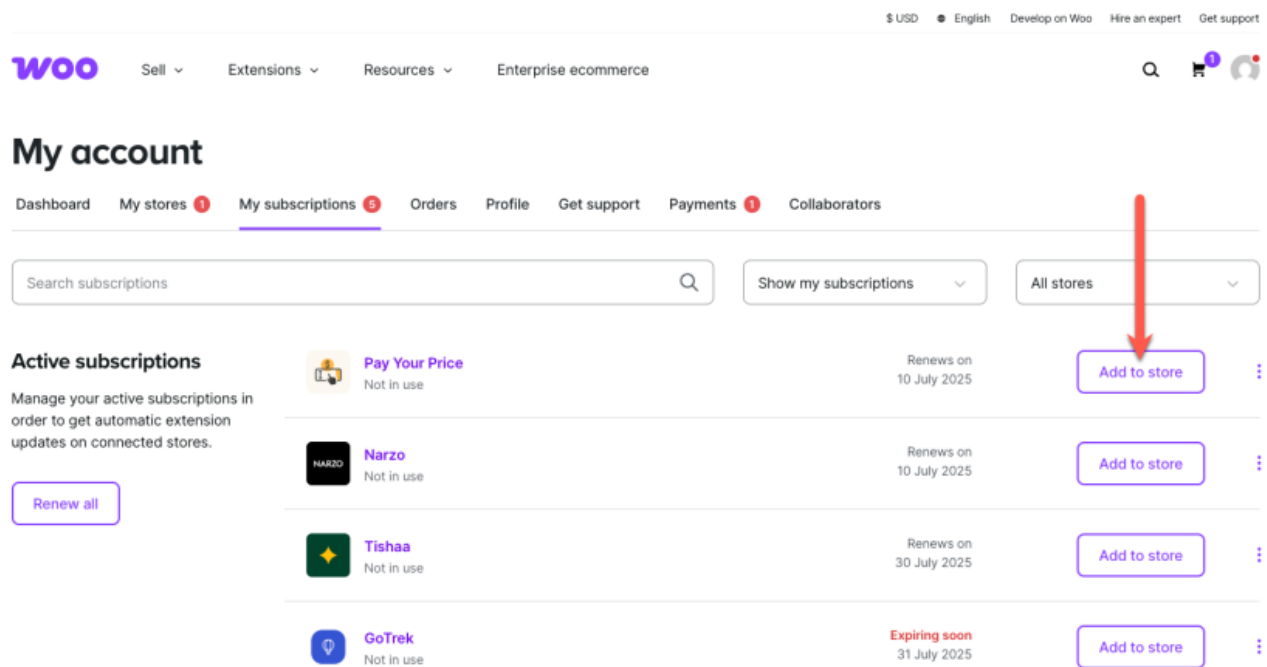
Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

Customize

Accept all

Alternative options and more information at:
[Managing WooCommerce.com subscriptions.](#)



Adding a WooCommerce.com subscription to your store

Getting started

From your store's WP Admin dashboard, navigate to **Marketing > Pinterest**, click **Get started**, and follow the steps below.

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Get your products in front of more than 400M people on Pinterest

Pinterest is a visual discovery engine people use to find inspiration for their lives! More than 400 million people have saved more than 300 billion Pins, making it easier to turn inspiration into their next purchase.

[Get started](#)

By clicking 'Get started', you agree to our [Terms of Service](#).



Try Pinterest for WooCommerce and get \$125 in ad credits!

To help you get started with Pinterest Ads, new Pinterest customers can get \$125 in ad credits when they have successfully set up Pinterest for WooCommerce and spend \$15 on Pinterest Ads. [Pinterest Terms and conditions](#) apply.



Sync your catalog

Connect your store to seamlessly sync your product catalog with Pinterest and create rich pins for each item. Your pins are kept up to date with daily automatic updates.



Increase organic reach

Pinterest users can easily discover, save and buy products from your website without any advertising spend from you. Track your performance with the Pinterest tag.



Create a storefront on Pinterest

Syncing your catalog creates a Shop tab on your Pinterest profile which allows Pinterest users to easily discover your products.

Frequently asked questions

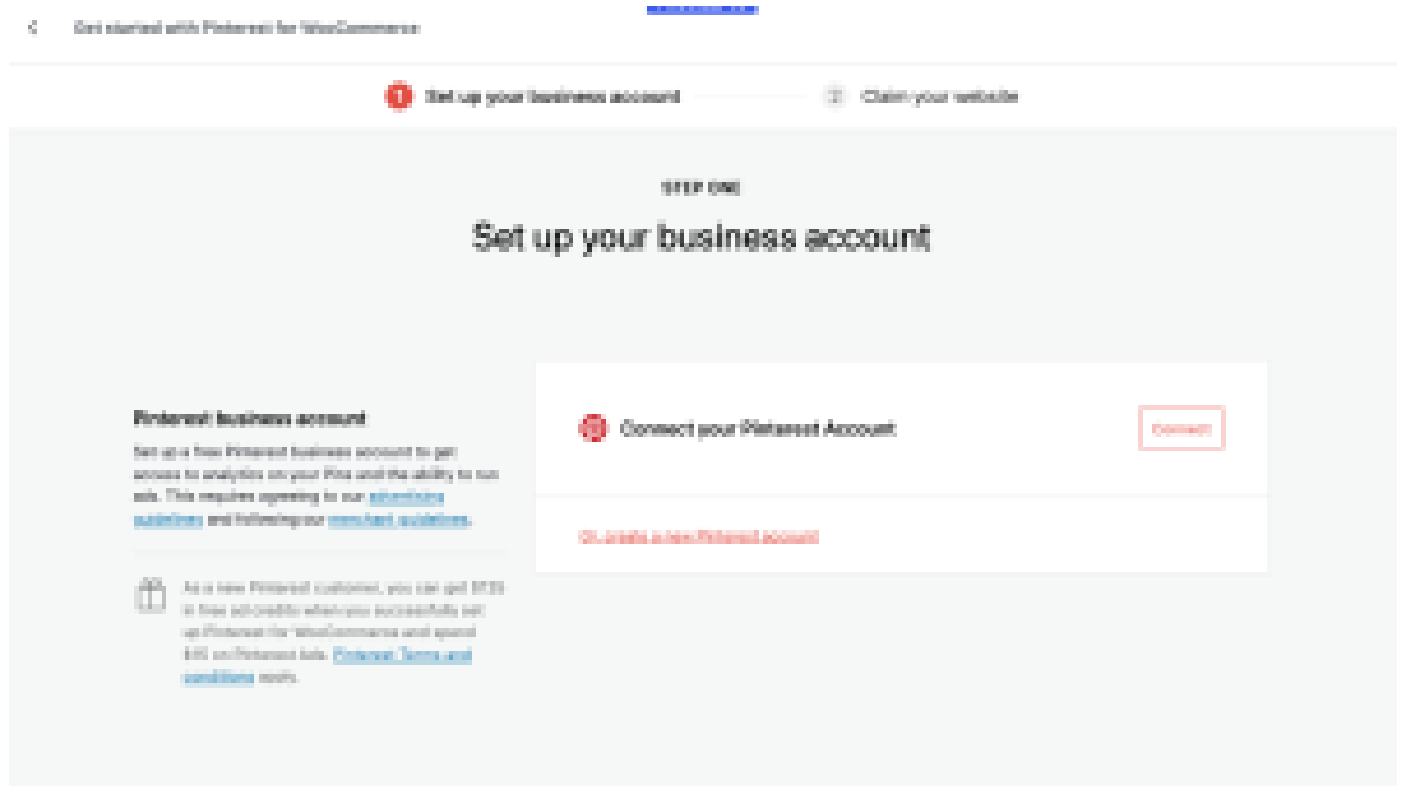
Why am I getting an "Account not connected" error message?



