Pinterest Organic Playbook and Best Practices

Contents

Click the Content Links to Learn More

Profile Basics
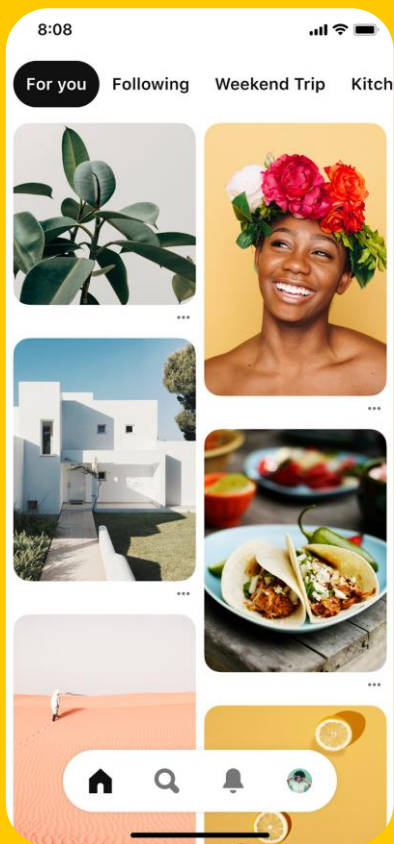
There are a lot of
good ideas on here

6b

Number of boards
Pinners have created[1]

300b

Number of Pins that Pinners
have saved[1]

Inspiration

What to eat. Where to go. And how to make it happen. Pinterest is where people come early to find inspiration.

In fact, 85% of Pinners say Pinterest is where they go to start a new project.[1]

Inspiration

And your brand is helping them on that path.

You are an expert in your category and Pinners view you as a trusted source as they plan for whatever their next big project will be.

89% of Pinners even used Pinterest for inspiration in a recent purchase.[1]

Sources: 1. GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018
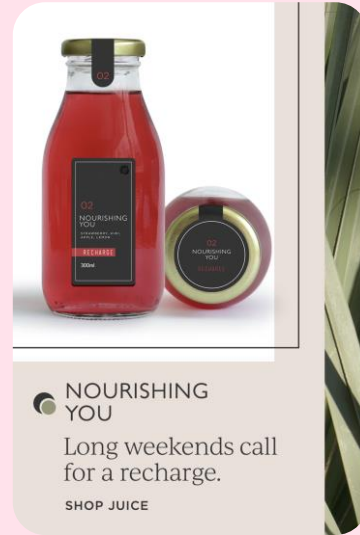

LUX HOTEL BRAND

Explore 5-star boutique hotel destinations

Your brand can offer up inspiration with both promoted ads and organic content.

The most successful partners have a mix of both.

NOURISHING YOU

Long weekends call for a recharge.

SHOP JUICE

Shop Juice
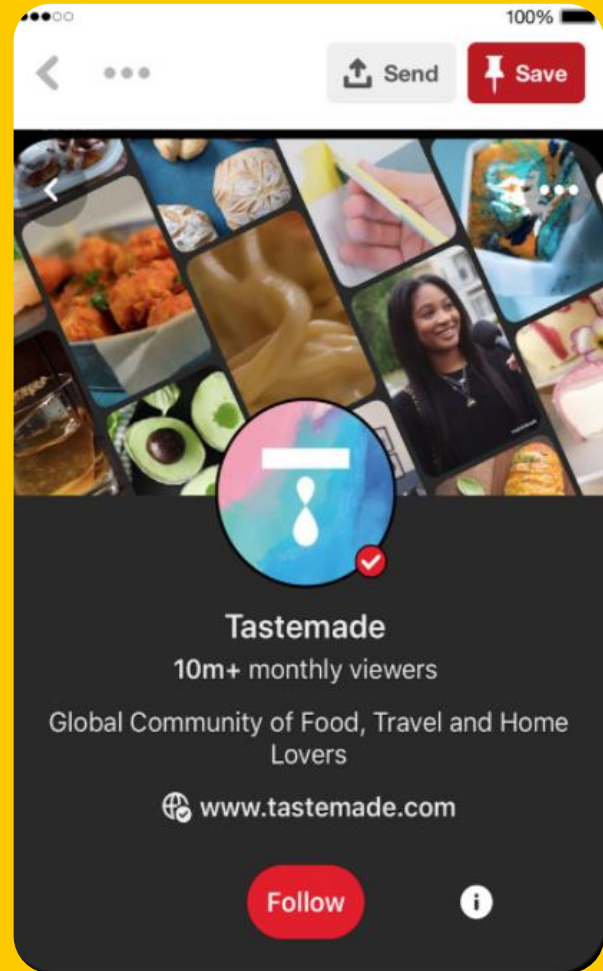Promoted by
Nourishing You

Shop Juice | Best fruits for a detox

Followers on Pinterest

A follower on Pinterest is anyone who follows you or one of your boards

Your followers see your story pins on their home feed. They also see highlights of your best Pins in their home feed, along with personalized recommendations.

Send Save

Tastemade

10m+ monthly viewers

Global Community of Food, Travel and Home Lovers

www.tastemade.com

Follow

Your Profile

That's you!
The top of your profile page will include your name, image and bio

Claimed Site:
All business accounts can claim their owned URL

Followers:
the number of people who follow you as well as the boards you have created

Monthly views:
the number of times your content has been seen in the last 30 days

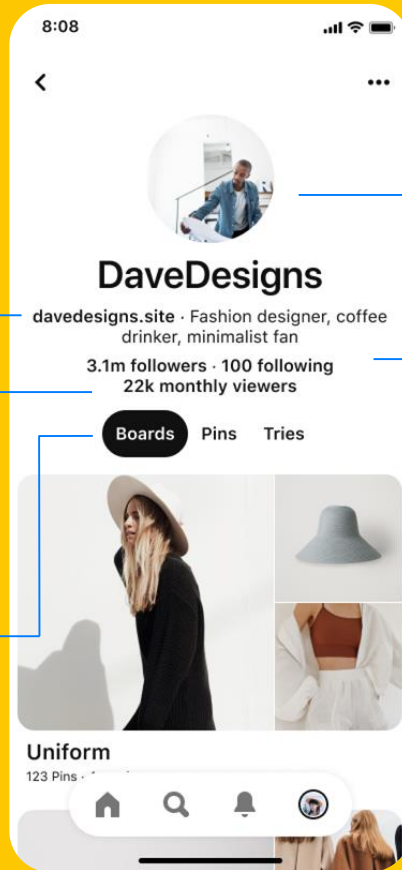**Following:**
the number of people and boards you follow

Boards:
all the boards that you have created on your profile

Pins:
all the Pins you have created from your account in chronological order

How can I grow my audience?
You can grow your followers by saving good ideas that connect with your audience and people seeking your ideas, and reach even more people with Pinterest Ads

Tries:
all the Tries you have added to other Pins

8:08

DaveDesigns

davedesigns.site · Fashion designer, coffee drinker, minimalist fan

3.1m followers · 100 following
22k monthly viewers

Boards   Pins   Tries

Uniform
123 Pins

Screen is for illustrative purposes only and results may vary.

Your Feed

For You:
Pins that the algorithm has determined you may be interested in based on previous content you have saved on the platform

Following:
New Pins from the accounts and boards you follow on Pinterest. The content here will show up chronologically

Promoted Pin:
The exception is promoted ads which will show up anywhere in your feed no matter when they were created
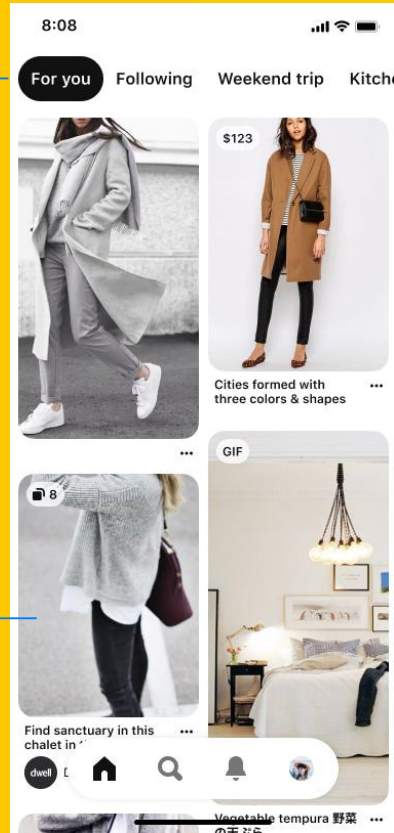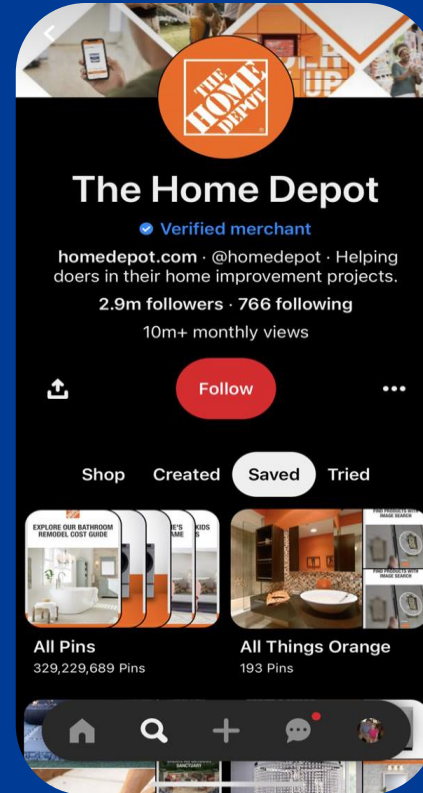
Boards:
The other tabs here are Pins based on specific boards you have created on your profile to help Pinners find even more inspiration for the projects they have already started on the platform.


8:08

For you   Following   Weekend trip   Kitche

$123

Cities formed with three colors & shapes

GIF

8

Find sanctuary in this chalet in

dwell

Vegetable tempura 野菜
の天ぷら

Saved Tab

The Saved Tab is where Pinners can see content that you have saved and created. Saved content is any content you've pinned to a board from other creators and brands on Pinterest. This tab appears in chronological order.

Created Tab

This is the go to hub for everything you have created on Pinterest. This includes your story pins, videos, collections, static pins. This tab is also organized in chronological order.
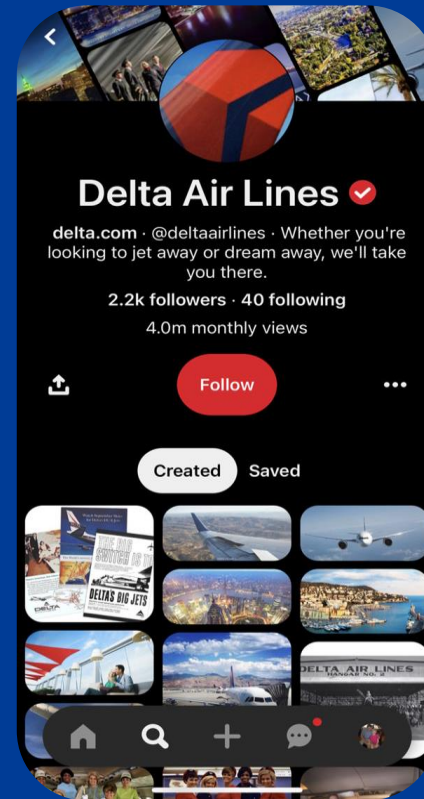
Pinning Strategy

Board Best Practices

Nails

123 Pins · 4 sections

Cranium Accessories

123 Pins · 4 sections

Board Names

When determining what ideas to give Pinners, Pinterest looks at the name of the board that Pins are saved to understand the context of the Pin and how it's useful to Pinners. Make sure your board names and descriptions are specific and relevant to your audience (and contain good keywords).

This helps optimize your board for search. Don't forget to pick a board category to help Pinterest better understand your content.

Earrings

22 Pins

Sections

To start organizing, go to one of your boards and tap "Add section." From there, pick the Pins you want to add and voila—you've got a section!

You can save new ideas to it like you always do, like using the Pinterest save button for your browser.

What is the ideal volume of pins?

When pins are posted on Pinterest, they are first seen by followers, and then shown to consumers that behave like your followers.

Through **paid media targeting**, pins amass reach and engagement beyond this core audience.

We recommend 6-8 pins per board to start, as this enables algorithm learning with a core set of brand messaging.
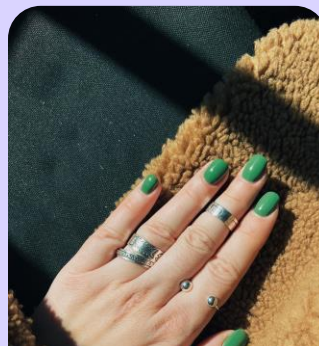
Content Planning
on Pinterest

Content Planning Basics

Type of content: keep in mind your followers will be those most likely to see your new organic content, so first and foremost look to include imagery that inspires and delights your core audience.

