

| Targeting Strategy | Rationale |
|-----------------------------------|---|
| Interest Targeting | <ul style="list-style-type: none"> - Targets users based on their interests, inferred from their activity and the topics of pins they interact with. - Ideal for reaching users with specific hobbies or preferences. |
| Keyword Targeting | <ul style="list-style-type: none"> - Targets users based on the search terms they use on Pinterest. - Effective for reaching users actively seeking related ideas, products, or services. |
| Demographic Targeting | <ul style="list-style-type: none"> - Includes age, gender, location, and language. - Useful for reaching specific demographic groups aligned with your product or service. |
| Device Targeting | <ul style="list-style-type: none"> - Targets users based on the device they use (mobile, tablet, desktop). - Optimizes ad delivery based on device usage and format. |
| Custom Audiences | <ul style="list-style-type: none"> - Targets users who have previously interacted with your content or website. - Ideal for retargeting and engaging with users already familiar with your brand. |
| Lookalike Audiences | <ul style="list-style-type: none"> - Targets new users who are similar to your existing audience. - Expands reach to potential customers who are likely to be interested in your brand. |
| Actalike Audiences (if available) | <ul style="list-style-type: none"> - Similar to Lookalike, but based on specific actions taken, like purchases. - Targets users with similar behaviors to your most valuable customers. |
| Engagement Targeting | <ul style="list-style-type: none"> - Targets users who have previously engaged with your pins. - Useful for re-engaging interested users and driving deeper interactions. |
| Exclusions | <ul style="list-style-type: none"> - Allows excluding certain audiences, like existing customers. - Helps in focusing on new user acquisition and avoiding redundant impressions. |
| Seasonal Targeting | <ul style="list-style-type: none"> - Targets users based on seasonal trends and events. - Effective for aligning with user interests during key shopping or activity periods |