Pinterest Pin-Through Block

Build Guide

Sizmek™

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Pinterest Pin-Through

The Pinterest Pin-Through Block lets advertisers engage users with their brand by letting them quickly pin content to their Pinterest account.
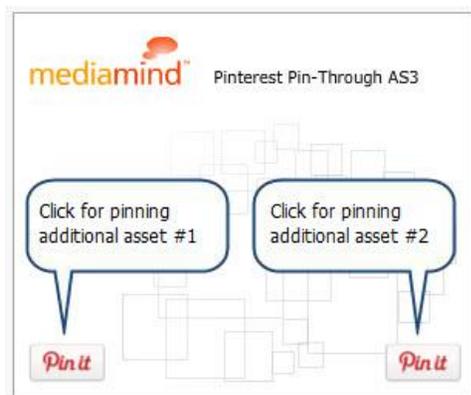
When the user clicks a **Pin it** button, the user is redirected to the Pinterest wizard with predefined data for the image to be pinned, its description, and its clickthrough URL.

The pinned images are additional assets hosted with the ad.

Benefits

- Encourages social advertising by letting users pin what they like to their pinboards.

Use Case

Let's say you are a retailer and want to show multiple items, such as furniture and home décor. Using the Pinterest Pin-Through Block, you can create a Pin it button for each item, and users can pin the items they like to their Pinterest pinboards.

Demos/Downloads

To view a technical demo:

- In AS3: click here (http://creativezone.mediamind.com/blocks.aspx#ItemName=Pinterest Pin-through).
- In AS2: click here (http://demo.mediamind.com/blocks/pinterestpinthrough/index_as2.html – http://demo.mediamind.com/blocks/pinterestpinthrough/index_as2.html).

To download this block and start using it now:

- In AS3, click here
  (https://platform.mediamind.com/eyeblaster.acm.web/creative/workshop/blocks/downloadblock.aspx?id=6048).
- In AS2, click here
  (https://platform.mediamind.com/eyeblaster.acm.web/creative/workshop/blocks/downloadblock.aspx?id=6047).

Known Issues

- **Error 1120** – Access of undefined property Blocks

  If you receive this error when publishing the FLA, you need to update your Workshop™ for Flash (MXP). Click here (http://demo.mediamind.com/Training_Zone/workshop/download.asp) to download the latest MXP.

- When playing the ad from the Workshop preview, the intended images will not be pinned because the preview is local and the pin submission page is hosted on Pinterest, which requires access to the image. Instead, this image will be used:

Implementing the Block

Before you Begin

Make sure you have the following resources available:

- Workshop™ for Flash
- Pinterest Pin–Through Block template

Note: This Block is compatible with both AS3 and AS2. Implementation in both ActionScript versions is the same.

Configuring in Flash

All of the Block's functionality is found within the **Pin it** button object in Flash.

To configure the Block:

1. In the Sizmek Workshop, add your images to the **Additional Assets** folder.
2. In frame 2 of the FLA template, double-click a **Pin it** button object in the template to enter its timeline.
3. Open the **Actions** window for the as layer.
4. Edit the three variables at the top of the code as necessary:

Properties
`URLtoAdvertiserLandingPage:String` Clickthrough URL for the image on the Pinterest pinboard.
`pinDescription:String` Description to display on Pinterest below the pinned image.
`additionalAssetToPost:Number` Additional Asset number of the image to post to Pinterest. You can use any number, then assign the image to the same additional asset number later in the Sizmek MDX platform.

Your changes will affect the pinned item as follows:

5. To create another **Pin it** button: Open the **Library** window, duplicate **PinterestButton**, create an instance of it on the stage, and repeat steps 1 – 4 with the new button.

Note: Do not edit the original button object; otherwise, your earlier changes will be overwritten.
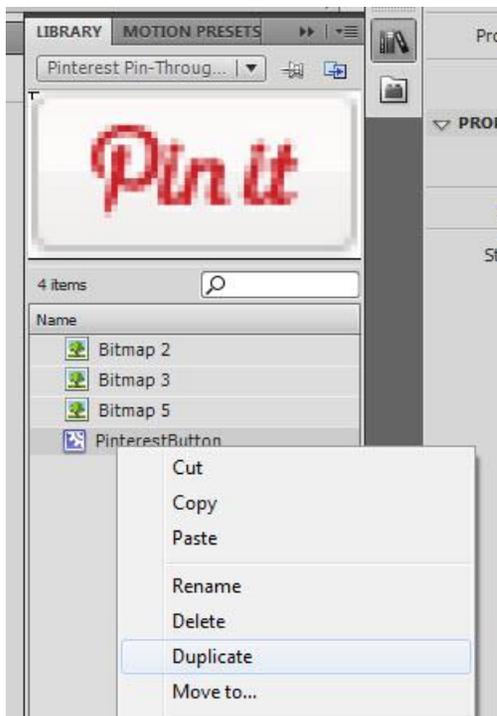
Setting Up in the Sizmek MDX Platform

To set up the Block:

1. On the Sizmek MDX platform, expand the **Additional Assets** section.
2. Define the images as you defined them in the **Pin it** buttons' ActionScript. For example, if the button opens AdditionalAsset#1.jpg and you set the value of `additionalAssetToPost` to 1, assign the image to **Asset ID** 1.
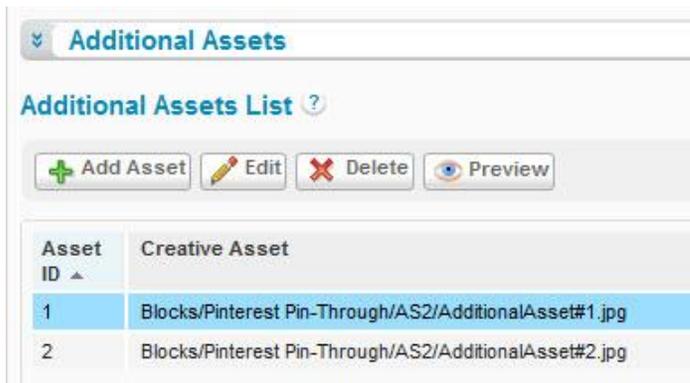
Repeat this step for all remaining images used by your **Pin it** buttons.

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