Mid-Funnel: true for all content on Pinterest (especially for organic) consider how your Pins will meet a user when they are searching and drive them to take action.

Test + learn: you can pull insights from what organic content performs well to drive design of future paid advertising.

Posting cadence: unlike other platforms, your organic reach does not peak within the first 24 hours but rather grows over time. The Pinterest algorithm favors quality content and accounts over recency. That said, the algorithm recognizes steady and regular posting as a signal for a quality account, so try to post weekly.

Did you know: you can also plan your posting in advance using the Pin scheduler tool on your profile.

Small Bday Get-Together

123 Pins · 4 sections

Product

What is the context where your brand shows up in people's lives?

Passion

What is your audience passionate about, planning for and looking to achieve?

Purpose

How do you make the community better and why should people care?

Defining product opportunities

Solution Context: consider that Pinners are on the platform looking for inspiration for a project they are taking on. How can your product or service *help* them achieve an end result?

Moments that Matter: one of the biggest signals for search behavior on the platform are moments. Big life moments (getting married, buying a house), seasonal moments (Mother's Day, Friendsgiving), to everyday moments (Tuesday night dinners). What moments would you expect your product to show up?

Icons: and finally, consider the owned icons and imagery associated with your brand. Do you have a famous slogan? A spokesperson? How do you infuse these into your Pins to develop a more integrated campaign across multiple touchpoints?
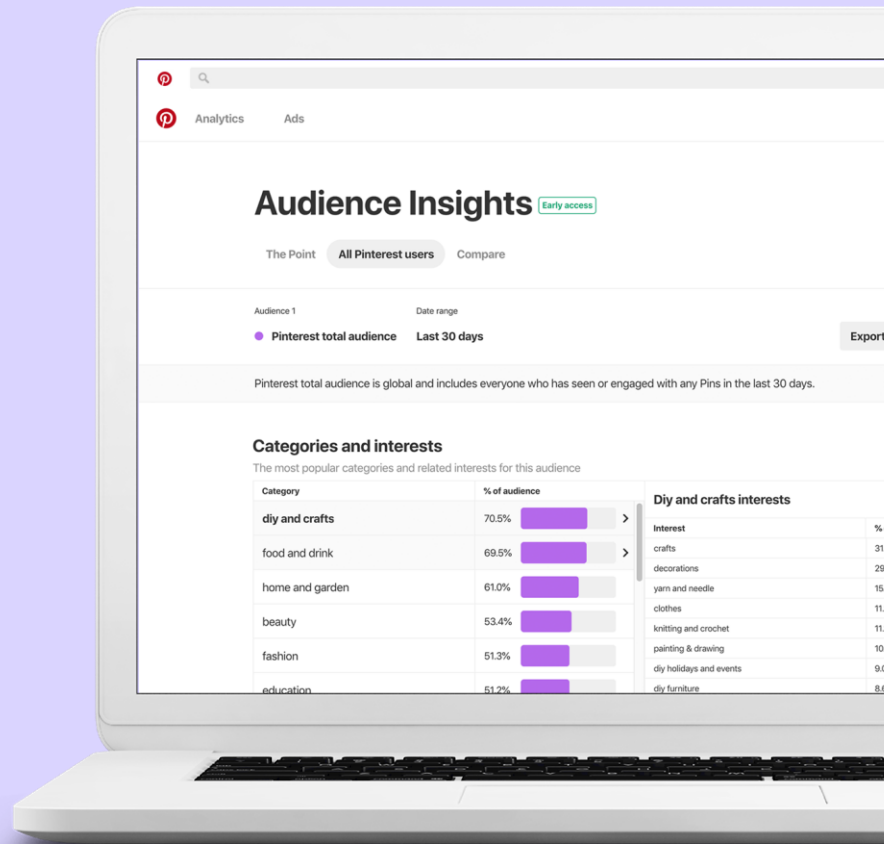

Save

Outdoor dinner party

Finding Passions in your audience

Ads Manager can be used to find more information on your audience and what they are using Pinterest for in their lives.

Where do they over-index?

How can you participate in that conversation in a meaningful and authentic way?

Pinterest Audience Insights interface showing:

Audience Insights [Early access]

The Point | All Pinterest users | Compare

Audience 1 — ● Pinterest total audience | Date range — Last 30 days | Export

Pinterest total audience is global and includes everyone who has seen or engaged with any Pins in the last 30 days.

Categories and interests
The most popular categories and related interests for this audience

Category	% of audience	
diy and crafts	70.5%	
food and drink	69.5%	
home and garden	61.0%	
beauty	53.4%	
fashion	51.3%	
education	51.2%	

Diy and crafts interests

Interest	%
crafts	31
decorations	29
yarn and needle	15
clothes	11.
knitting and crochet	11.
painting & drawing	10.
diy holidays and events	9.0
diy furniture	8.6

Screen is for illustrative purposes only and results may vary.

Finding passions in trends

Another place to find potential 'passion points' for your brands is by looking into what is trending on the platform around certain categories and moments. These trends can be found in a variety of ways:

Pinterest Predicts: our 'big bets' on what will be trending in the year to come. All of the trends are available to browse and advertising packages are available if you would like to co-brand you content.

Pinterest Trends: a self-service tool to see current searches and to see how specific keywords are trending.

Skinamlism	Digital decor
Not-so-furry friends	Bet on yourself
Hypothetical sabbatical	Japandi aesthetic
Invest in rest	Rainbrows

Positivity drives Purpose

On Pinterest, it pays to be positive. Pinners come with a positive mindset and expect the content they find on the platform to fit the same mold. And brands that deliver positive content also see higher engagement overall. So consider:

What is your brand proud of supporting outside of your normal business?

How do you give back to the community?

What causes do you stand for as a brand and what do you want to be remembered for doing?

6 in 10

adults agree that they're more likely to:

Remember
brands they encounter online
when they feel positive.

Feel positive
toward brands they encounter
in positive environments.

Trust
brands that they see
in a positive space.

Purchase
a brand when they see it
in a positive space.

Awareness

Conversion

How often should I pin?

Post new pins at least once per week

Unlike social networks where reach peaks in the first 24 hours, on Pinterest your reach will grow over time as people discover and save your Pins. Pinterest's algorithm favors quality of content, not recency.

The Pinterest feed algorithm recognizes steady, regular posting as a sign of good engagement with audiences—so, regular, weekly activity is better than an all-at-once flurry.

DID YOU KNOW?
You can schedule your pins in advance using our Pin scheduler! Learn more in the tools section.
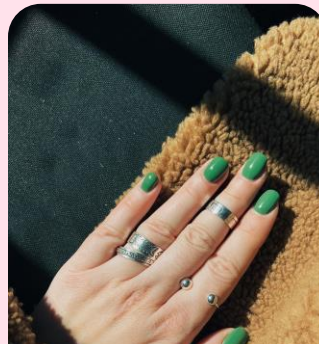
Pin Creative
Best Practices
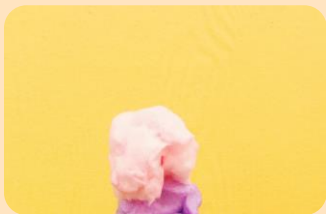
3:2 aspect ratio
Too short
Performs poorly

2:3 aspect ratio
Just right
1000 x 1500px
recommended

1:2.1 aspect ratio
Too long
Forced truncation

Title of Pin is…
Creator Name

Pin Title
(up to 40
characters)

What makes a great Pin title?

It's always there
Don't risk lower performance by missing this important field for search and relevant targeting.

It's 6-40 characters
Each word counts. It's short and to the point.

It doesn't include hashtags
#NotNecessary #PleaseAvoid

Read it on **yourlink.com**

Title of Pin is displayed here

Creator Name
159k followers

Don't risk lower performance by missing this important field for search and relevant targeting...**More**

Save

Pin description

(Up to 50 characters) Pin descriptions play a major role in search. Include relevant keywords for targeting. Avoid fluff and filler words.

What makes a great Pin description?

It's always there
Don't risk lower performance by missing this important field for search and relevant targeting.

It's 6-50 characters
Each word counts. It's short and to the point.

It includes keywords for search
Pin descriptions play a major role in search. Include relevant keywords for targeting. Avoid fluff and filler words.

It includes the brand name
Include your brand name in the first sentence of the description to increase brand awareness.

It doesn't include hashtags
#NotNecessary #PleaseAvoid

Ad formats overview

Standard Pin
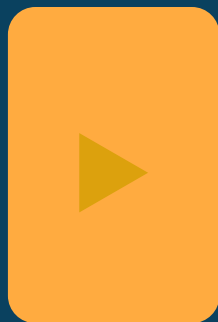
Video

Carousel

Collections

Idea Pin

Ads take Pinners from inspiration to action with a seamless experience. Ads are designated with a **"promoted by"** label in feed and drive to a destination on or off Pinterest—with objectives from awareness to conversion.

Standard Pin

Showcase products and content in a simple vertical or square image format.

Available with brand awareness, consideration and conversions objectives.

- File type: PNG and JPEG
- Max file size: 32 MB
- Aspect ratio: 2:3
- Resolution: 1000x1500px
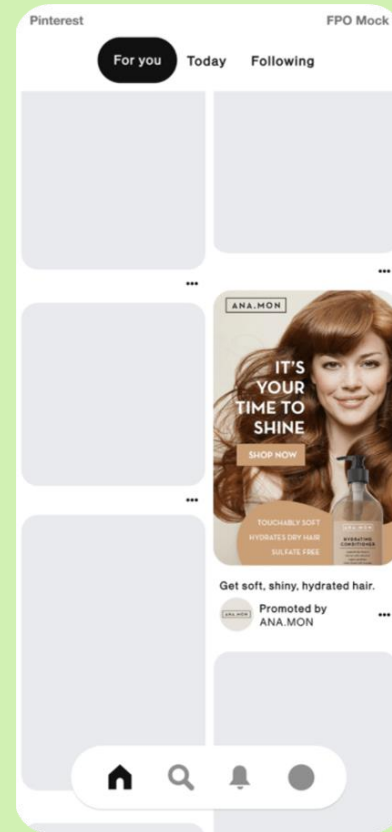
Standard video

Bring images to life with animated videos that are the same size as a regular Pin.

Available with brand awareness, consideration and conversions objectives.

- File type: .mp4 or .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Under 2GB
- Video length: Minimum 4 sec, maximum 15 min (6-15 seconds recommended)
- Aspect ratio: 2:3
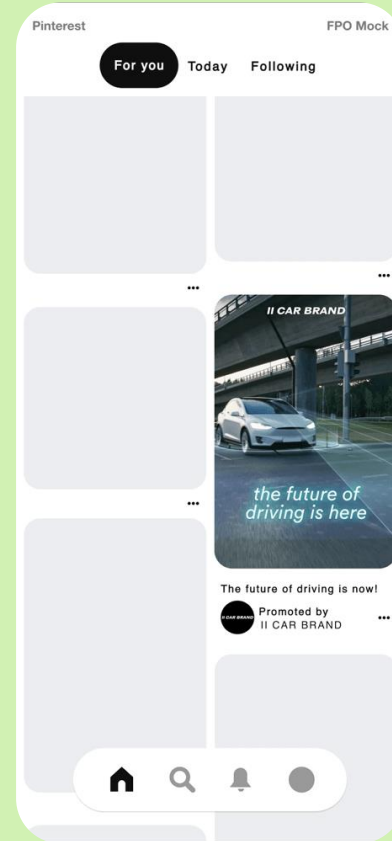
Carousel

Tell a multi-image brand story with multiple images for people to swipe through.

Available with brand awareness, consideration and conversions objectives.

- Minimum of 2, maximum of 5 images
- File type: PNG and JPEG only (no videos or gifs)
- Max file size: 32 MB per image
- Aspect ratio: 1:1 or 2:3
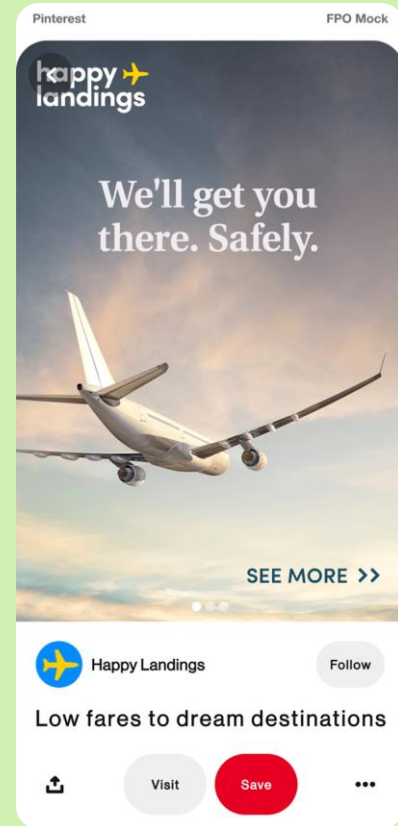
Collections

Showcase one main image above three smaller images in feeds on mobile devices.