Use of your personal data

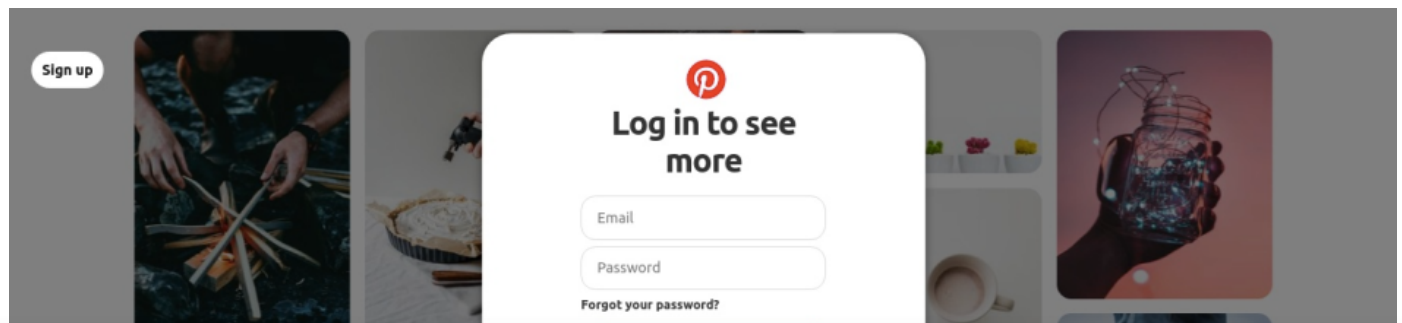
We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

If you don't have a Pinterest business account, click **Create a new Pinterest account**. You'll be taken to Pinterest in a new tab to [create a business account](#) that you can use to continue.



Once you have a Pinterest business account you intend to use, click **Connect**. You'll be taken to Pinterest, and asked to log in if you haven't already.

If you try to log in with a personal Pinterest account linked with a business account, you will automatically connect to the linked business account. Otherwise, you will be given the option to create a new business account or convert your personal account to a business one.



Use of your personal data

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Next, you'll be asked to grant the extension permission to access your Pinterest business account. Follow the prompts to **Give access**.



Grow your business with Pinterest

-  **Automatically turn products into Pins**
Turn every product into a Pin or image that you can promote at any time
-  **Reach more shoppers**
Help shoppers discover your products on their path to purchase
-  **Track and optimise conversions**
Promote the products that shoppers want most

By clicking "Get started", you agree to Pinterest's [Business Terms of Service](#) and acknowledge our [Privacy Policy](#). By advertising on Pinterest, you agree to [Pinterest Advertising Services Agreement](#) and [Ad Data Terms](#).

Get started

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Connect your business account

Choose the Pinterest business account you'd like to connect



Test Store

Business ID:

Back

Next

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Connect your catalogue

By connecting your catalogue, your products will be published on Pinterest. A catalogue must be connected for products to be eligible for organic and paid performance.



Connect catalogue to Pinterest

Catalogue data is automatically refreshed every 24 hours



Catalogue is already connected

[Back](#)[Next](#)

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Select your ad account

Select an existing ad account or create a new one for your business to be able to run ads on Pinterest

Ad accounts

Create new +

Create a new ad account

Ad account name

0/255

Country

Argentina



By creating this account, you represent that you are authorised to do so and that you agree to the [Pinterest Advertising Services Agreement](#)

Cancel

Create

Back

Next

Set up your conversion tracking tags.

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Set up conversion tracking

Select your Pinterest Tag to install the Conversions API. This will allow you to understand what actions users take on your website after seeing your products on Pinterest.

[Learn more](#)



Conversions API and Pinterest Tag (Pinterest Tag)

Tag ID: 2614119899162



Not now

By clicking 'Next', you agree to Pinterest's [Advertising Guidelines](#)

Back

Next

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Connect Pinterest to Pinterest for WooCommerce

Connecting your Pinterest account will allow Pinterest for WooCommerce to:

- See all of your advertising data, including ads, ad groups, campaigns etc
- Create, update or delete ads, ad groups, campaigns, etc.
- See all of your billing data, billing profiles, etc.
- Create, update or delete billing data, billing profiles, etc.
- See all of your catalogues data
- Create, update or delete your catalogues data
- See your public Pins
- Create, update, or delete your public Pins
- See your user accounts and followers

We recommend reviewing the privacy policy for Pinterest for WooCommerce. Connect is covered by Pinterest's [Terms of Service](#), [Business Terms of Service](#) and [Privacy Policy](#).

[Back](#)[Connect](#)

Claim your website

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.



Allow this site access?

You're about to grant this site access to your Pinterest data (such as your accounts, product feeds, boards and Pins):

https://s:

☐

Yes, allow this site to access my Pinterest data

Allow

Wait a few seconds while your website domain is linked to your Pinterest business account

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

STEP TWO

Claim your website

Claim your website

Claim your website to get access to analytics for the Pins you publish from your site, the analytics on Pins that other people create from your site and let people know where they can find more of your content.

[Read more](#)



As a new Pinterest customer, you can get \$100 in free ad credits when you successfully set up Pinterest for shopify.commerce and spend \$100 on Pinterest ads. [Pinterest Terms and conditions apply](#)

Verify your domain to claim your website

This website is used to analytics for the Pins you publish from your site, the analytics on Pins that other people create from your site, and let people know where they can find more of your content.

GO [https://](#)

Verified

[Complete Setup](#)

Connection information

At any time after completing the initial setup, you can head up to *Marketing > Pinterest*, and then to the **Connection** tab, to find a summary and even change some options.

After changing any settings, scroll to the bottom and click **Save changes**.

Linked account

In this section, you can identify the Pinterest business account connected to the store, disconnect it, and set up a different one. Disconnecting an account will delete all feeds on that Pinterest account.

Linked account

Set up a new Pinterest business account to get access to analytics on your Pins and the analytics on Pins that other people create from your site. This requires agreeing to our [privacy policy](#).



[@shopifycommerce/pinterestofficial](#) - (business account)

[Disconnect](#)

Use of your personal data

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Billing status

A valid billing setup is necessary if you wish to advertise your products on Pinterest. You can set up and manage your billing through your account settings on Pinterest.

No valid billing setup found

[Details Billing](#)

Verified domain

In this section, you can identify the domains that are linked to the connected Pinterest business account.

