

Pinterest Conversions API Learning Redesign

Portfolio note: This case study summarizes my learning design approach and high-level course structure for a Pinterest Academy project I contributed to while working as a contract Senior Instructional Designer/Instructional Designer III. It is shared for portfolio demonstration only and does not reproduce gated lesson content, internal documentation, stakeholder feedback, or confidential working materials.

Overview

Pinterest Conversions API is a server-to-server advertising solution that helps advertisers send conversion events to Pinterest to support campaign optimization, targeting, reporting, and improved conversion visibility.

The existing learning experience included multiple legacy courses that covered related concepts, implementation steps, and technical details across separate learning objects. The redesign focused on consolidating that legacy content into one clearer, more focused Pinterest Academy course for advertiser audiences.

The goal was to reduce duplication, improve learner flow, and help advertisers understand what Conversions API does, why it matters, what needs to happen before implementation, and how to work with a developer, agency, or technical partner to complete setup.

This case study summarizes the content audit, consolidation strategy, and redesign approach. It focuses on the learning design process and high-level course structure.

Why This Matters

Advertisers need reliable conversion data to understand campaign performance, optimize strategy, and make stronger decisions. As browser-based signals become less complete, server-side conversion tracking can help advertisers improve visibility into customer actions across web, app, and offline channels.

Pinterest recommends using Conversions API alongside tools such as the Pinterest Tag or Mobile Measurement Partners when applicable, because a dual setup can increase available conversion signals and improve reporting. That also means advertisers need to understand basic implementation decisions, handoff requirements, and deduplication considerations, even when a developer or technical partner handles the deeper setup work.

For a learning experience, that creates a design challenge: the course needs to be technical enough to support implementation readiness, but not so technical that it overwhelms advertiser learners with developer-level detail.

The Challenge

The legacy Conversions API learning experience had grown across multiple courses over time. As a result, learners could encounter repeated explanations, overlapping implementation guidance, and technical depth that was not always aligned to the advertiser's role.

The challenge was to turn four legacy courses into one streamlined learning experience that:

- Reduced redundant instructional content
- Preserved the implementation context advertisers needed
- Clarified what advertisers needed to understand versus what a developer would likely handle
- Supported different implementation paths, including direct integration and partner-supported setup
- Organized the experience around a more natural learning progression
- Made the course easier to complete and maintain
- Supported global advertiser education through clearer, more scalable structure

Audience

The primary audience was advertisers and business users learning about Pinterest Conversions API through Pinterest Academy.

These learners needed to understand the value of the solution, key preparation steps, setup considerations, and common troubleshooting issues. They did not necessarily need to perform every technical implementation step themselves.

Because many advertisers work with developers, agencies, ecommerce platforms, or technical partners, the redesigned course needed to help learners understand enough to make informed decisions, prepare the right information, and hand off implementation details clearly.

Content Audit

The first step was reviewing the existing Conversions API learning content and identifying where the legacy courses overlapped.

During the audit, I looked for:

- Repeated explanations across multiple courses
- Similar learning objectives stated in different ways
- Technical details that were useful but too deep for the primary advertiser audience
- Content that was better handled through documentation links or developer handoff guidance
- Concepts that needed to stay because they supported advertiser decision-making
- Gaps in the learner journey from value proposition to preparation, implementation, and troubleshooting
- Opportunities to simplify the course structure without weakening the learning outcome

The audit helped separate content into several categories.

Keep

Content that helped advertisers understand the purpose, value, requirements, implementation options, or troubleshooting considerations for Conversions API.

Consolidate

Content that appeared across multiple legacy courses and could be combined into one clearer explanation.

Cut or reduce

Content that was duplicative, overly detailed, or too technical for the primary advertiser audience.

Link out

Deep technical implementation details that were still important, but better served through developer documentation, help center resources, or handoff guidance.

Reframe

Content that was technically accurate but needed clearer advertiser-facing language, stronger context, or a more practical explanation of why it mattered.

Design Strategy

The redesigned course was organized around the learner's likely path:

1. Understand why Conversions API matters
2. Prepare for implementation
3. Understand the available setup paths at the right level
4. Know what to hand off to a developer or technical partner
5. Recognize deduplication and data-quality considerations
6. Troubleshoot common post-implementation issues

This structure allowed the course to stay useful for advertisers without turning into a developer-only implementation guide.

A key design decision was to reduce overly technical implementation detail inside the course itself. Advertisers still needed enough context to understand the work, ask better questions, and support implementation, but many of the deepest technical steps would likely be completed by a developer or technical partner.