Available with brand awareness, consideration and conversions objectives.

- Hero creative: 1 image
- Secondary creative: 4 images recommended 24 images max tagged
- File type: PNG and JPEG only (no videos or gifs)
- Max file size: 10 MB
- Aspect ratio: 1:1 or 2:3
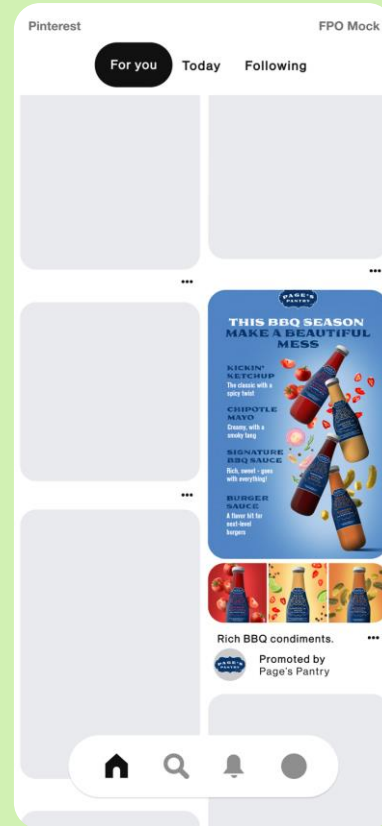
Idea Pins

Tell immersive stories with video, images and text in our own native ecosystem.

Objective to grow your audience with available metrics like impressions, Pin clicks and saves.

- Recommended length 5+ pages of images, video, audio and text to tell your story (20 max)
- Features including drawer for ingredients, supplies and steps.
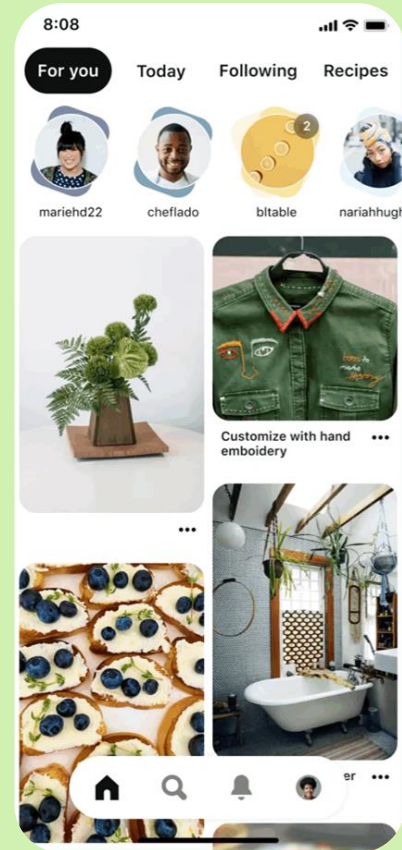
We have
5 dimensions of
inspiration

What does a truly inspiring Pin look like?

Well our research team got into it, working with true global experts in the field of inspiration, and here's what they found:

The most inspirational Pins are visually appealing, relevant, positive, original and actionable.

It's hard to be all five of these dimensions at once, but you don't need to be. Depending on your industry or business goals, always ensure your Pins have at least 2 of these dimensions.

It's about consciously deciding to contribute to a collection of humanity's best ideas. And showing up in the right way when people are looking for them.

These 5 dimensions of inspiration play into the Pinner mindset

Visually appealing

"I come to escape the mundane and find beautiful places to travel to next. I plan all my trips on Pinterest."

Relevant

"I come to plan around seasonal moments like New Year's. From party ideas to style inspiration."

Positive

"I come to find ideas that support my own style without judgement. Pinterest is my safe space to dream."

Original

"I come to explore new things. I always end up discovering amazing new brands and ideas."

Actionable

"I come confident that I will find what I'm looking for to take that next step in my life journey."

Visually appealing

Lead with a compelling image

Keep imagery beautiful + inspiring

Use subtle branding to reinforce brand recognition

Head over heels for new fall faves

clothing brand

Add a human touch to show the Pinner how the product can fit into their life

Ensure logo placement is clear and legible

Relevant

Use text overlay to provide additional context

Keep text above 48pt font for mobile legibility, and don't cover more than 30% of the image

EXPLORE NEW KITCHEN VIBES

Co. Profile name
123m followers

Follow

Locally handcrafted home ceramics

Thoughtfully-designed, durable dinnerware for your home.

Write clear and actionable headlines to highlight or promote your content

Always include a clear Pin title, up to 40 characters

Always include a clear Pin description, up to 50 characters

Positive

Use encouraging imagery

Include copy that is inspirational and engaging

Keep your content inclusive to represent all people, location and family units

TROUVEZ VOTRE PROCHAINE AVENTURE

Ensure the translation is still positive

Focus on the future solution, not the past problem

Original

Actionable

Scan for more best in class examples

Inspire Pinners to explore or try something new

vegan food brand

Create content that is recent in seasonality to help Pinners plan for the upcoming season

Make it unique to fill a void or add a new twist

all hail the vegan hot dog

now delivering

Create original content with authority or influence

furniture brand

Ensure your product is available and in stock

Pull up a chair
shop favourite styles

Check that your Pin links to the correct webpage to show the featured product

Help Pinners act on your content with actionable messaging

Make Pins localized with a relevant cultural context and language

1. Open 🅿 app
2. Go to 🔍 bar
3. Tap 📷 to scan

Landing Pages

The Pinterest feed prioritizes the most relevant and actionable content. So your Pin's target URL should drive back to your website.

Make sure that the Pin's image appears on the landing page, and the page's content matches the Pin's description. It's also important to confirm that your link works and loads quickly, and that you're not blocking search engines and crawlers (using robots.txt).

Pin Creation Tools

So many ways
to create

There are a variety of ways to create new content, bulk upload Pins, repurpose with purpose and automatically create Pins at scale.

1. **Use the "+"** to make video or standard Pins from your desktop or app.

2. **Connect an RSS feed** to automatically create Pins at scale.

3. **Install the save button** to encourage others to create Pins from your site.

4. **Bulk create video Pins** and publish your entire video library with a single csv upload

Use the "+"

- Crop images
- Add a logo
- Use fonts and colors
- Create a collage
- Preview your Pins
- Create up to 50 Pins at a time
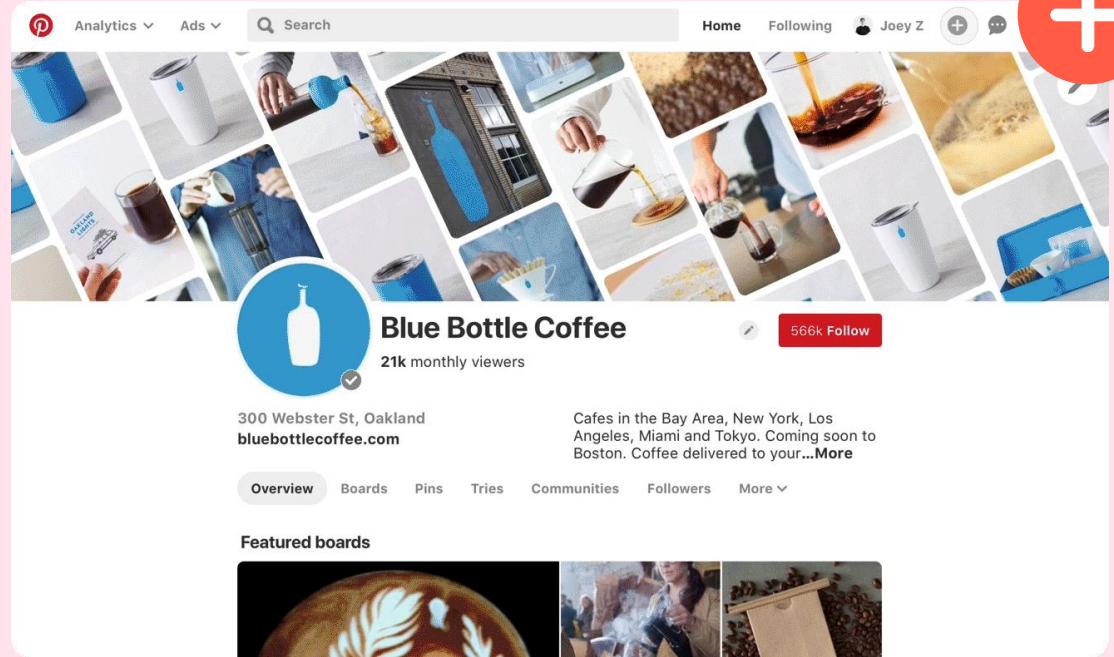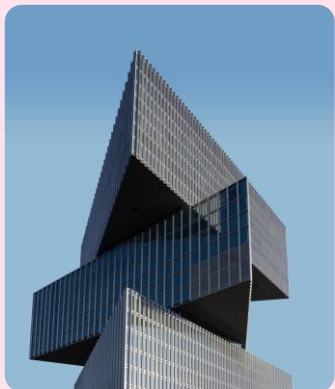
Connect an RSS feed

Automatically create Pins from your website using an RSS feed that's linked to your Pinterest business account. To get started, simply connect your RSS feed in Pinterest settings.

Install the
save button

Add the Pinterest browser button to save ideas from your site directly to Pinterest. Just click the "save" button on any image
from your site, add a title and description and save it to a board.

Bulk create video Pins

This is the fastest way to create multiple Video Pins at once. Upload your entire video library with a single csv.

Integrations with your favorite tools

- Pinterest Partners offer sophisticated technology solutions to help you scale on Pinterest.

- Content marketing partners can help you build a stronger presence on Pinterest. They can help with both organic content and paid campaigns. They span the entire content process, from sourcing content and publishing Pins to managing engagement and Pinner interactions.

- Find a partner here

Measuring Success

What are the tools I have available to measure success?

Audience
Insights

Conversion
Insights

Pinterest
Trends

Pin Analytics

Audience Insights

Audience insights reveal what your existing and potential customers are interested in based on their behavior on Pinterest.

The insights surfaced by Pinterest are powered by the Taste Graph and reflect the active consideration mindset of Pinners, incorporating actions like searches and saves.

Now, for the first time ever, you can access insights from Pinterest to shape your creative strategy and media campaigns.