Verify your domain to claim your website

This will allow access to analytics for the Pins you publish from your site, the analytics on Pins that other people create from your site, and let people know where they can find more of your content.



exampledomain.com

Track conversions with the Pinterest tag

In this section, you can identify and change the **Advertiser** and **Tracking Tag** that you are using.

Advertiser

Auto-created by Pinterest for WooCommerce (549763142448)



Select the advertiser for which you would like to install a tracking snippet.

Tracking Tag

Auto-created by Pinterest for WooCommerce (2612603997407)



Use of your personal data

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After completing the initial setup, you'll be taken to the main settings page in your WP Admin dashboard. You can get there at any time by going to *Marketing > Pinterest*, and then to the **Settings** tab.

Settings last updated: 28 Jul 2015, 11:00:12 am • [Scroll](#)

Set up Product Sync

Product Sync

☒ Enable Product Sync

Publish Pins and Rich Pins

Rich Pins are a type of organic pin that automatically sync information from your website to your Pins. You can identify Rich Pins by the extra information above and below the image on desktop and the text title in your feed. If something changes on the original website, the Rich Pin updates to reflect that change.

Advanced Settings

Tracking

☒ Track conversions

☒ Conversion API

☒ Enhanced Match support

☒ Automatic Enhanced Match support

Manage information shared in [Pinterest Ads Manager \(opens in new tab\)](#)

Rich Pins

☒ Add Rich Pins for Products

☒ Add Rich Pins for Posts

Save to Pinterest

☒ Save to Pinterest

Debug Logging

☒ Enable Debug Logging

Plugin Data

☐ Enable Plugin Data

Use of your personal data

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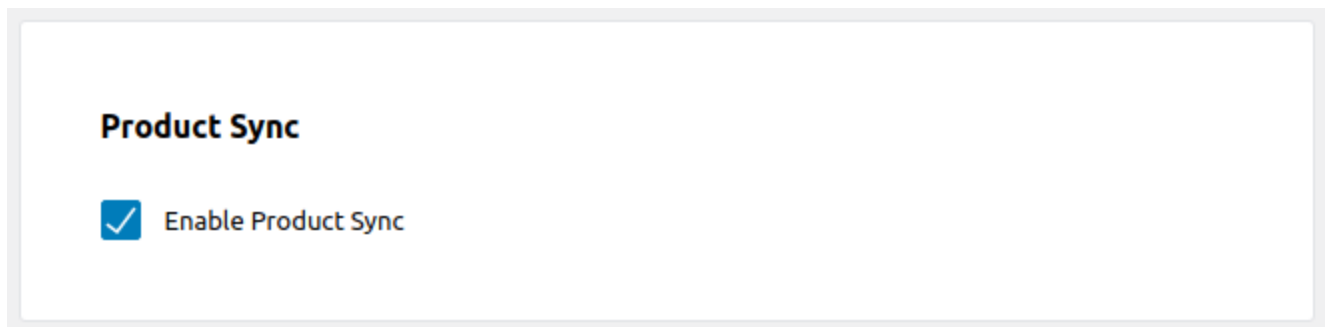
4. Tracking > Enhanced Match support – **Enabled by default** (*Automatically disabled if “Track conversions” is disabled*)
5. Rich Pins > Add Rich Pins for Products – **Enabled by default**
6. Rich Pins > Add Rich Pins for Posts – **Enabled by default**
7. Save to Pinterest > Save to Pinterest – **Enabled by default**
8. Debug Logging > Enable Debug Logging
9. Plugin Data > Erase Plugin Data

Sync your WooCommerce catalog to Pinterest

When **Product Sync** is enabled, this extension will automatically synchronize the products in your WooCommerce and Pinterest catalogs.

To enable this feature:

1. Head to **Marketing > Pinterest**, then to the **Settings** tab.
2. Find the **Set up Product Sync** group, then the **Product Sync** subgroup.
3. Check the **Enable Product Sync** setting (enabled by default).
4. Scroll down to the bottom and click **Save changes**.



Add the Save to Pinterest button

The Pinterest for WooCommerce extension can make it simple for your customers to save your product pins to their own Pinterest boards from your product, post, and archive pages.

To enable this feature:

1. Head to **Marketing > Pinterest**, then to the **Settings** tab.

Use of your personal data

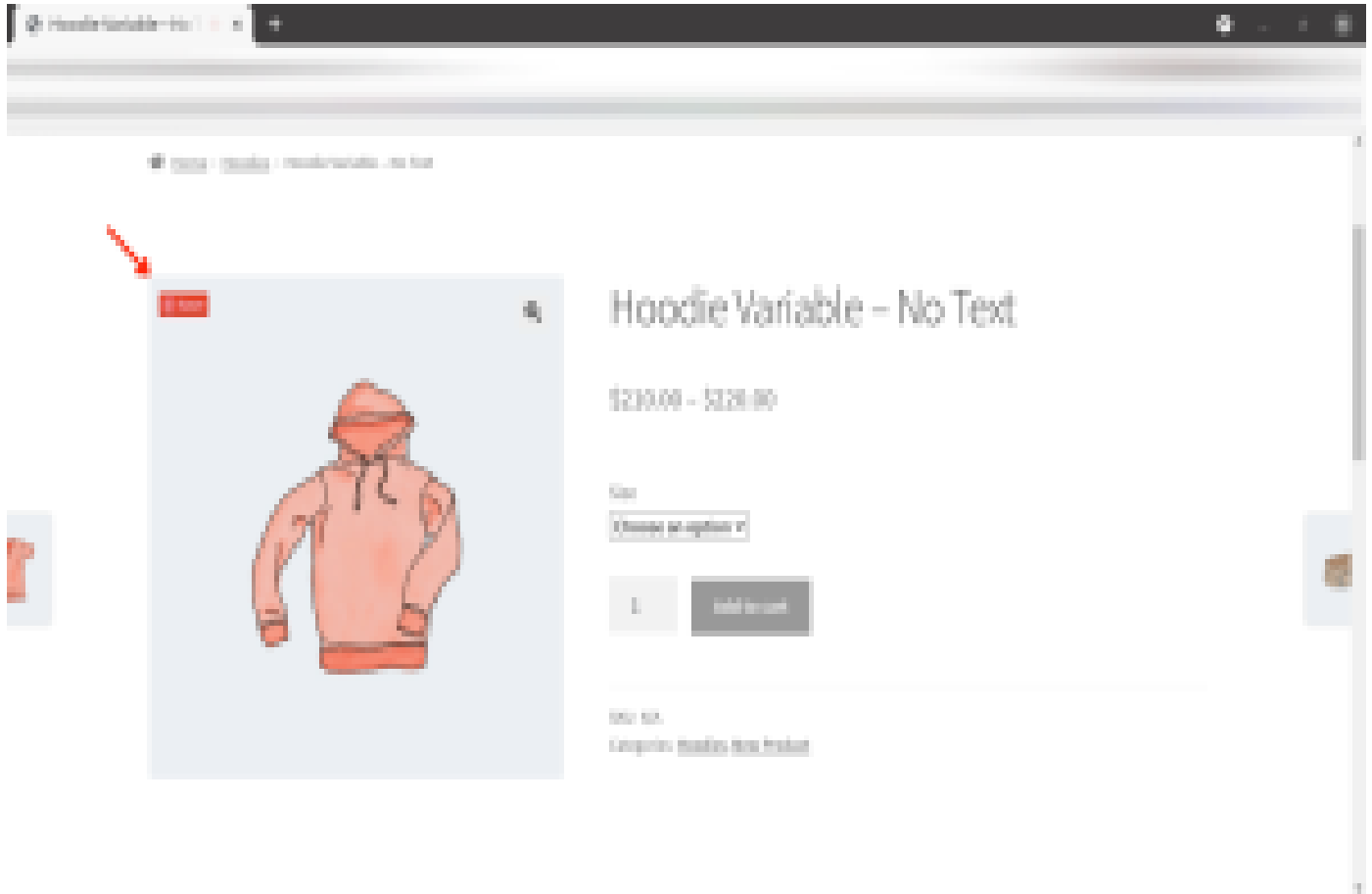
We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

