



THE 2026 AGENCY PLAYBOOK SERIES

The Pinterest Playbook For Automotive Agencies.

Reach car buyers three to six months before they walk into a dealership.

Audience data, ad formats, full-funnel structure, and budget guidance for Pinterest Inventory Ads.



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The Channel Your Dealership Clients Are Missing.

Most agencies running automotive accounts default to Meta and Google. **Pinterest is upstream.** People come to Pinterest before they have decided, saving ideas and planning purchases they have not made yet. For auto advertisers, that earlier access is one of the most undervalued opportunities in digital right now.

17M

IN-MARKET US AUTO SHOPPERS PER MONTH

Pinterest reaches 17 million US mobile shoppers per month classified as in-market for a new vehicle. 17% of Pinner have pulled up Pinterest on their phones while standing inside a car dealership.

SCALE

600M

Monthly Active Users

Global MAUs as of Q3 2025, up 12% YoY. Gen Z is now more than half the platform's user base.

INCOME

48%

Of US Users Earn \$100K+

The audience skews high-income and high-intent. Not casual browsers, they are buyers.

WINDOW

97%

Of Top Searches Are Unbranded

Shoppers have not committed to a make or model yet. They are forming their consideration set.



WHAT IT LOOKS LIKE

A Pinterest Inventory Ad pulled directly from a dealer's live vehicle feed. Vertical creative, price & specs on-image, the look Pinner already trust.

SOURCES Pinterest Q3 2025 Earnings (SEC Filing, Nov 2025) · Pinterest Business · Social Media Today

Seven Chapters. One Channel Your Competitors Are Not Buying.

CH 01	Why Pinterest, Why Now The cleanest, highest-income automotive audience in digital advertising, and why the window won't stay open.	04
CH 02	The Pinterest Auto Buyer Planners, life events, and the pre-brand research window. Who they are and how they shop on platform.	06
CH 03	Ad Formats Built For Automotive Pinterest Inventory Ads pulls from the same feed your agency already runs for Meta. Five formats, new, used, and CPO.	08
CH 04	The Full-Funnel Playbook From new-model showcase to past-buyer re-engagement. Four stages, one continuous buying journey.	10
CH 05	Pinterest vs. Meta vs. Google Where Pinterest belongs in a dealer's media mix, on the eight axes that actually matter.	12
CH 06	Budgets, Launch & KPIs What it costs to test for a single rooftop, what to install before launch day, and the metrics that count.	14
CH 07	How BuyerBridge Ships This Pre-built Pinterest Playbooks, feed activation, and a unified dashboard for KPIs, reports, and budgets.	16



CHAPTER 01

01

Why Pinterest. Why Now.

The cleanest, highest-income automotive audience in digital advertising, with the lowest dealer competition of any major channel.

17M

US AUTO
SHOPPERS / MO

97%

UNBRANDED
SEARCHES

48%

USERS EARN
\$100K+



The Upstream Channel That Makes Everything Downstream Work Better.

● 3 TO 6 MONTHS OUT Best Practices

Stop Treating Pinterest Like A Niche Channel

High-intent, high-income shoppers spend time here before they know what they want. Lead dealer conversations with that framing, not the recipe-board cliché.

Use Pinterest As Upstream Reach

Not a replacement for Meta or Google. The layer that feeds them. Awareness here pays off later in branded search and remarketing pools.

Lead With The Vehicle, Not The Logo

Vertical or square format. Price and key specs on-image. Real inventory photography always outperforms stock OEM creative.

● ONCE YOU'RE LIVE Key Outcomes

97%

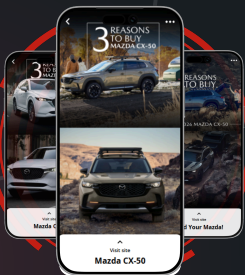
Of top Pinterest searches are unbranded. Shoppers have not committed to a make or model yet.

10x

More branded searches off-platform after a user engages with Pinterest content.