With a business account, you can use the Audience Insights dashboard to get a better glimpse at what your audience is into–the results might surprise you!
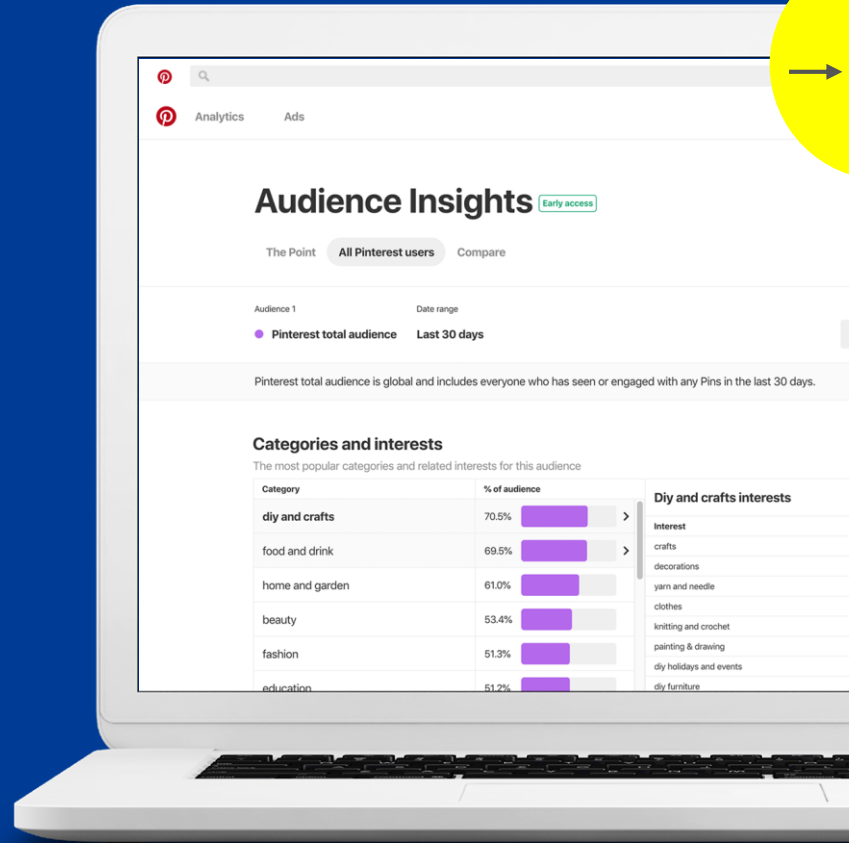
Audience Insights
Endemic

Children's Fashion 3.68x
- Baby clothing
- Children clothing
- Teen clothing

hairstyles

Beauty 1.61x

Men's Fashion 1.75x
- Men's style
- Men's shoes

Women's Fashion 1.89x
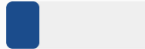- dresses by style
- skirt
- Women's bottoms
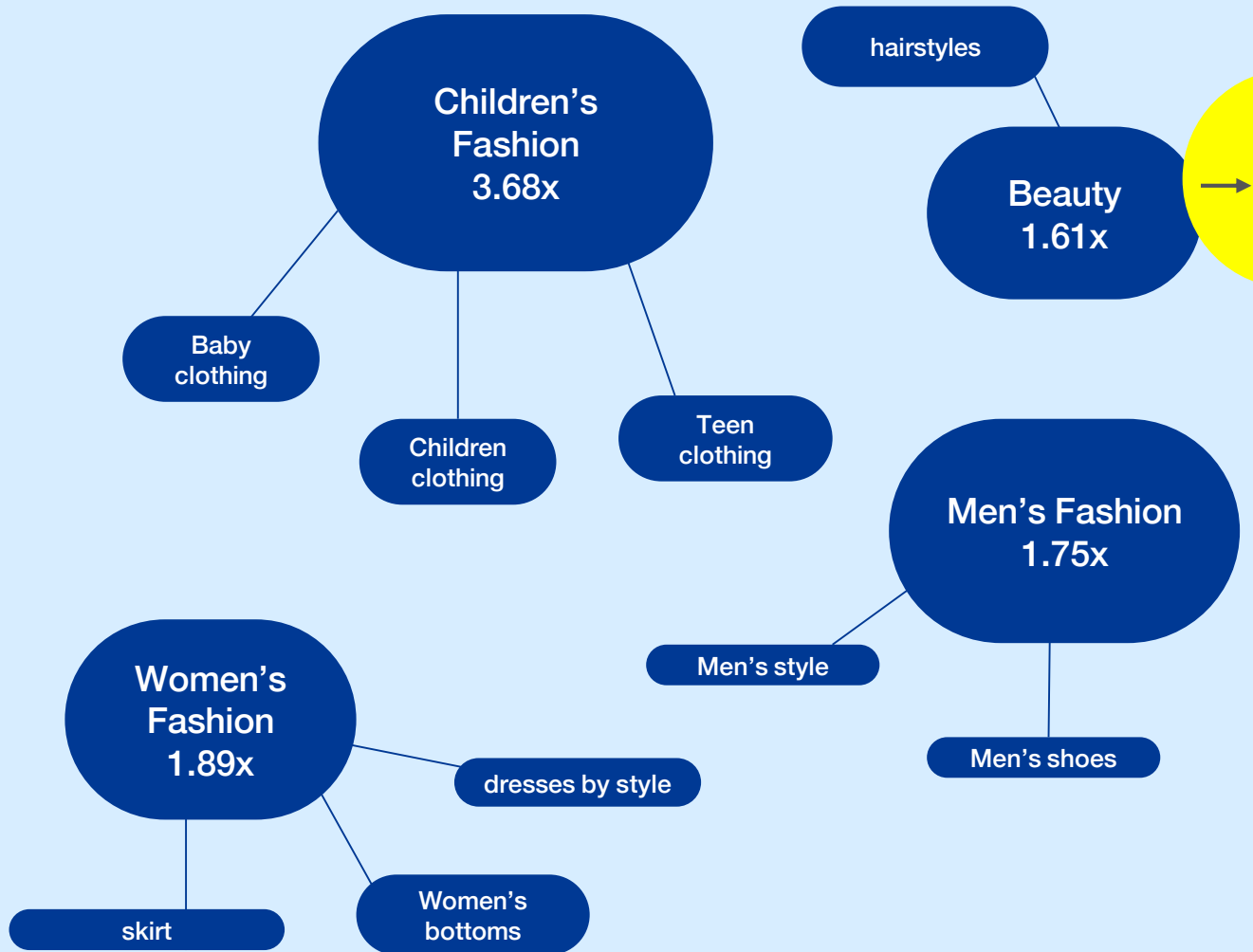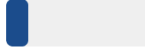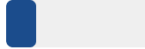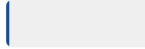
How do I use these? Build pins based on audience insights categories and affinities

(ie. Entertainment, Education, Home Decor and DIY are highly relevant).

Consumers who see and are engaging with your content exhibit the below interests

Category	Affinity ↓	% of audience	
health	**1.64x**	39.4%	
quotes	1.53x	41.2%	
food and drinks	1.41x	54.7%	
entertainment	1.24x	92.6%	
education	1.23x	82.4%	
beauty	1.20x	50.3%	
women's fashion	1.18x	53.9%	

Category	Affinity ↓	% of audience	
home decor	1.17x	77.5%	
animals	1.17x	15.6%	
parenting	1.16x	21.6%	
finance	1.15x	2.3%	
diy and crafts	1.14x	76.3%	
art	1.09x	63.3%	
sport	**1.08x**	23.0%	

Introducing Conversion Insights

A revolutionary tool that integrates **organic and paid conversion** reporting in one.
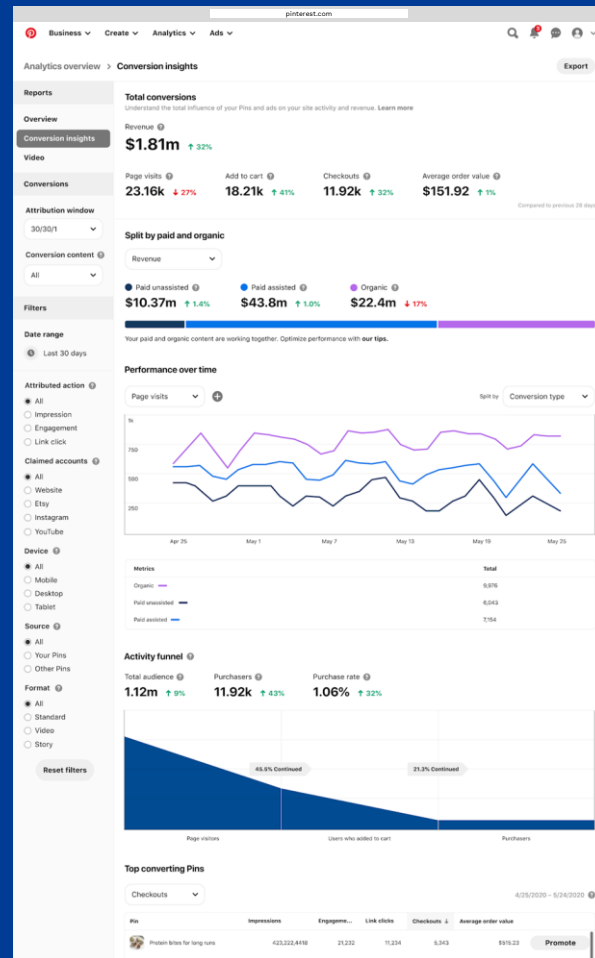
Conversion Insights

See the total impact of your paid and organic Pinterest presence.

Conversion Insights is a new analytics dashboard that provides you with a full picture of your Pinterest presence.

- [Learn](#) how your organic and paid campaigns are influencing online purchase behavior.
- Get more transparency into Pinner actions across the funnel.
- See what content is performing best so you can craft smarter media strategies.
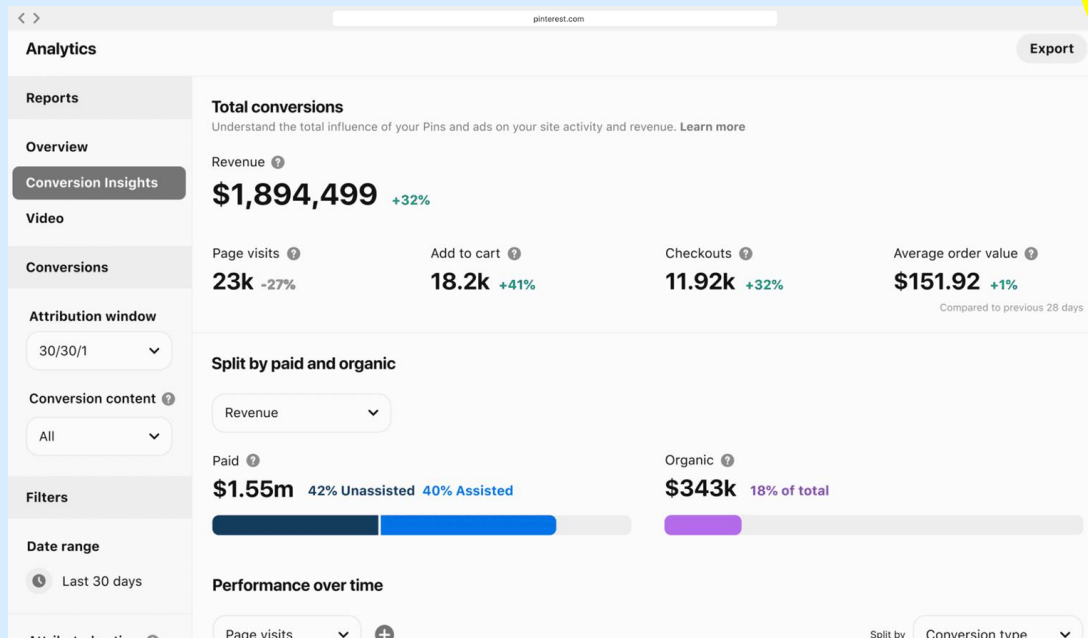
*Screen is for illustrative purposes only and results may vary.

Paid and Organic Scenarios

You're not seeing a lot of organic conversions but are seeing a lot of paid conversions.

→ Continue to experiment with organic content that moves the graph on assisted or organic only conversions.

You launch a new paid campaign and there is a delay before you begin seeing assisted conversions.

→ Think about how you can seed your Pinterest audience with organic creative before a campaign to support your paid tactics.

You see a sudden dip in organic conversions as conversions begin being bucketed under "assisted" for retargeting campaigns.

→ Check average order value (AOV) to see if the assisted conversions are higher value than organic only now that they're highly targeted and receiving additional impressions.

You're seeing that conversion graphs have repeatable spikes on certain days of the week.

→ Identify trends and make sure you're adding fresh content before the spikes to capitalize on conversions.

Your organic audience and your paid audience do not overlap.

→ You are reaching unique audiences, which make organic conversions incremental to your paid conversions. Evaluate your creative and targeting to identify which audiences are converting from your organic and paid tactics separately.

Audit Template

Pinterest Monthly Scorecard Template Example

Monthly Viewers	9.43M	**Status**
ER/IR	1.38%	NA
Demographics	Age: 73% (18-44) - Gender: 79%(F), 12%(M), 10%(U) - Top Metros: New York (5.9%), Los Angeles (4.2%), Dallas-Ft. Worth (3.7%)	NA
Test & Learn (2x month)	1. Test performance of Holiday purchase-based audience segments. 2. Test driving to app store for Digital Secure campaign.	Complete
First to Market Opps	Story Pins for Organic	In Progress
Top Pins (by Engagement Volume)	This cool video pin This great static pin	NA
Optimizations	Test "Return to Normalcy" creative centered around a post-Covid life Test out product tagging	Not started
Audience Affinities	Your Pinterest Audience: Health 1.72x - Quotes 1.53x - Food and Drinks 1.48x Verizon Carrier Audience: Finance 2.17x - Health 1.67x - Food and Drinks 1.53x (over indexed in these categories compared to all Pinners)	NA

Step 1:
Board Health

➔ Audit content types to align with best practices

➔ Audit board naming conventions

➔ Decide if there are boards to archive

Nails

123 Pins · 4 sections

Nike Example

All Pins 974,824 Pins 9h	**Blazer Square** 68 Pins
Nike (M) 11 Pins	**KIDS MOVE CREW** 2 Pins
STRETCH AND STRE... 101 Pins · 1 section	**REACT E...** 50 Pins
THE FUTURE IS IN T... 27 Pins	**ICON CLASH** 93 Pins · 1 section
Joyride 15 Pins	**NIKE ZOOM VAPORF...** 3 Pins
VICTORY PACK 12 Pins	**GERMAN...** 21 Pins
Nike - Force 0 Pins	**SHOE LOVE** 201 Pins
TRAIN HARDER 349 Pins	**MOTIVATION** 241 Pins
UP THE INTENSITY 155 Pins	**FESTIVAL...** 1 Pin
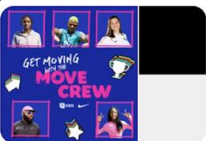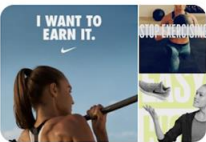
- There is no seasonal/moment aligned content
- They could connect better with followers through content that meets their needs, like "running tips" or "the best products for winter ready runs"
- They could benefit from leveraging keywords in addition to their product line names for indexing purposes

Fix this empty board

Strong examples:

run
lululemon · 2.18m followers

Made to go the distance—so you can hit the ground running.