Save to Pinterest



Save to Pinterest

With this setting enabled, the **Save to Pinterest** button is added to your WooCommerce products. Customers who click on it are offered to pin the product or post to a Pinterest board of their choice.



Rich Pins

Products and posts can be enriched with metadata, in order to offer more relevant actions

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1. Head to **Marketing > Pinterest**, then to the **Settings** tab.
2. Find the **Publish Pins and Rich Pins** group, then the **Rich Pins** subgroup.
3. Check all the specific **Add Rich Pins** settings that you need (enabled by default).

Scroll down to the bottom and click **Save changes**.

Rich Pins

☒ Add Rich Pins for Products

☒ Add Rich Pins for Posts

It is possible to expose [OpenGraph metadata](#) for products and posts to enable Rich Pins. Metadata passes validation in [Pinterest rich pins validator](#).

Example of metadata for a product:

```
<meta property="og:url" content="https://<<URLsite>>/product/beanie/">
<meta property="og:site_name" content="Mass Grasshopper">
<meta property="og:title" content="Beanie">
<meta property="og:type" content="og:product">
<meta property="og:image" content="https://<<URLsite>>/wp-content/uploads/2021/11/beanie.jpg">
<meta property="product:price:currency" content="USD">
<meta property="product:price:amount" content="18">
<meta property="og:price:standard_amount" content="20">
<meta property="og:description" content="Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.">
<meta property="og:availability" content="instock">
```

Example of metadata for a post:

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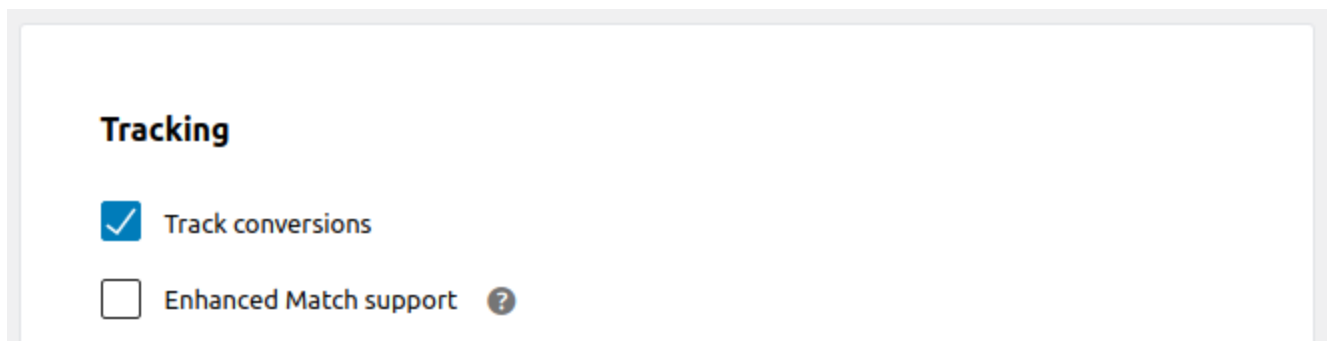
```
first post. Edit or delete it, then start writing!">
<meta property="article:published_time" content="2021-11-08T11:12:15+00:00">
<meta property="article:author" content="demo">
```

Install the Pinterest tag

This extension allows you to track events and conversions to help you understand how customers are interacting with your website.

To enable this feature:

1. Head to **Marketing > Pinterest**, then to the **Settings** tab.
2. Find the **Publish Pins and Rich Pins** group, then the **Tracking** subgroup.
3. Check the **Track conversions** setting (enabled by default).
4. Scroll down to the bottom and click **Save changes**.



The Pinterest tag code is added to relevant pages of your website. Then, you can set up and follow conversions from your Pinterest business account, on the specific advertiser that is configured in *Ads > Conversions*.

Examples:

- **Page Visit:** Should send the event every time the user visits a page

```
<script>pintrk( 'track', 'pagevisit', );</script>
```

Use of your personal data

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- **Search:** This should send the event every time a user searches for something on the page.

```
<script>pintrk('track', 'search', {search_query: 'hoodie'},);</script>
```

- **Add to Cart:** The event should be sent every time a user adds a product to the cart from Shop/Category/Product page.

```
<script>pintrk('track', 'AddToCart', {product_id: 10,order_quantity: 1,});</script>
```

- **Checkout:** This event should be sent every time a user places an order.

```
<script>pintrk( 'track', 'checkout' ,  
{"order_id":45,"value":"220.00","order_quantity":4,"currency":"USD","line_it  
ems":  
[{"product_id":3,"product_name":"Belt","product_price":"55","product_quantit  
y":3,"product_category":["Accessories"]},  
{"product_id":4,"product_name":"Hoodie with  
Logo","product_price":"45","product_quantity":1,"product_category":  
["Hoodies"]}]]});</script>
```

Tip: Need to see if/when these events are firing properly? Use the [Pinterest Tag Helper](#) Chrome extension.

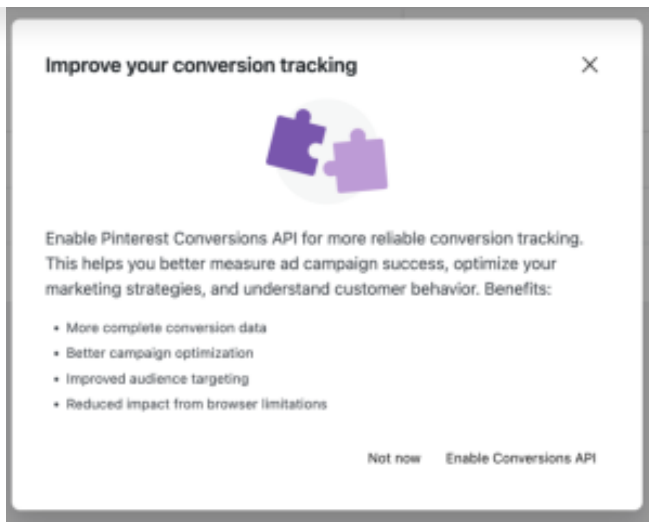
Conversions API

As of version [1.4.19](#), Pinterest for WooCommerce supports [Pinterest's Conversions API](#). The API provides more insight into Pinterest's conversion impact across channels.