Lower CPCs Than Meta Or Google

Pinterest \$0.10-\$1.50 · Meta \$0.50-\$2.00 · Google \$2.00-\$6.00+. Fewer dealers buying Inventory Ads keeps the auction quiet.



WHAT THIS LOOKS LIKE ON PLATFORM

Vertical real-photo creative pulled live from the dealer's inventory feed. Same vehicle photos and price you already serve on Meta, activated on Pinterest where the buyer has not committed yet.

Adtaxi 2024 Auto Survey · 44% of Americans say social media is the most influential channel in new vehicle decisions. 64% among recent buyers.

CHAPTER 02

02

Who Is On Pinterest.

The audience profile, the discovery window, and what it means for the dealers your agency manages.

53%

MORE LIKELY TO
BUY

71%

BUY EVERY ~2
YEARS

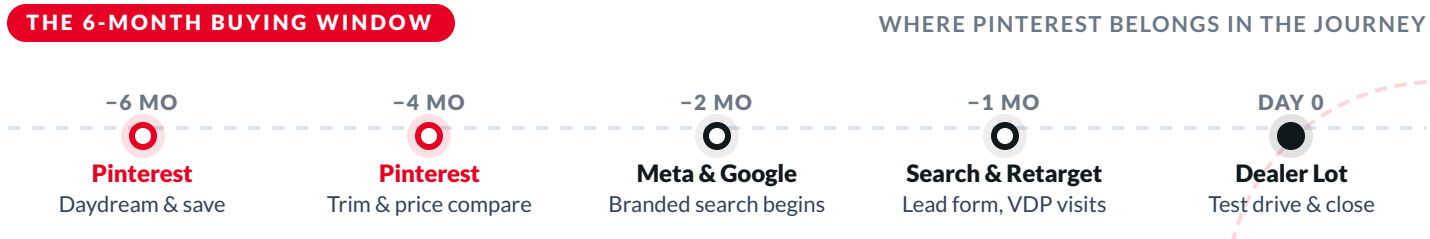
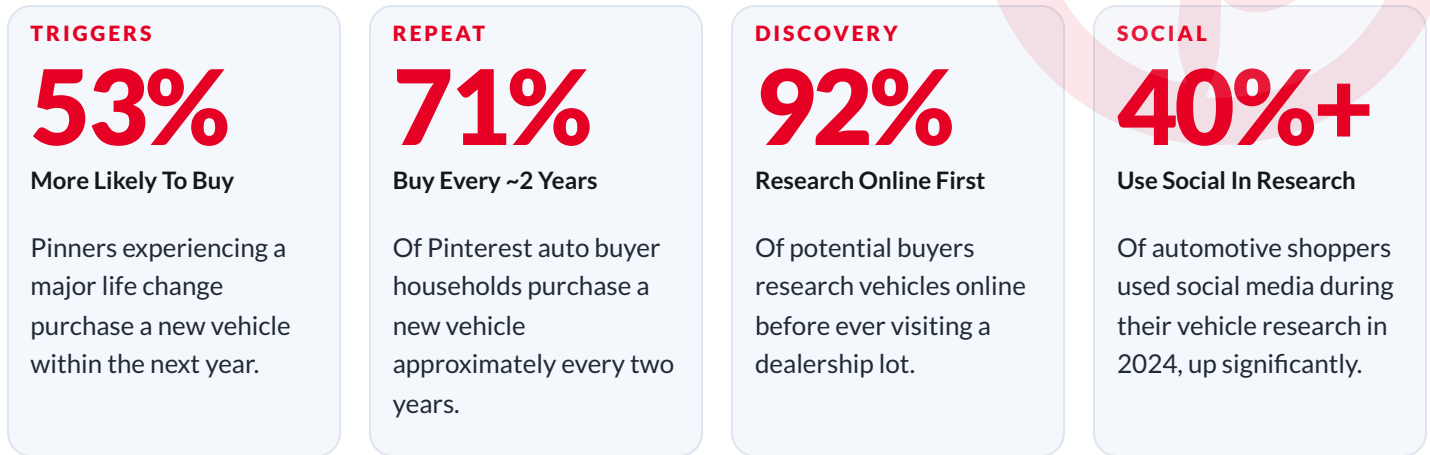
92%

RESEARCH ONLINE
FIRST



Planners, Life Events, And The Pre-Brand Research Window.