Follow

Bras
24 Pins

Bottoms
28 Pins

Tops
50 Pins

Consolidate themes to 1 board and use sections to organize

Festival Season Style
25 Pins

It's Hot! Levi's® Summer Style
22 Pins

Seasonal and trending boards

Levi's® Pride
54 Pins

Lean into cultural moments on Pinterest

Prologue
5 Pins

new & only at ◎

Made By Design
15 Pins

Opalhouse
25 Pins

29.99

Holiday Decor & Entertaining
119 Pins

Hearth & Hand
149 Pins

Goodfellow & Co
64 Pins

College Motherboard
23 Pins

Highlight popular exclusive brands with own board
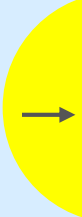
Step 2:
If eligible, are you in the Verified Merchant Program?
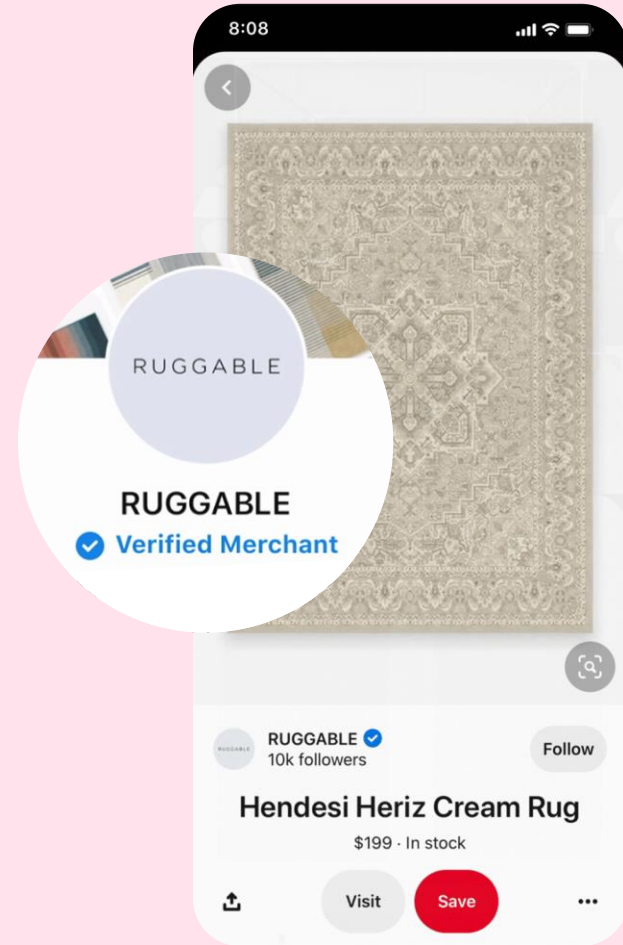
The Verified Merchant Program

enhances the connection between Pinners and brands

Pinners receive an enriched shopping experience full of shoppable Pins from verified merchants. Merchants are eligible for distribution within dedicated shopping surfaces.

So why become a Verified Merchant?

Appear in shopping surfaces

A "verified" badge to feature on your profile and product Pins.

A shop tab on your business profile to let Pinners know they can shop your products

Enhanced product distribution within shopping experiences across Pinterest, which on average generates 13.6% more clicks for merchants.

Step 3:
Audit your content

➜ What should I be posting?
➜ Leverage Pinterest Trends
➜ Leverage the power of your follower's Pinterest activity

Nails

123 Pins · 4 sections

Use Pinterest Trends

Validate if a top performing organic Pin is the start of something larger on Pinterest! If so, capitalize on this momentum by launching new organic and paid creative to increase conversions.

Example: Your brand posted a beauty board that contained self care tips and DIY at home spa treatments and saw very high reach and CTR. Are any related terms trending on Pinterest? And if so - you should post more, similar content!

[Pinterest Trends](#)

Pinterest Trends
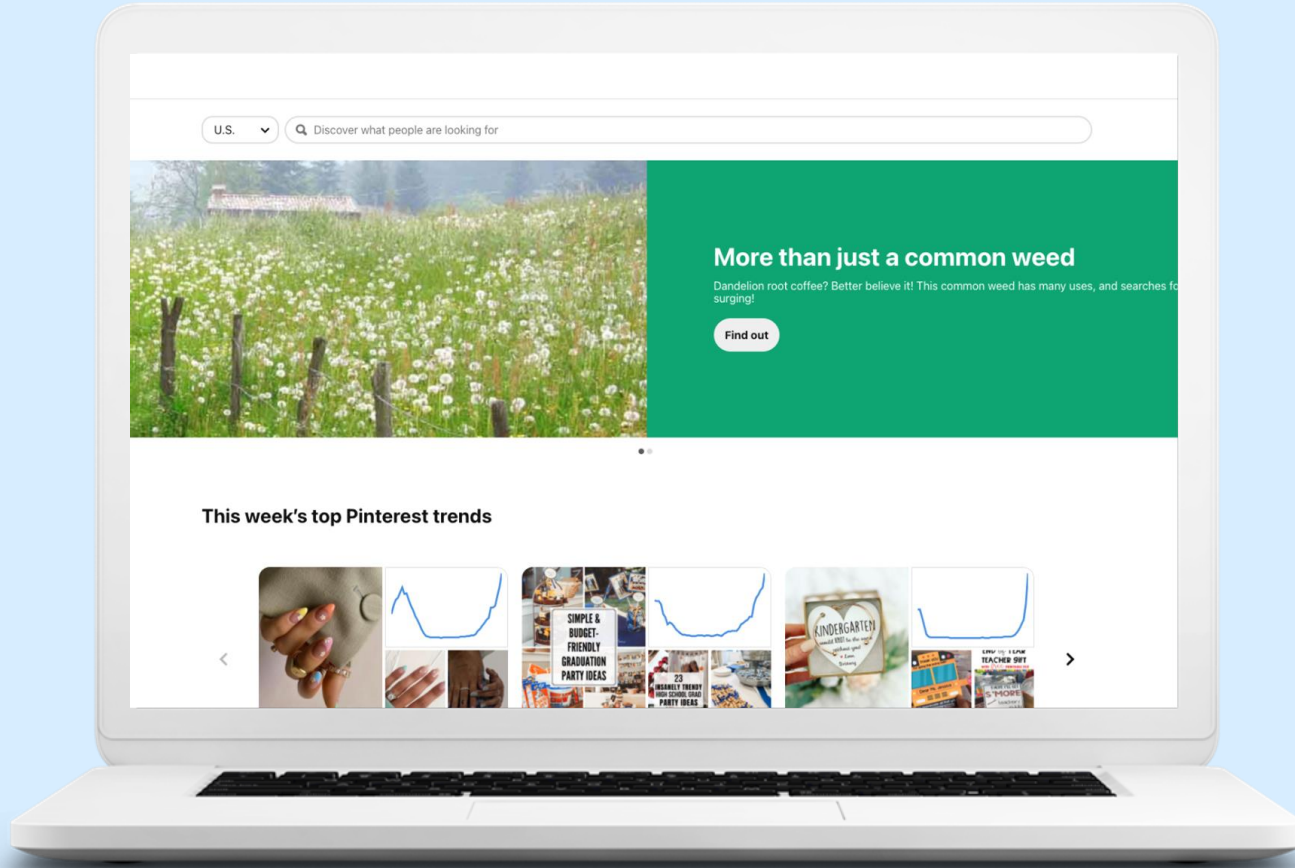
Example content - Aligning to trends

Festival Season Style
25 Pins

It's Hot! Levi's® Summer Style
22 Pins

Levi's® Pride
54 Pins

DIY With Levi's®
28 Pins

How To Style Levi's®
99 Pins

Lean into big moments on Pinterest

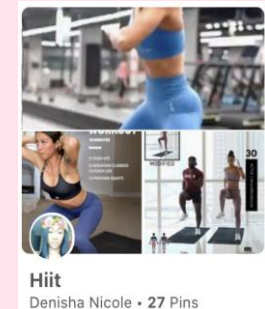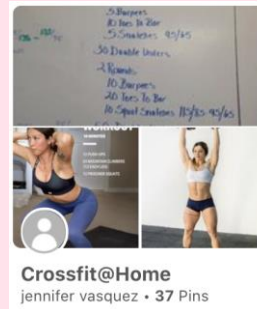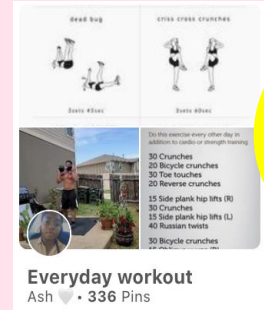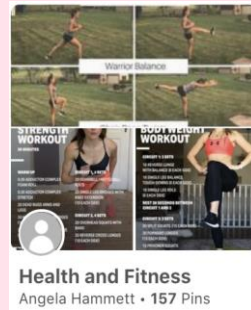Resources for Pinners to engage more with your brand
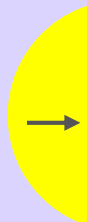
Look at board names Pinners are saving your content to

This helps inform what kind of content and categories your pinners are interested in:

Pinners saved content about incorporating workouts into their **everyday life**. Pinners see health and fitness as part of an overall **self-care routine**.

Pinners are also looking at **specific types of workouts** and training regiments, like HIIT, crossfit, and triathlon training.

Lastly, Pinners saved the Pins to **targeted body fitness goals**.

Health and Fitness
Angela Hammett • **157** Pins

self care
BROOKLYN • **34** Pins

Everyday workout
Ash 🤍 • **336** Pins

Crossfit@Home
jennifer vasquez • **37** Pins

Hiit
Denisha Nicole • **27** Pins

Tri dreams
Jessica Rupp • **17** Pins

{Leg Day}
J. Elaine • **31** Pins

Abs
Kamila Silveira • **45** Pins

Total body fitness
Camber Lybbert • **62** Pins
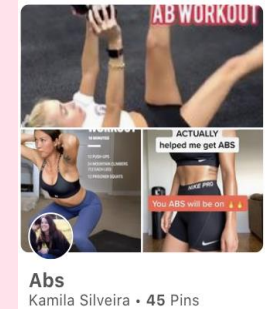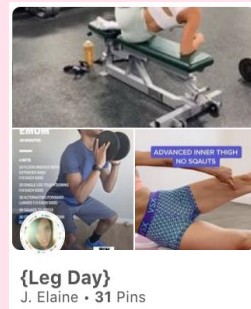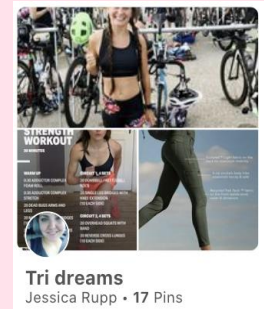
Step 4:

Use Pinterest Analytics Overview to find what's working and use it for paid promotion.