This setting enables server-side tracking for reliable conversion data. If this setting isn't

Use of your personal data

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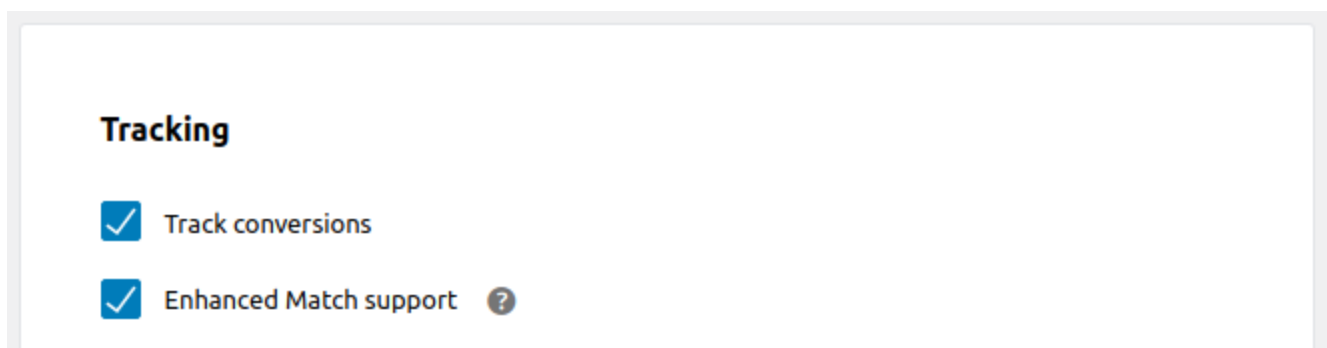
Enhanced match support

You can increase the accuracy of your tracking using Pinterest's [enhanced match](#) feature.

To enable this feature:

1. Head to *Marketing > Pinterest*, and click the **Settings** tab.
2. Find the *Publish Pins and Rich Pins* group, then the *Tracking* subgroup.
3. Select the **Enhanced Match support** checkbox (enabled by default). This field will be disabled if the *Track conversions* checkbox is deselected.

Scroll down to the bottom and click **Save changes**.



Enhanced match is used when:

Use of your personal data

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```
pintrk('load', '2613101893693', { em: '8302f4115fded8c3885dbc5cc115fe90' });
```

If you disable product sync, the feed will be deleted from the site, but **not** from the Pinterest account.

Technical log

You can access a detailed log of what this extension does. This is especially useful when contacting Customer Support for assistance.

To enable this feature:

1. Head to **Marketing > Pinterest**, then to the **Settings** tab.
2. Find the **Advanced Settings** group, then the **Debug Logging** subgroup.
3. Check the **Enable Debug Logging** setting.

Scroll down to the bottom and click **Save changes**.

Debug Logging



Enable Debug Logging

Clean uninstall

You can ensure no related data remains on your website when uninstalling the extension.

To enable this feature:

1. Head to *Marketing > Pinterest*, and click the **Settings** tab.
2. Find the *Advanced Settings* group, then the *Debug Logging* subgroup.
3. Select the **Erase Plugin Data** checkbox.
4. Scroll down to the bottom and click **Save changes**.

Use of your personal data

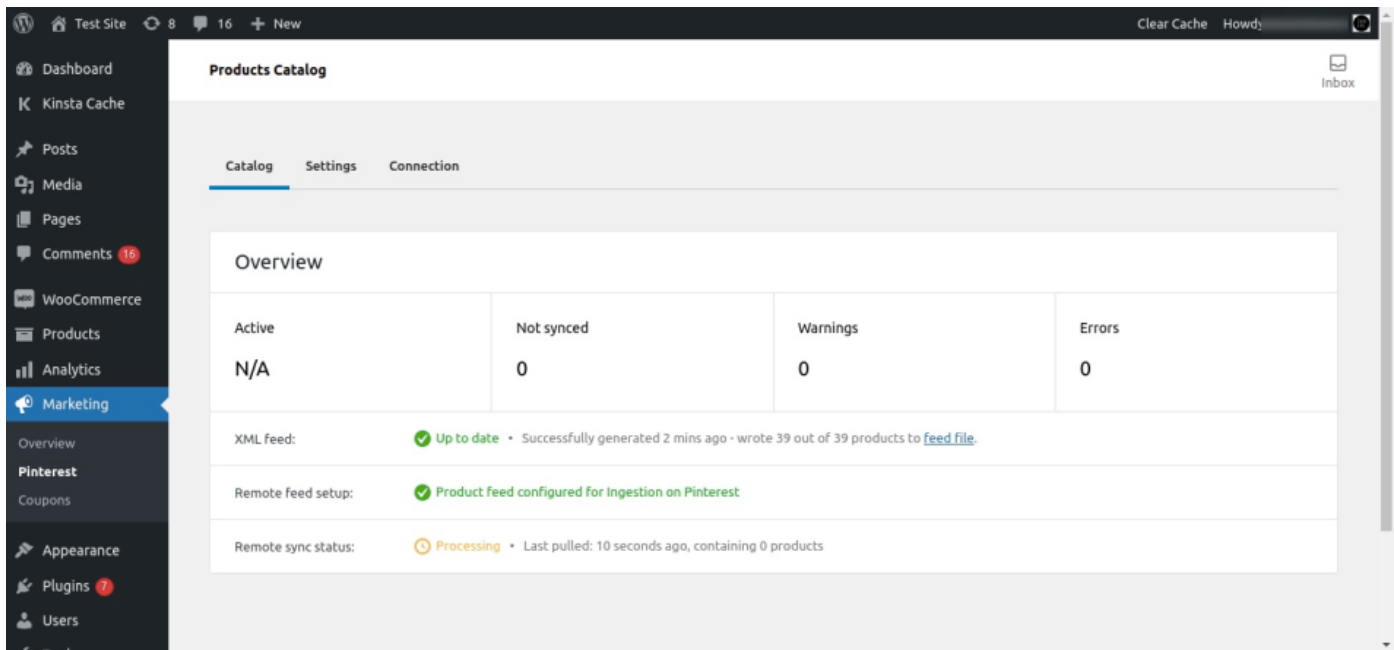
We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

Feed content

A data feed with information from your WooCommerce products is automatically generated and maintained. Pinterest fetches it regularly and updates the catalog in your business account.

You can see the status of the sync (along with any errors or required actions) at any time in your store's WP Admin dashboard by heading to *Marketing > Pinterest*, and clicking the **Catalog** tab.

Please note that the **first synchronization can take up to 24 hours**.



If everything is working well, you will find your WooCommerce products in the catalog of your Pinterest business account.

Since v1.2.9, the extension's product feed file **includes the following product types** by default:

- Simple product.
- Variation products (a corresponding parent Variable product has not been included since

Use of your personal data

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Note that we provide the following information to help you in the right direction; we can't offer customization support.

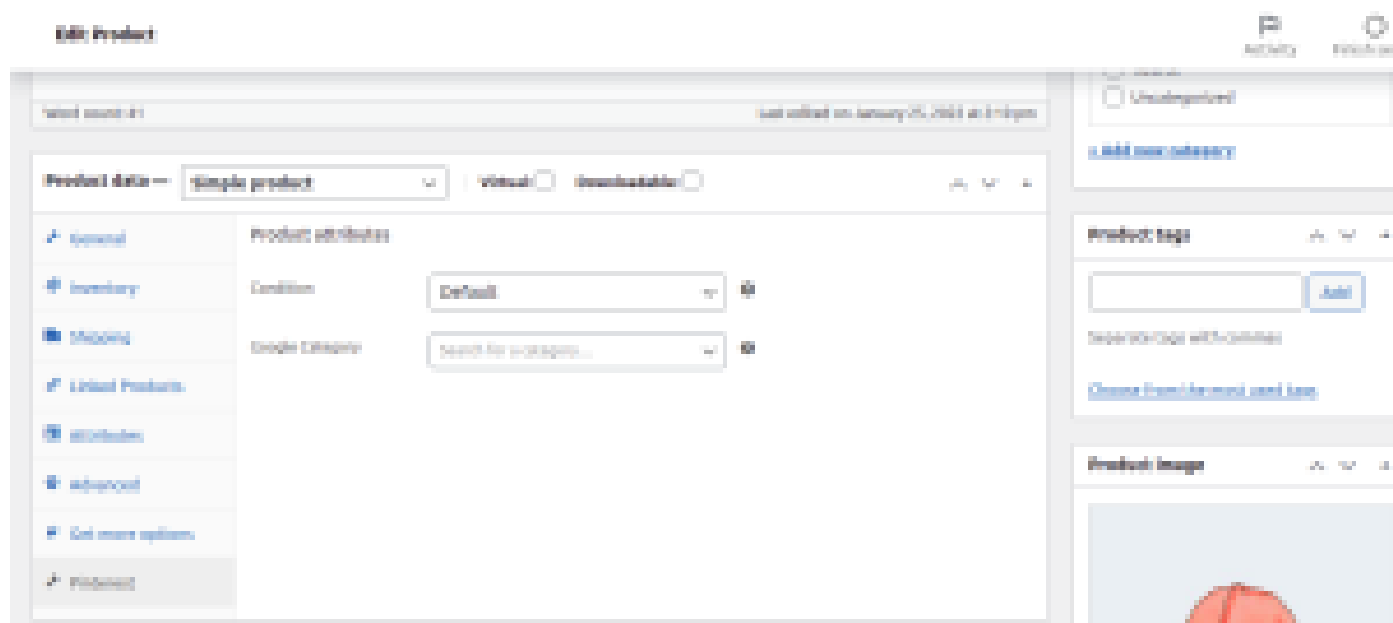
Please note that included/excluded product types can be modified using the following filters:

- `pinterest_for_woocommerce_included_product_types`
- `pinterest_for_woocommerce_excluded_product_types`

Since v1.2.9, the **filter to exclude product types** takes precedence over the include filter.

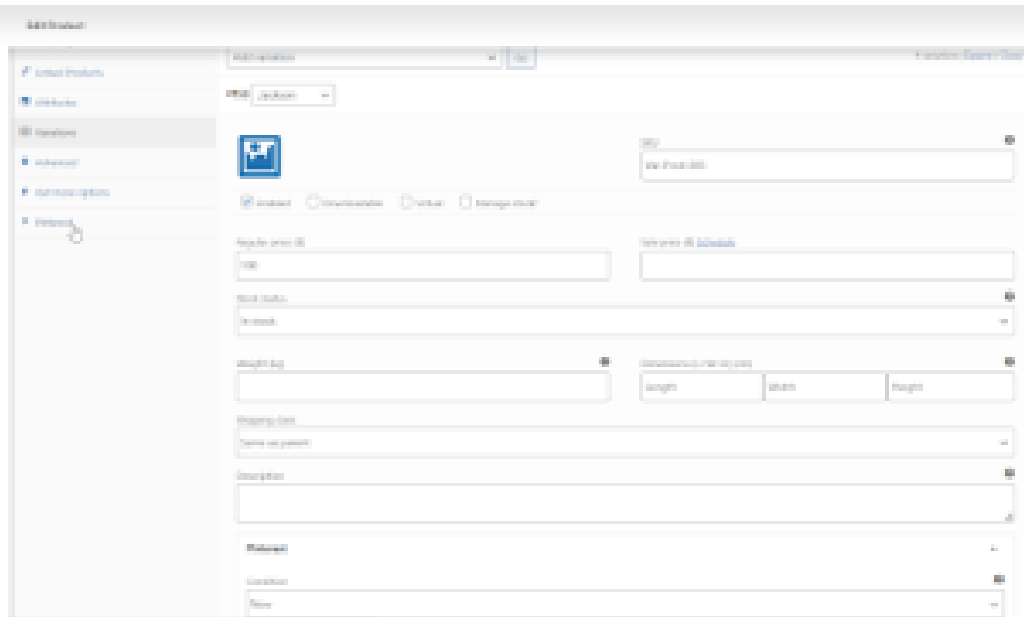
Product page (WooCommerce products)

This extension adds two fields to the products page for simple products: Condition and Google Category. These fields are not required by Pinterest but if they are not filled they will show a warning message on Catalog Tab (Alert message).



Use of your personal data

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Bulk editing Pinterest product attributes

The Pinterest Condition and Google Category attribute available on the Pinterest tab of the product editing screen can be bulk edited via Comma Separated Values (CSV) file. The steps involve exporting products using the built-in [Product CSV Importer and Exporter](#), adding the Condition and the Google Category information in the CSV, and then using it to update existing products on the site.

Here are the steps:

1. Assign the condition and Google product category to one product directly on your site in the Pinterest tab of the product editing screen. (The product column will serve as a guide in the CSV.)
2. Navigate to *WooCommerce > Products*, and click **Export** at the top
3. Select the column, product type, and category of products you wish to export (Leave the default settings to export all products and columns)
4. On the export screen, select the *Yes, export all custom meta* checkbox.

Use of your personal data

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Export products to a CSV file

This tool allows you to generate and download a CSV file containing a list of all products.

Which columns should be exported?

Export all columns

Which product types should be exported?

Export all products

Which product category should be exported?

Export all categories

Export custom meta?

☐ Yes, export all custom meta

Generate CSV

5. Click the **Generate CSV button** and wait for the export to finish
6. Open and edit the CSV using the [recommended editors](#)
7. Locate the column with the label `Meta: _wc_pinterest_condition` and `Meta: _wc_pinterest_google_product_category` and use the product you assigned the condition and Google product category on the site as a guide to assign the attributes to all products.
8. Save the CSV file and [update the existing products](#) using it.

Shipping settings

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

Free Shipping

The following **Free shipping requires...** settings are supported:

- **N/A**
- **A minimum order amount** – The minimum order amount is calculated against the value of a single product.

Flat Rate