Pinterest users are planners. People who are about to make a major purchase, including a vehicle, often turn to Pinterest during the research phase. Life events are the trigger.



What this means for your clients

Moving, getting married, having a child, changing jobs. These are the same moments that bring people to Pinterest. 71% of Pinterest auto buyer households purchase a new vehicle approximately every two years. They buy regularly, they have the income to do so, and they use Pinterest as part of how they shop.

Car buyers do not start their journey at the dealership. Pinterest captures shoppers at the beginning of that research window, before brand preference is set. That is the moment an agency should want their dealer client to show up.

STANDING ON THE LOT ALREADY

17% Of Pinners have pulled up Pinterest on their phones while inside a dealership. The platform shows up at the end of the journey too.

THE MINDSET

Saving, Not Scrolling

The platform's core behavior is saving and organizing ideas for future decisions. Pinners are actively planning a purchase that has not happened yet.

- Moving / new home
- Marriage
- Growing family
- New job or promotion

SOURCE • PINTEREST BUSINESS

SOURCES Pinterest Business • KORTX (2025) • Adtaxi 2024 Automotive Survey • Pinterest Q3 2025 Earnings

CHAPTER 03

03

Ad Formats For Auto.

Pinterest Automotive Inventory Ads pull from the same feed your agency already runs for Meta. Five formats, one funnel.