Impressions	Total Audience	Engagements	Engaged Audience
36.41k ↑ 33%	28.26k ↑ 46%	1.81k ↑ 83%	1.55k ↑ 106%

Compared to previous 60

Impressions Split by No Split Export

2.1k
1.58k
1.05k
525

Sep 6   Sep 13   Sep 20   Sep 27   Oct 4   Oct 11   Oct 18   Oct 25   Nov 1

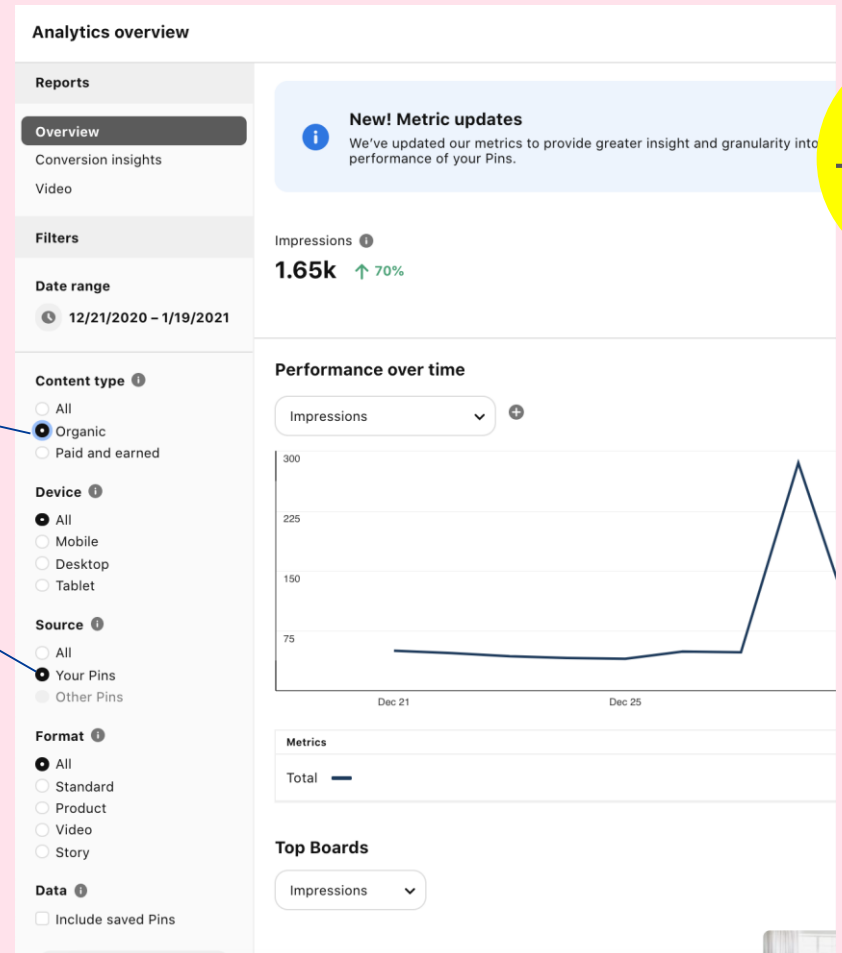Screen is for illustrative purposes only and results may vary.

Tips

Select organic under "Content Type"

Select Your Pins under "Source"

You can also filter by pin type and device

Analytics overview

Reports

Overview

Conversion insights

Video

Filters

Date range

🕐 12/21/2020 – 1/19/2021

Content type ⓘ
- ○ All
- ◉ Organic
- ○ Paid and earned

Device ⓘ
- ◉ All
- ○ Mobile
- ○ Desktop
- ○ Tablet

Source ⓘ
- ○ All
- ◉ Your Pins
- ○ Other Pins

Format ⓘ
- ◉ All
- ○ Standard
- ○ Product
- ○ Video
- ○ Story

Data ⓘ
- ☐ Include saved Pins

ⓘ **New! Metric updates**
We've updated our metrics to provide greater insight and granularity into performance of your Pins.

Impressions ⓘ

1.65k ↑ 70%

Performance over time

[Impressions ▾] ⊕

300

225

150

75

Dec 21   Dec 25

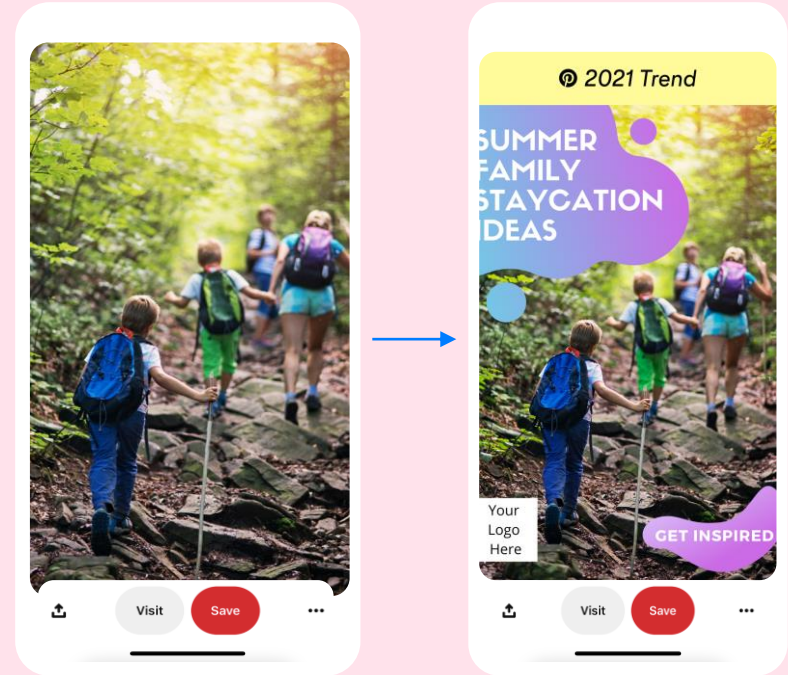Metrics

Total ▬

Top Boards

[Impressions ▾]

Take a look at your top performing boards and pins by metric (imp, clicks, etc.) in pin stats and pin analytics
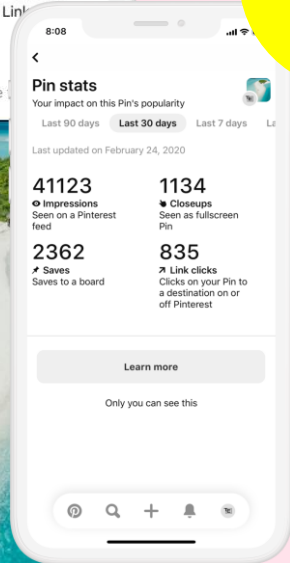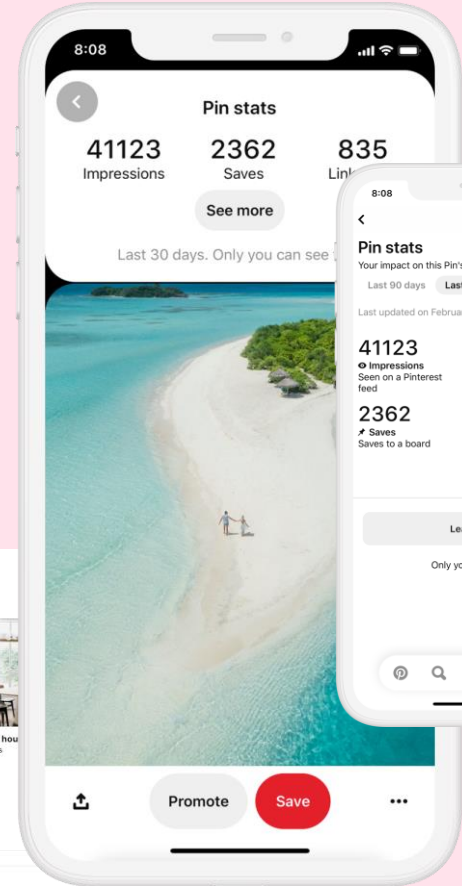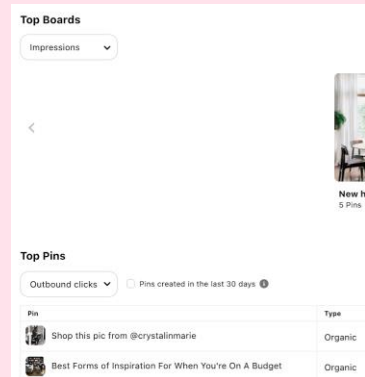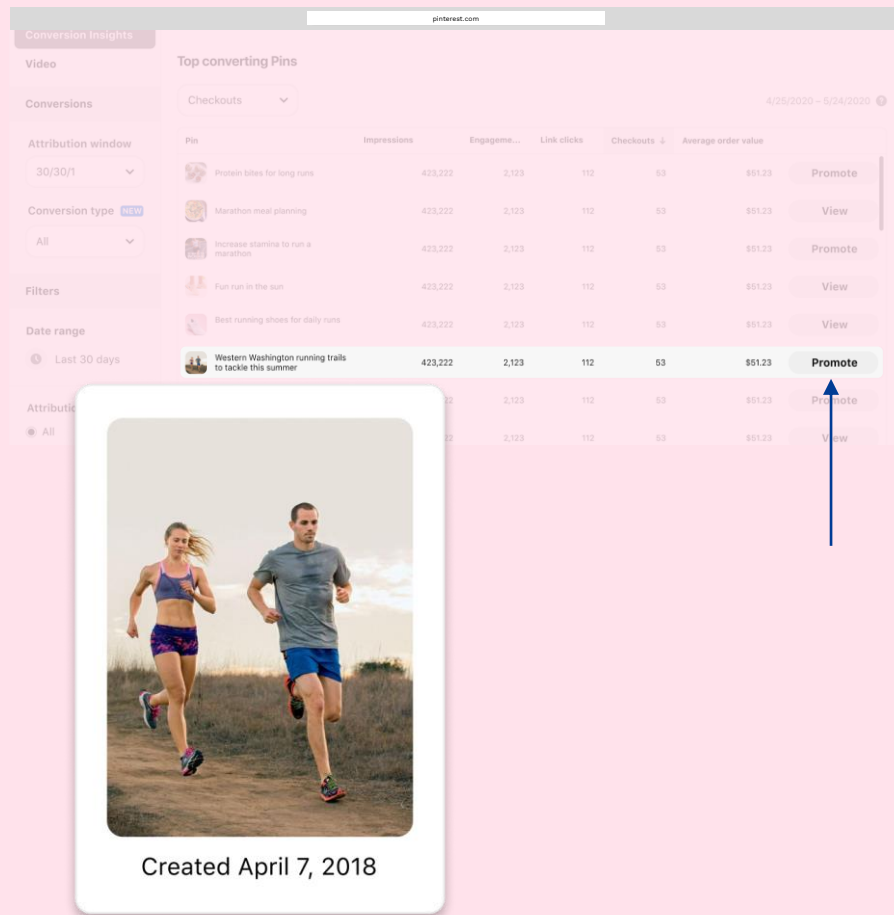
Tips

Use these successful pins and boards as inspiration for paid campaigns

If an organic Pin about family staycations is driving a ton of outbound clicks, consider promoting pins around staycation ideas or fun activities during a staycation.

Tips

You can create a new paid campaign based on these findings, or you can promote as is

Created April 7, 2018

Screen is for illustrative purposes only and results may vary.

Take a look at top performing products and product groups in your Catalog campaigns or based on your internal sales data

White Sneakers

Sunglasses

Coffee Mugs

Create boards and pins with these popular products to increase outbound clicks and sales from organic

Step 5:
Leverage Conversion Insights to gauge success

Nails

123 Pins · 4 sections

Conversion Insights

provides revolutionary visibility into the revenue your organic content is already driving. Use this tool to find the top converting pins and apply best practices across your content.

Created April 7, 2018

Pin (organic):
Western Washington running trails to tackle this summer

Impressions:
423,222

Engagement:
2,123

Average order value:
$51.23

Screen is for illustrative purposes only and results may vary.

Total conversions

Understand the total influence of your paid and organic Pins on various conversion events

- **Flip the switch:** toggle between paid, paid assisted and organic to see how the conversion events change. Use the filters in the left panel to adjust what you see.
- **View performance over time:** compare different metrics over the same timeframe.
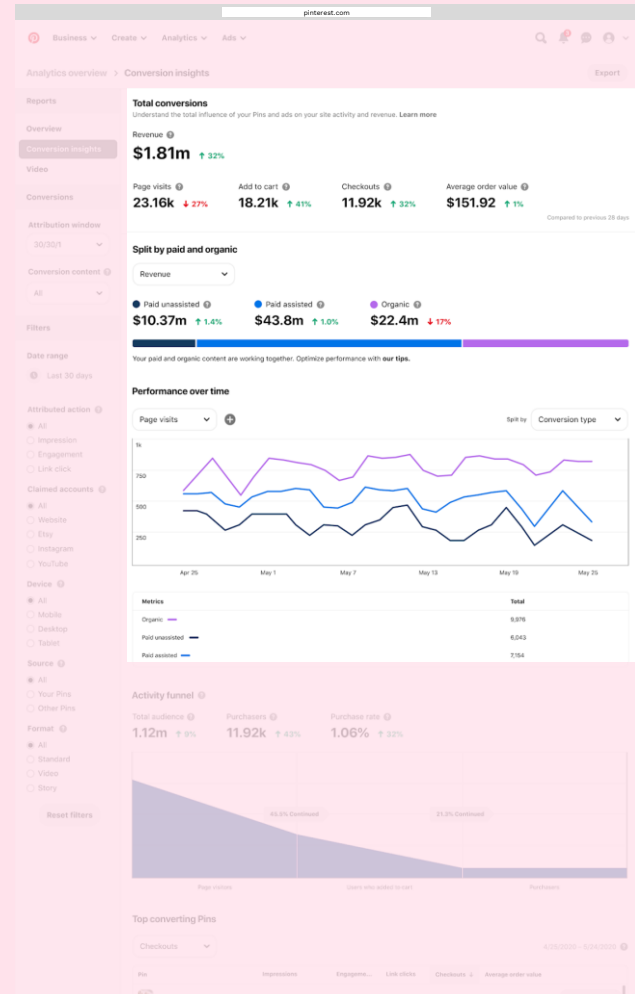
Screen is for illustrative purposes only and results may vary.