To support that reality, I kept the implementation learning practical and role-aligned. The redesigned content focused on:

- What the advertiser needs to understand
- Which implementation path may apply
- What information needs to be prepared
- What decisions or requirements should be confirmed
- What details should be handed off to a developer or partner
- Where to find deeper technical documentation
- How to recognize and troubleshoot common issues after implementation

Consolidation Approach

The four legacy courses were consolidated into one streamlined course with three lessons.

Lesson 1: Conversion Visibility

This lesson focused on the value of Conversions API and why it matters for advertisers. It helped learners understand how the solution can support data accuracy, conversion visibility, reporting, targeting, and campaign optimization.

Lesson 2: Implementation

This lesson focused on preparation and implementation at the level an advertiser needs to understand. It clarified key requirements, setup options, and the information advertisers may need to provide to a developer, agency, platform partner, or technical team.

The lesson also helped learners understand that implementation may involve a direct integration or a partner-supported setup, depending on the advertiser's tools, technical resources, and business needs.

Lesson 3: Troubleshooting

This lesson focused on common post-implementation issues and how advertisers can recognize, troubleshoot, or escalate problems after setup.

It also reinforced the importance of data quality, accurate event information, and deduplication when conversion events are sent through multiple sources.

This structure reduced unnecessary repetition and made the course easier to navigate. It also created a clearer beginning, middle, and end: understand the value, prepare for implementation, and know what to do when issues appear.

What Changed

The redesign shifted the learning experience from several overlapping courses into one focused course.

Major changes included:

- Consolidating four legacy courses into one streamlined learning experience
- Reducing redundant instructional content by approximately 30%
- Reorganizing the course around the advertiser's learning journey
- Simplifying repeated explanations of Conversions API value and implementation concepts
- Reframing implementation content around advertiser readiness instead of developer execution
- Removing or reducing technical details that were better suited for developer documentation
- Keeping key implementation context needed for advertiser understanding
- Adding clearer handoff guidance for advertisers working with developers or technical partners
- Preserving links to deeper technical resources where appropriate
- Adding more explicit context around implementation options, conversion sources, and troubleshooting
- Improving the overall course flow from concept to implementation to troubleshooting

What Was Cut or Reduced

Some technical content was reduced because it did not match the primary learner's role. The course was intended for advertisers, not developers completing every setup task directly.

I reduced content that was:

- Repetitive across legacy courses
- Too detailed for an advertiser-facing learning experience
- Better handled through technical documentation
- Focused on developer execution rather than advertiser decision-making
- Likely to slow completion without improving learner readiness
- Difficult to maintain inside course content as implementation guidance changed

The goal was not to remove implementation depth. The goal was to place the right level of depth in the right location.

The course kept the concepts advertisers needed, while pointing learners to the appropriate technical resources for deeper implementation steps.

What Was Preserved

The redesigned course preserved the content needed to help advertisers understand and support implementation.

This included:

- Why Conversions API matters
- How it supports conversion visibility, reporting, targeting, and campaign optimization
- Key preparation steps before implementation
- The difference between advertiser-owned decisions and developer-owned setup tasks
- What advertisers need to know before working with a developer or partner
- What information may need to be handed off
- How web, app, or offline conversion sources may affect setup considerations
- Why deduplication matters when multiple conversion sources are used
- Common implementation and post-implementation issues
- Troubleshooting guidance
- Links to deeper resources where needed

This helped keep the course practical, focused, and useful without overwhelming learners with every technical detail.

Final Course Structure

The final Pinterest Academy course was organized into three lessons:

1. Conversion Visibility
2. Implementation
3. Troubleshooting

The course prepared learners to:

- Explain how Conversions API supports data accuracy, conversion visibility, and campaign performance
- Identify key requirements and preparation steps before implementation
- Compare implementation paths and coordinate next steps with a developer or technical partner
- Distinguish advertiser-owned decisions from developer-owned setup tasks
- Recognize data quality and deduplication considerations
- Troubleshoot common post-implementation issues and determine next steps

The final course was shorter, clearer, and easier to navigate than the legacy content set, while still preserving the implementation context advertisers needed.

Result

The redesigned Conversions API learning experience consolidated four legacy courses into one streamlined course and reduced redundant instructional content by approximately 30%.

The final structure made the learning experience easier for advertisers to follow by focusing on the learner's actual role in the implementation process. It preserved the right level of technical depth, clarified what advertisers needed to understand, and moved deeper developer-specific details into links and handoff guidance.

The result was a more focused, maintainable, and audience-appropriate course that supported global advertiser education while making a complex technical topic easier to navigate.

What This Demonstrates

This project demonstrates:

- Technical curriculum redesign
- Content audit and consolidation
- Customer education strategy
- Advertiser education
- Role-aligned learning design
- Product and technical content simplification
- Stakeholder-informed curriculum decisions
- Performance support and resource linking
- Global, scalable learning structure
- Learning experience redesign for complex SaaS workflows

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