The Flat Rate Shipping method is supported with shipping classes and no class costs settings.

Shipping zones

Zones with continents, countries, and regions are supported. Zones with zip postcodes are discarded. If the zone defines a country or a number of countries that are not supported the not supported countries will not be present in the shipping configuration. The remaining supported countries will be added to the configuration.

Supported countries

Please review Pinterest's documentation for a [list of supported countries](#).

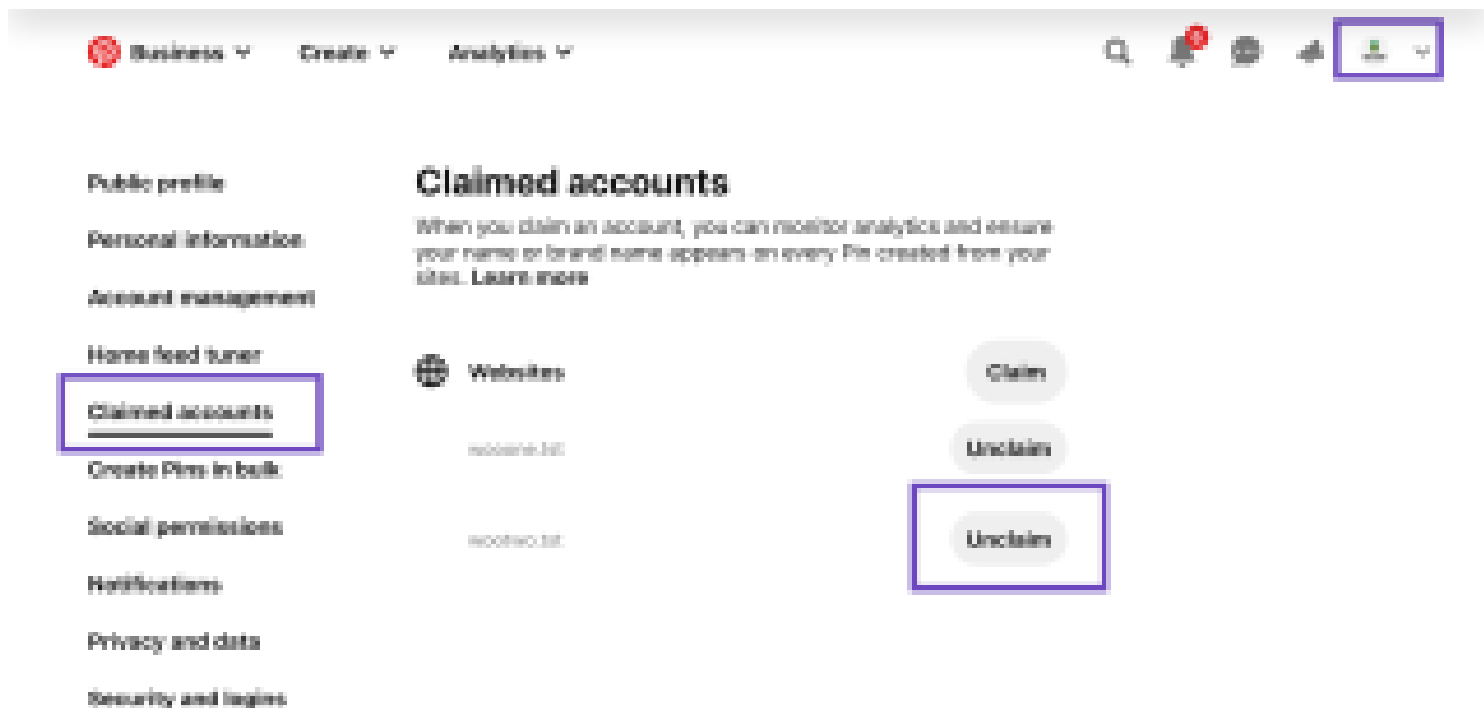
Disconnect or switch Pinterest accounts

Disconnecting your website from or switching between Pinterest accounts currently needs to be done from the Pinterest side. If this feature affects you, we'd like to hear from you; please [contact Support](#) to let us know.

To disconnect or switch Pinterest accounts, follow the instructions below:

Use of your personal data

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FAQ

Which product types are supported?

The following product types are supported:

- simple
- variable

[All Products for WooCommerce Subscriptions](#) products are partially supported:

- One-time purchase products are fully supported
- Products with recurring subscription options are not supported
- Products that are subscription-only are not supported

The following products aren't supported by default and are not synced:

Use of your personal data

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6. Free or 0-price products

7. Subscription products

Note that we provide the following information to help you in the right direction; we can't offer customization support.

Included/excluded product types can be modified using the `pinterest_for_woocommerce_included_product_types` and `pinterest_for_woocommerce_excluded_product_types` filters. The filter to exclude product types takes precedence over the include filter.

Troubleshooting

Unhealthy tag

Pinterest flags the tag health as unhealthy if a checkout event isn't detected on the site in a couple of days:

Use of your personal data

We and our partners process your personal data (such as browsing data, IP Addresses, cookie information, and other unique identifiers) based on your consent and/or our legitimate interest to optimize our website, marketing activities, and your user experience.

Your tag:

Overall health: Unhealthy

Below is a summary of the overall health of your tag over the last seven days.

To validate your changes in real time, we recommend you use the Pinterest Tag Helper Chrome extension. [Learn more](#)

[Learn more about events](#)

Event name	Notes
Page visit	We are detecting this event, but at least one parameter needs action.
Product ID	The list of the Product IDs included in your Page visit events match the product IDs in your catalogue.
Add to basket	We are detecting this event, but at least one parameter needs action.
Product ID	The list of the Product IDs included in your Add-to-basket events match the product IDs in your catalogue.
Checkout	Add a Checkout event that fires when someone successfully buys something on your site.
Product ID	Make sure you are including Product IDs in your Checkout events. A Product ID can be any format you choose as long as it matches the format used for your catalogue.
Value	This should be the total value of the completed order, without commas or currency symbols. Tax or delivery should not be included. For example, if a user completes checkout for a 10 USD item and a 11 USD item, value would be 21. Example values: 1000, 100.00, 10000.00.
Currency	If you choose to include Currency with your Checkout events, make sure you follow the ISO-4217 format. If left blank, this will default to your Pinterest billing currency. Example values: USD, GBP, CAD, EUR.

For the checkout event to be triggered, the order must require a payment – Pinterest doesn't support "0" checkouts, so they don't count for checkout events. This means you need to have customers checking out with paid products to avoid your tag health being flagged as unhealthy.

If your tag is health is being flagged as unhealthy, to confirm that your Pinterest tag is working as expected and to trigger checkout events to clear the unhealthy tag errors, follow these steps:

1. Add the [Pinterest Tag Helper](#) Chrome extension to your browser if you haven't yet.
2. Visit your site in Chrome and view the red Pin icon in your browser and a gray number registering events to ensure the tag is installed.

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Pinterest Tag Helper



Events: 3



3



0



0

Tag ID:2613049180075

Version:3



No Tag issues or warnings found

Events



Initialized event was sent successfully.



Page visit event was sent successfully.



Checkout event was sent successfully.



This will ensure Pinterest gets data from your site to mark your tag as healthy. After testing,

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Reviewing data sync properties

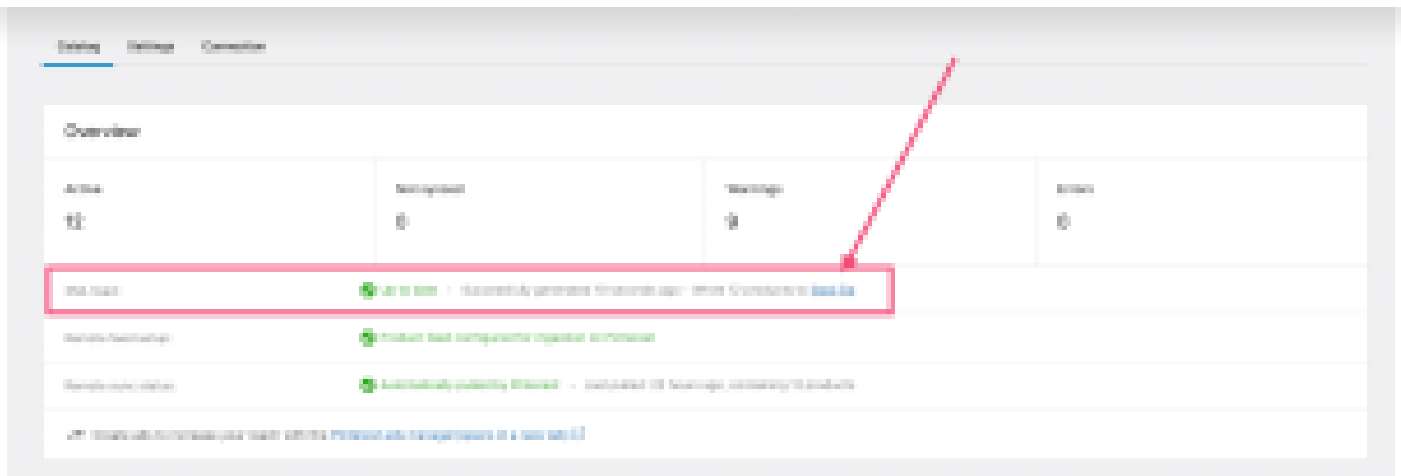
The following WooCommerce data is synced to the Pinterest catalog:

g:id	<i>wc_post_id_{{ID}}</i>
title	WooCommerce product title