Activity funnel

Track your audience's path to purchase within your selected attribution window. See how different content types (organic, paid, assisted) lead to different conversion events.

Thought starter: Observe where the highest drop offs in the path to purchase are and address with targeted ad campaigns
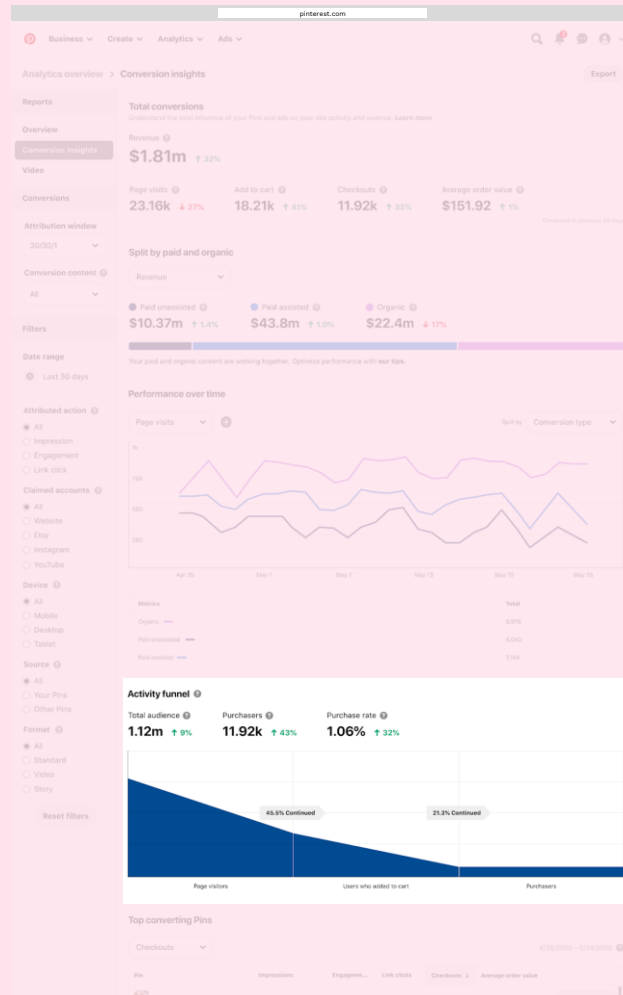
Screen is for illustrative purposes only and results may vary.

Top converting Pins

Identify your top converting Pins. Determine which ones you can promote (or learn from) to increase your conversions. Use the filters in the left rail to adjust what appears here.

Evaluate the activity funnel

Does your organic creative drive high page visits, but they don't add to cart? What messaging can you test to move users down the funnel?

Activity funnel ⓘ

Total audience ⓘ	Purchasers ⓘ	Conversion rate ⓘ
1.12m +9.2%	**11.92k** +43%	**1.06%** +32%

45.5% Continued   21.3% Continued

Page visitors   Users who added to cart   Purchasers

Page visitors

● Total	123k
↓ Dropped off	54.5%
→ Continued	45.5%
✓ Purchased	9.7% of 123k

Screen is for illustrative purposes only and results may vary.
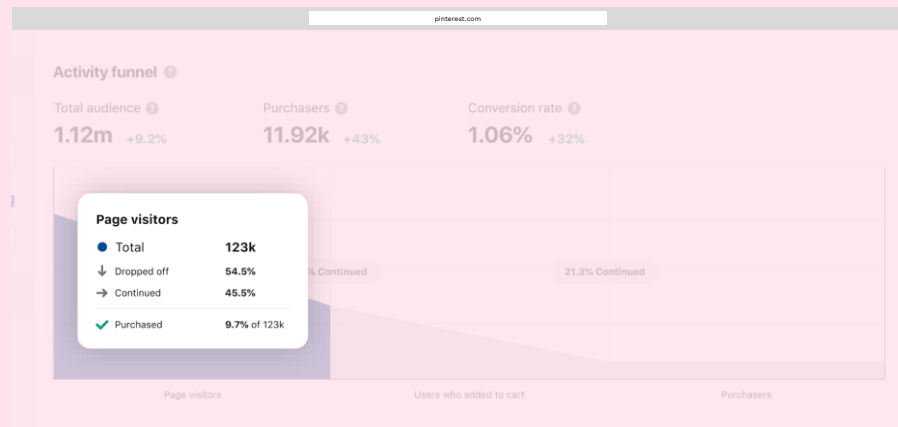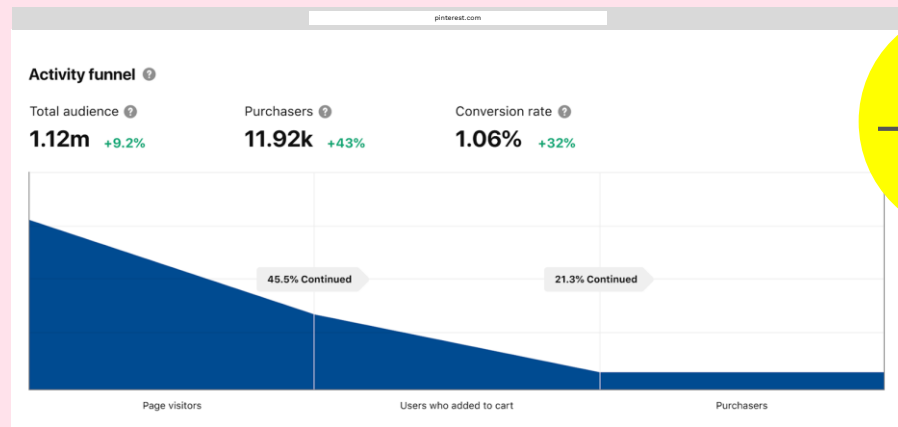
Appendix

Archiving boards

What's the best way to remove content without deleting it from people's boards?

Does archiving boards decrease my follower count?

No, your board followers can still see the board you archived. However you won't get any recommendations based on archived boards.

When should I archive content?

Pinterest's business profile tabs are chronological, so it's ok to leave older content on, knowing it will be at the bottom of the tab. You should archive boards containing products that are no longer available or deals that have expired. You may also want to archive content that is time sensitive, like a Christmas 2018 board for example.

Can people find my archived boards?

Archived boards are hidden on your profile, but anyone following them can find them through the list of boards in their following tab OR directly through the board URL.

Group boards

Does saving to group boards boost distribution?

Group boards are best for collaborating with others on a project. We don't recommend using group boards for distribution.

What happens if I delete or leave a group board? Will I lose followers?

If you're the owner of the group board, you can't leave it. If you delete a group board, people who only follow that board will be removed from your follower count. If you're a collaborator on a group board and leave it, your follower count won't be affected.

Who can create them?

Anyone

Use case

For Pinners planning a project that they don't want others to see (e.g. surprise birthday party ideas)

Some businesses use secret boards to collect and pin inspiration from other brands

Secret boards

Secret boards are boards where only you (and any board collaborators) can access the content saved within. Secret boards are noted with a lock symbol next to the board name.

Who can see them?

Only you (+ any board collaborators that you've manually added)

Who can create them?

Business accounts, via bulk editor

Use case

For advertisers to house Promoted Pins they don't want showing up on their profile page

Protected boards

Protected boards are available only to advertisers. Protected boards allow the content within the board to be seen, but the board itself is not visible when a user visits the profile page.

Who can see them?

Only those who are sent the direct link. Content within the boards can be seen by any Pinner

If:

You're not seeing a lot of organic conversions but are seeing a lot of paid conversions.
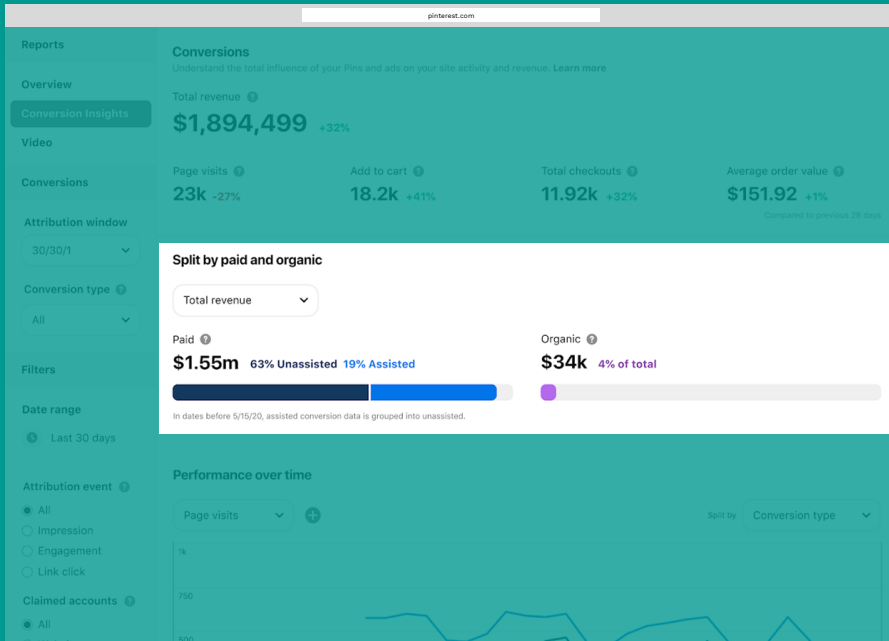
Then:

The first question is: Is it a challenge to create organic content that resonates? If so, consider leaning into that sweet spot between your business offerings and the interests of your audience. We can help!

Second question is: When you launch paid media, do you see an increase in assisted conversions or are most conversions in paid only? Continue to experiment with organic content that moves the graph on assisted or organic only conversions.

Then:

Prospecting often shows lagged effects in "assisted conversions" as you are reaching a net new audience. As they engage with your paid Pins or website, they'll begin saving your content which will turn on the organic distribution flywheel.

Think about how you can seed your Pinterest audience with organic creative before a campaign to support your paid tactics.

If:

You launch a new paid campaign and there is a delay before you begin seeing assisted conversions.

Who said
sandals are
only casual?

Shop our collection now

Plans to launch a
paid campaign?

Support with organic
content

If:

You see a sudden dip in organic conversions as conversions begin being bucketed under "assisted" for retargeting campaigns.

Analytics

Export

Reports

Overview

Conversion Insights

Video

Conversions

Attribution window
30/30/1

Conversion type NEW
All

Filters

Date range
Last 30 days

Attribution event
All

Performance over time

Page visits   Split by   Conversion type

1k
750
500
250
                Apr 25   May 1   May 7   May 13   May 19   May 25

Metrics   Total
Organic   9,976
Paid unassisted   6,043
Paid assisted   7,164
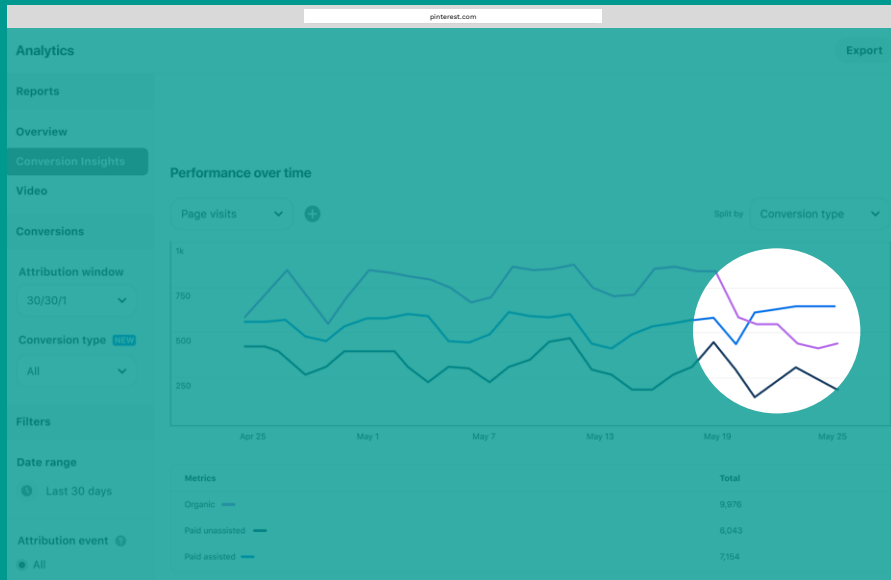
Then:

Check average order value (AOV) to see if the assisted conversions are higher value than organic only now that they're highly targeted and receiving additional impressions.

