

# Pinterest Ads

To connect Shoplytics with your Pinterest ad account, log in at <https://ads.pinterest.com/> and navigate through the menu to "Conversions" --> Pinterest tag --> Tag health.

1. Copy the displayed tag number.
2. Log in to [Shoplytics](#) and go to [other pixels](#)
3. Enter the copied number under "Pinterest Pixel ID"

## Connect Pinterest Conversion API (server-side tracking)

To do this, please generate an access token and send it to [data@shoplytics.io](mailto:data@shoplytics.io) so that a technician can activate the API. **Please also include your ad account number in this email.**

### How do I generate an access token?

1. In Pinterest, go to "Conversions" --> Conversion API --> Set up API
2. Click on "Generate new token"

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