5

AUTO AD
FORMATS

85%

MOBILE TRAFFIC
SHARE

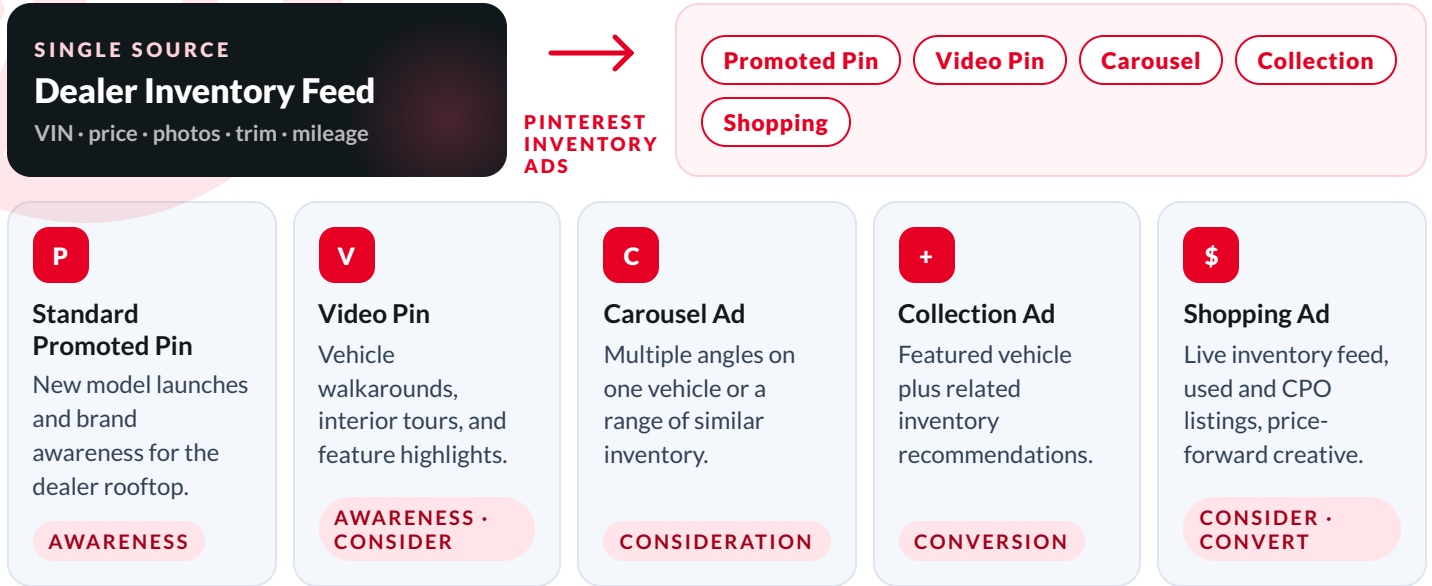
CPO

NEW, USED & CPO
INVENTORY



Five Formats. New, Used, And CPO.

Pinterest Inventory Ads are dynamic ads that pull directly from a dealership's live inventory feed. When a vehicle sells or a price changes, the ad updates automatically. In many cases, the feed an agency already runs for Meta can activate Pinterest without rebuilding anything.



85%

MOBILE-FIRST ALWAYS

Of Pinterest traffic comes from mobile devices. Build creative vertical (2:3) or square (1:1). Anything else, you're wasting feed.

Used and CPO support

A significant recent development: Pinterest now supports used and certified pre-owned (CPO) vehicles alongside new inventory. This matters because used vehicle buyers represent a large, budget-conscious segment that searches actively on Pinterest for financing tips, model comparisons, and CPO benefits. Treat used inventory as its own product line with dedicated creative.

Creative best practices

Lead with the vehicle, not the logo. Include price and key specs directly in the creative. Use vertical or square formats. Real inventory photos consistently outperform stock imagery, and price-forward creative drives stronger VDP visits.

PRACTICAL ADVANTAGE

DID YOU KNOW?

Unlike other platforms, **Pinterest Pins** stay active for months, continuously driving traffic.

A March new-model launch can still drive saves and traffic in May. That extended lifespan changes the cost-efficiency math, especially for clients who push back on testing a new channel.

SOURCE · PINTEREST BUSINESS



CHAPTER 04

04

The Full-Funnel Playbook.

Four stages, one continuous buying journey. Each stage has a distinct audience, ad format, and targeting approach.

4

FUNNEL STAGES

10x

BRANDED SEARCH
LIFT

150%

RETARGETING
CONV. LIFT



From New-Model Showcase To Past-Buyer Re-Engagement.

▶ Awareness

Introduce New Models Where Future Buyers Are Already Planning

Pinterest is the upstream channel where in-market shoppers daydream and save 3 to 6 months before purchase. Use Video Pins and Standard Pins against interest audiences and lookalikes built from past site visitors. Video Pins drive 10x more branded search off-platform.

Strategy: Interest + Lookalike targeting · Video Pins · New-model launch creative

▶ Consideration

Surface Pre-Owned & CPO Inventory To Comparison Shoppers

Behavior-based audiences with income filters target shoppers in the trim-and-price compare stage. Shopping Ads and Carousel surface used and CPO inventory before brand preference is locked, when 92% of buyers are researching online.

Strategy: Behavior + income filters · Shopping & Carousel Ads · CPO inventory creative

▶ Conversion

Recapture VDP Visitors With Dynamic Inventory Ads

Custom audiences from VDP visitors and lead-form abandoners via the Pinterest tag. Collection Ads and dynamic Inventory Ads bring shoppers back with the exact vehicles they viewed. Retargeting boosts auto conversion 150% with personalized creative.

Strategy: Pinterest tag + Custom audiences · Dynamic Inventory Ads · Collection format

▶ Loyalty & Retention

Stay With Past Buyers Through The Service Cycle

Custom audiences of past buyers and trade-in segments keep your dealer top of mind between purchases. Standard Promoted Pins for service specials, oil change reminders, and trade-in offers extend lifetime value.

