

Pinterest Ads vs Facebook Ads Cheat Sheet

Pinterest	vs.	Facebook
searching	User Intent	social connection
Ages 18-34 make up 58% of total users	User Age	Ages 25-34 make up 24% of total users
2.5 out of 10 adults	Users In The US	7 out of 10 adults
70% female, 30% male	User Gender (if opted to share)	54% female, 46% male
<ul style="list-style-type: none"> Brand awareness Video views Consideration Conversions Catalog sales 	Campaign Objectives	<ul style="list-style-type: none"> Brand awareness Traffic Engagement Leads App promotion Sales
<ul style="list-style-type: none"> Standard image ads Carousel ads Video ads Shopping ads Collection ads Idea ads Showcase ads Quiz ads 	Ad Types	<ul style="list-style-type: none"> Single image ads Carousel ads Video ads Collection ads Flexible creative
Per 1000 impressions - \$1.50 Per click - \$0.10 Per Conversion - \$2.00	Costs	Per 1000 impressions - \$7.19 Per click - \$0.83 Per Conversion - \$7 to \$50
0.2% - 0.5%	Average Click-Through Rate	1.51%
1.5% to 8.5%	Average Conversion Rate	9.21%
<ul style="list-style-type: none"> Pin saves Pin clicks (opening up the pin) Engagements (carousel swipes, etc.) Engaged audience Checkout 	Platform-Specific KPIs (beyond standard ones like clicks, impressions, etc.)	<ul style="list-style-type: none"> Page engagement Page follows or likes Ad comments, likes, and shares Sales Offline conversions