description	WooCommerce product description
g:product_type	WooCommerce product category
link	Absolute URL to WooCommerce product page
g:image_link	Absolute URL to WooCommerce product main image
g:availability	WooCommerce inventory status (<i>In stock</i> or <i>Out of stock</i>)
g:price	WooCommerce product regular price
sale_price	WooCommerce product sales price
g:mpn	Defaults to product SKU
g:tax	WooCommerce Product tax
g:shipping	Flat rate shipping information (country and rate)
condition	Allowed values are “new” “refurbished” and “used” (Currently no default condition is set – optional field)
google_product_category	The Google product category (optional field)

An XML feed file with the products is generated at `/wp-content/uploads/pinterest-for-woocommerce-xxxxxx.xml`

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Notes:

1. The Pinterest feed file is updated every 10 minutes in WooCommerce via the hook `pinterest-for-woocommerce-handle-feed-registration`. This, and `pinterest-for-woocommerce-start-feed-generation`, are used for the update and can be triggered manually in `WooCommerce > Status > Scheduled Actions` if you wish to trigger the feed update immediately.
2. While the feed file update happens every 10 minutes in WooCommerce, Pinterest ingests the feed every 24 hours to update the feed/products on Pinterest.
3. The Feed file URL ID changes every time “**Enable Product Sync**” is disabled and re-enabled in Pinterest settings. (Marketing > Pinterest > Settings)
4. The description field will be filled with “Short description” if the description is not present. Variable products need to have the Description of each variable so they have it on the feed.

Scheduled Actions

As of Pinterest for WooCommerce 1.4.23 the following hooks will appear as Scheduled actions:

- `pinterest-for-woocommerce-handle-feed-registration` – runs every 10 minutes, registers feed files with Pinterest

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The following hooks may also be occasionally (but rarely) be observed:

- `pinterest-for-woocommerce-create-commerce-integration-retry` – retries creating commerce integration with Pinterest
- `pinterest-for-woocommerce-token-update-retry` – retries token update during plugin updates

Products are not syncing

First, make sure that **Enable Product Sync** is enabled in the extension's settings page in **Marketing > Pinterest > Settings (tab)** . Product sync is enabled by default.

Typically, the feed file is updated every 10 mins in WooCommerce and pulled by Pinterest every 24 hours to update the catalog on Pinterest. If you find your feed isn't pulled every 24 hours, please restart the catalog following these steps:

1. Go to **Marketing > Pinterest > Settings**
2. Uncheck the box for "Enable product sync"
3. Check the box "Erase Plugin Data" and Save
4. Go to the Connection tab on **Marketing > Pinterest** and disconnect your account by clicking on "Disconnect"
5. Deactivate and delete the "Pinterest for WooCommerce" extension.
— *At this point, no feed should be present on /wp-content/uploads, no settings on the table wp-options, no Scheduled actions related to Pinterest, and no feed registered on Pinterest—*
6. Reinstall "Pinterest for WooCommerce" in Plugins > Add new
7. Restart the Pinterest onboarding
8. Wait for 24 hours for Pinterest to approve the catalog

If that doesn't help, please check with Pinterest that there's no issue with your account and [contact our Happiness Engineers](#) for further assistance

Unable to Claim Website

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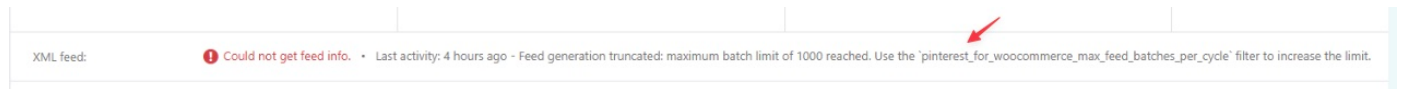
Feed is dirty

Feed is dirty means the product feed is out of date and needs to be regenerated. It's logged in the **pinterest-for-woocommerce-product-sync** log when the feed is marked as needing regeneration following product-edits, stock status is edited, or certain WooCommerce settings related to stock or tax are updated.

The system automatically schedules regeneration to keep the Pinterest feed up to date, either immediately or after the current run finishes.

Feed generation truncated :

Larger stores with more than 100k products might now see a truncated message in the feed section, as shown below.



This is a warning message and one that can be addressed using [custom code](#). Below is an example PHP code that sets the batch value to 1500 to ensure feed generation completes on larger stores. The default value is 1000.

```
add_filter(
    'pinterest_for_woocommerce_max_feed_batches_per_cycle',
    function ( $max ) {
        return 1500;
    }
);
```

Calculating the max value is fairly straightforward. The max batch value needed is

Batch value needed = (total products in store) /100. rounded off to the nearest 100.

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\$109 annually

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\$109 annually

★ 2 (7)



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No payment details required • Set up in minutes

Install for free

You've been here a while. Can I help?



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