If:

You're seeing that conversion graphs have repeatable spikes on certain days of the week (mid-week; weekends).
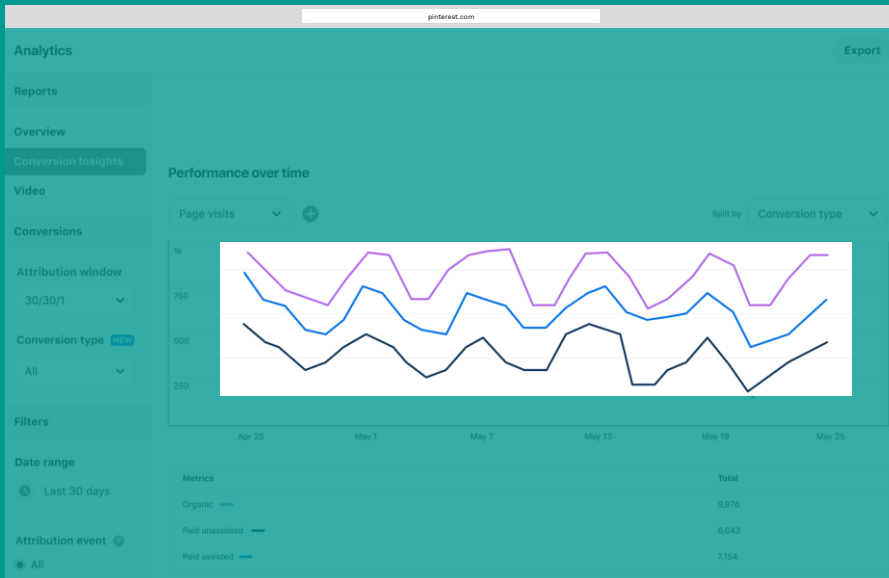
Then:

Identify trends and make sure you're adding fresh content before the spikes to capitalize on conversions.

Screen is for illustrative purposes only and results may vary.

If:

Your organic audience and your paid audience do not overlap.

Then:

You are reaching unique audiences between your paid and organic content, which make organic conversions incremental to your paid conversions. Evaluate your creative and targeting to identify which audiences are converting from your organic and paid tactics separately.

pinterest.com

Reports

Overview

Conversion Insights

Video

Conversions

Attribution window

30/30/1

Conversion type NEW

All

Filters

Date range

Last 30 days

Attribution event

All
Impression
Engagement

Performance over time

Page visits

Split by   Conversion type

1k

750

500

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Apr 25   May 1   May 7   May 13   May 19   May 25

Metrics   Total

Organic   9,976

Paid unassisted   6,043

Paid assisted   7,154

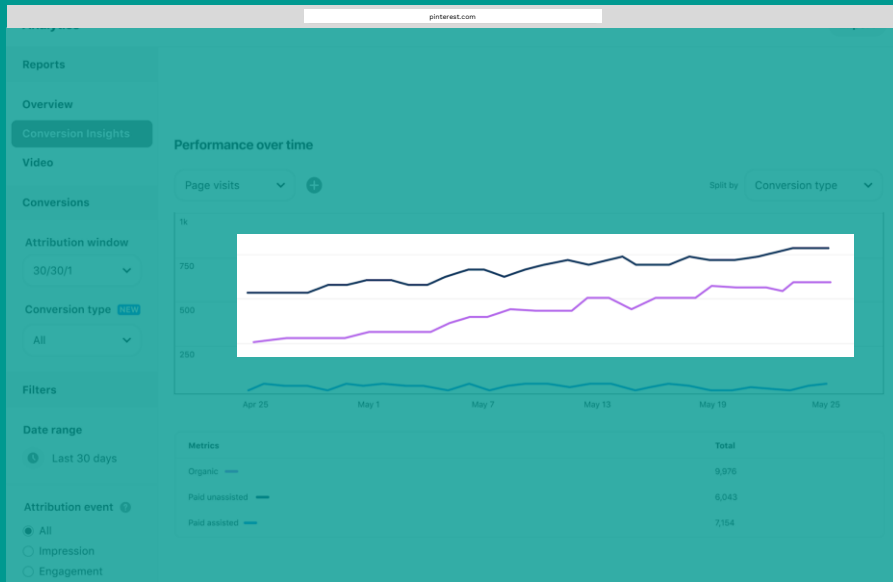Screen is for illustrative purposes only and results may vary.

Organic conversions

Reflects conversions that stemmed from organic Pin interactions within a set attribution window.

Pinner purchase journey
(Organic conversions)
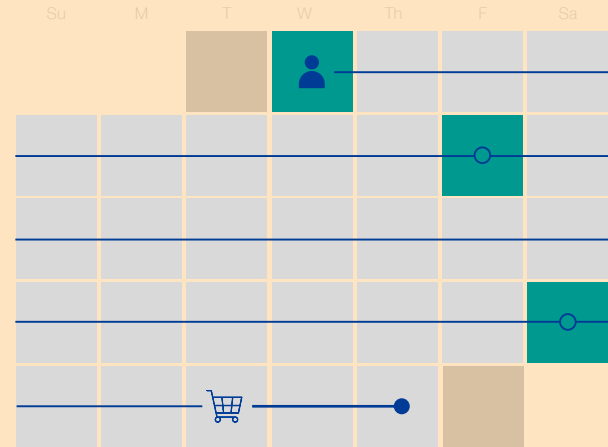
Su	M	T	W	Th	F	Sa

Pinner engages with organic content

Pinner makes a purchase

Attribution window (30 – 30 – 1)

Paid unassisted conversions

Happens when a Pinner interacts with your ads only and then buys an item within the set attribution window.

Pinner purchase journey
(Paid unassisted conversions)

| Su	M	T	W	Th	F	Sa

Pinner engages with paid content

Pinner makes a purchase

Attribution window (30 – 30 – 1)

Paid assisted conversions

Reflect conversions that contain both paid and organic Pin interactions within a set attribution window. The order and number of organic and paid touchpoints may vary, i.e. Pinner could interact with two organic Pins and one ad before conversion, one paid ad and five organic Pins, etc.

Pinner purchase journey
(Paid assisted conversions)

Pinner engages with organic content
Pinner engages with paid content
Pinner makes a purchase
Attribution window (30 – 30 – 1)
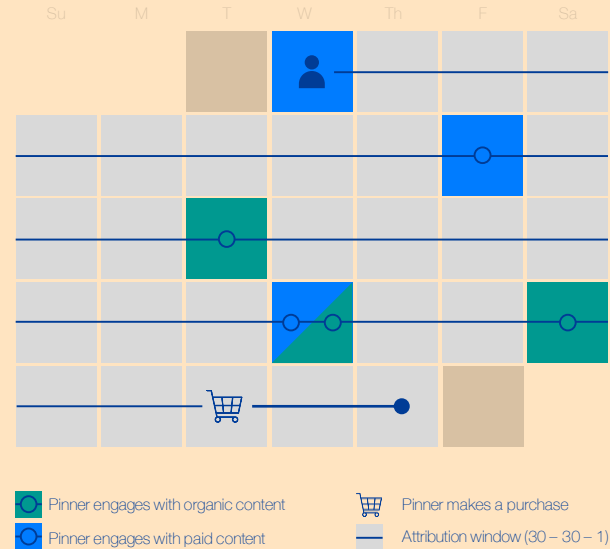
Appear in shopping surfaces

Products from Verified Merchants are eligible for distribution within dedicated shopping surfaces. These consist entirely of purchasable products and are our highest intent shopping experiences.

Over time, we will only show products from Verified Merchants in these experiences. This means that when they're ready to shop, Pinners will only see products from merchants who have been vetted for trustworthiness. It's also a win for Merchants, who get early access to the Program and could see an increase in both traffic and sales.
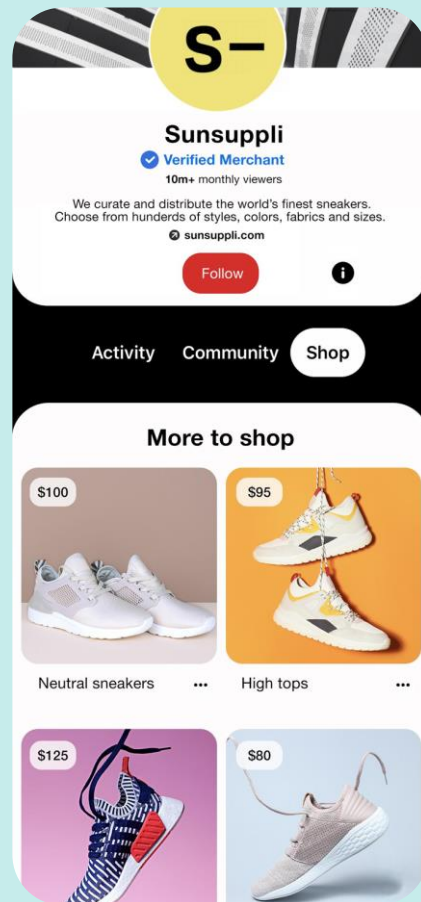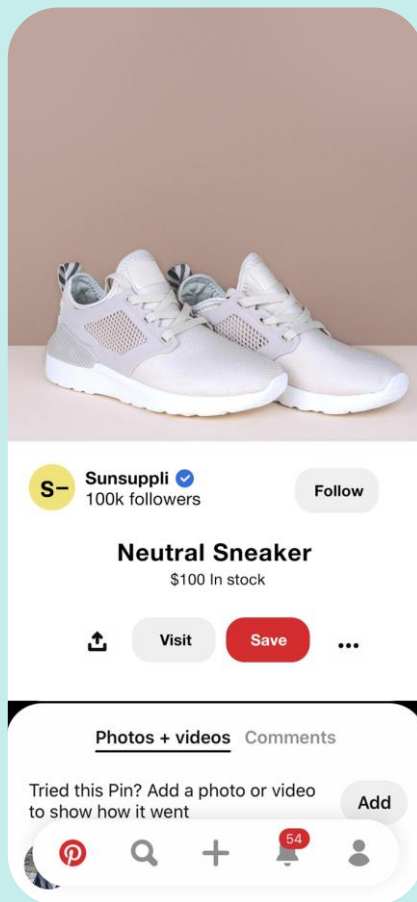
Stand out from other brands

"Verified" badges on profiles and product Pins tell Pinners that your brand was vetted for trustworthiness. Badges will appear on the merchant's profile as well as in product Pins on close-up.

Verified Merchants also get availability and pricing info on their product Pins.

Screen is for illustrative purposes only and results may vary.
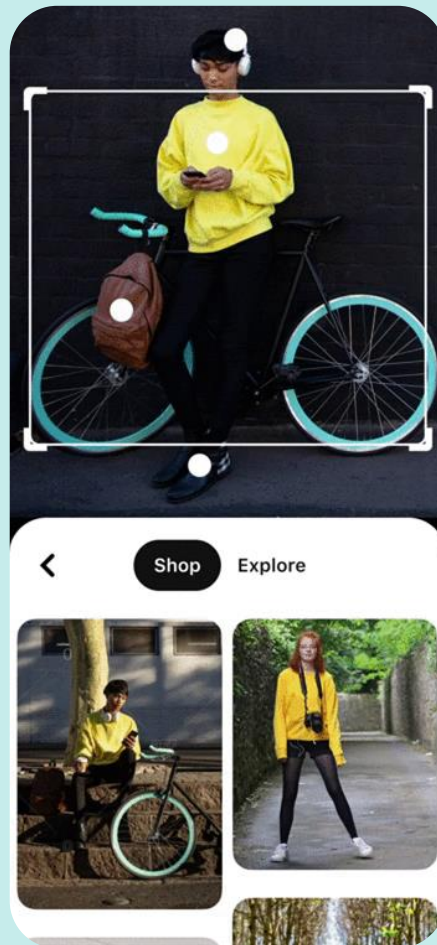
Enable your Shop tab

Merchants that add their catalog to Pinterest get a special shop tab on their profile. The shop tab allows merchants to show Pinners all their products at once, making it easier for them to buy what you're selling. It also ensures that Pinners only see products that are in-stock and ready for purchase.

96