Strategy: CRM audiences · Service re-engagement · Trade-in custom audiences



CASE STUDY • PINTEREST 2024 AUTO GROUP OF THE YEAR

153

Vehicles sold in 3 months

43%

Lower cost per vehicle sold

#1

Auto Group of the Year, Pinterest 2024

Healey Brothers Automotive Group



05

Pinterest vs. Meta vs. Google.

Where Pinterest belongs in a dealer's media mix, on the eight axes that actually matter.

8

COMPARISON
AXES

\$0.10+

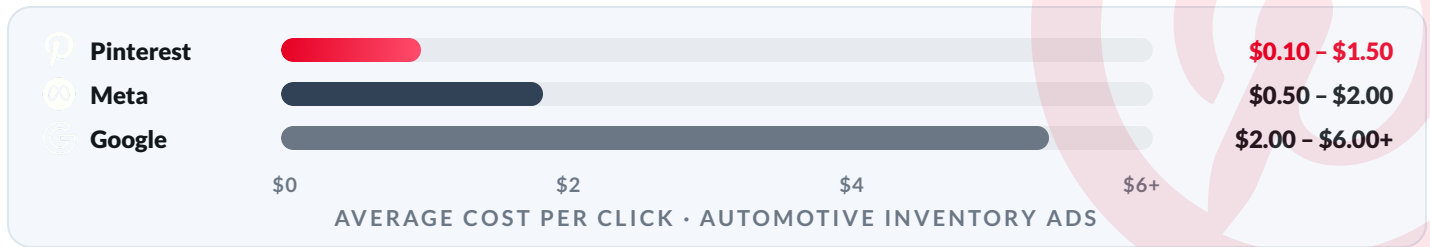
LOWEST CPC TIER

Low

DEALER
COMPETITION

Eight Axes. One Clear Reason To Add Pinterest.

The most important row in this table is dealer competition. Fewer dealers buying inventory ads on Pinterest means lower CPCs, less auction pressure, and more room to own a visual presence before competitors catch up.



	PINTEREST	META	GOOGLE
AD LIFESPAN	Weeks to months organically	Stops when spend stops	Stops when spend stops
AUDIENCE MINDSET	Planning & discovery	Social browsing	Active search
DEALER COMPETITION	Low	High	Very high
BEST FUNNEL STAGE	Awareness & Consideration	Consideration & Conversion	Conversion
INVENTORY AD SUPPORT	via catalog feed	via catalog feed	Performance Max
INCOME AUDIENCE SKEW	48% of US users \$100K+	Broad income range	Intent-based, varies
BRAND DISCOVERY	97% of searches unbranded	Users know what they want	Users know what they want

READ THIS ROW FIRST

Dealer competition is the headline.

Low auction pressure is what makes the rest of the table possible. The lower CPC, the unbranded discovery, the extended ad lifespan, all of it compounds because fewer dealers are buying inventory ads on Pinterest. Move before that changes.

SOURCES Pinterest Business • Pinterest Q3 2025 SEC Filing • Tailwind (2025)



CHAPTER 06

06

Budgets, Launch & KPIs.

What it costs to test Pinterest for a single rooftop, what to install before launch day, and the metrics that count.

\$135/day

TEST ROOFTOP
SPEND

4

PARALLEL
CAMPAIGNS

CPL

HEADLINE KPI



\$1,500 To \$3,000 Per Rooftop. \$135/day Across Four Campaigns.

\$30 /day

AWARENESS

New model launch. Video-first.

\$30 /day

CONSIDERATION

Used & CPO. Clicks to VDP.

\$55 /day

CONVERSION

Retarget VDP & abandoners.

\$20 /day

RETENTION

Service & trade-in to past buyers.

What Agencies Need To Launch

- 01** **Pinterest Business account.** Owned under your agency parent.
- 02** **Live inventory feed.** Reuse the dealer's Meta catalog ads feed.
- 03** **Pinterest tag installed.** VDP pageview + lead-form events verified.
- 04** **Vertical or square creative.** Over 85% of Pinterest traffic is mobile.

How To Measure What's Working

PRIMARY
Cost Per Lead
Headline metric for dealer reporting.

PRIMARY
Cost / Vehicle Sold
Closes the loop on offline conversions.

MID-FUNNEL
Outbound Clicks
Reliable VDP-intent signal.

SIGNAL ONLY
Saves & Close-ups
Engagement indicators, not conversion.



CHAPTER 07

07

How BuyerBridge Ships This.

Pre-built Pinterest Playbooks, feed activation, and a unified dashboard for tracking KPIs, building dealer reports, and managing budgets across rooftops.

250+

AUTO PLAYBOOKS

1

FEED, EVERY
NETWORK

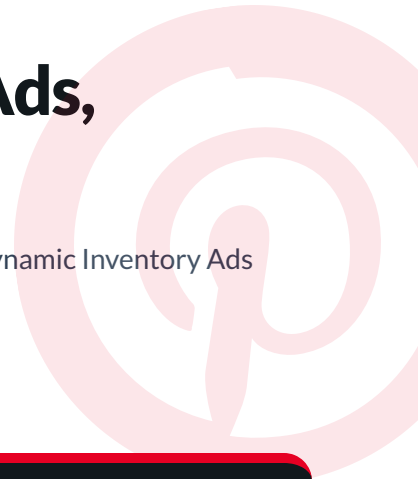
CPL

REPORTS &
BUDGETS



One Platform. Playbooks, Inventory Ads, Dashboard.

For Pinterest specifically, the BuyerBridge stack covers three things: pre-built Playbooks, dynamic Inventory Ads from the feed you already run, and a unified dashboard for KPIs, reports, and budgets.



01

PINTEREST PLAYBOOKS

Launch a full-funnel campaign in minutes, not days.

250+ pre-built automotive Playbooks. The Pinterest set includes new-model launches, CPO showcases, VDP retargeting, service & trade-in. Choose, drop in dealer inventory, and ship.

02

INVENTORY ADS

The same feed you run for Meta, activated on Pinterest.

VINFlow connects each dealer's vehicle feed directly to Pinterest's catalog. New, used, and CPO. When a vehicle sells or a price moves, the ad updates automatically. No second feed to maintain.

03

DASHBOARD & REPORTS

Track KPIs, build dealer reports, manage budgets.

One view across Pinterest, Meta, Google, TikTok, Snap, and Reddit. CPL, cost per vehicle sold, outbound clicks per rooftop. White-label reports your AMs can hand to dealer clients each month.

Three Pinterest Playbooks Ready Today

NEW-MODEL LAUNCH

The Daydreamer

Video Pins + Standard Promoted Pins targeting interest-based audiences in market for the new model 3–6 months out.

STAGE **AWARENESS** SPEND **\$30/DAY**

CPO & USED

The Comparer

Shopping Ads + Carousel against income-filtered, behavior-based audiences researching financing and trim comparisons.

STAGE **CONSIDERATION** SPEND **\$30/DAY**

VDP RETARGETING

The Almost-Closer

Collection Ads + Dynamic Inventory Ads against Pinterest tag custom audiences of VDP visitors and lead-form abandoners.

STAGE **CONVERSION** SPEND **\$55/DAY**



NEXT STEPS

Take Pinterest From Idea To Live Campaign.

The playbook is the map. BuyerBridge is the team that helps you walk it. Start with the resource that matches where you are. Ready to talk activation? [Book a 30-minute demo.](#)

Size the Pinterest opportunity for a dealer.

Free [MarketAnalyzer](#) report: in-market shopper volume by zip, make, model.

[Read now](#) →

Reuse your dealer's existing feed.

VINFlow connects the Meta catalog ads feed into Pinterest, TikTok, Google, Snap, and Reddit.

[Read now](#) →

Ready to scale across rooftops?

Book a 30-minute demo. Walk through feed setup, audience structure, and reporting with our team.

[Book a demo](#) →

