for Business

A guide to Pinterest Analytics

With Pinterest Analytics, learn more about your audience and how Pinterest works for you

Table of contents

1.0

Pinterest Analytics
The basics

Helpful definitions:

Impressions
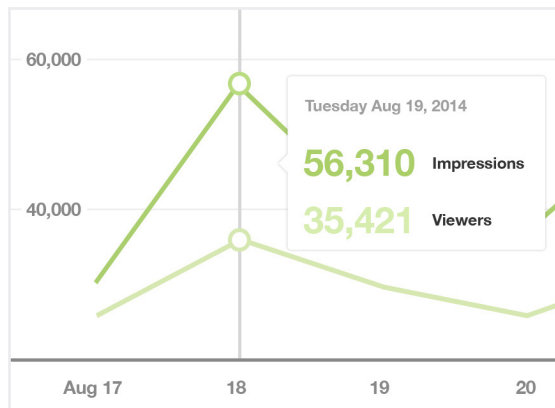The number of times a Pin showed up in the Home Feed, search results and category feeds.

Repins
The number of times someone saved your Pin to one of their boards. Repins are how Pins are shared across Pinterest.

Clicks
The number of clicks to your website from Pins on your profile.

Note: We started collecting profile repin and click data Feb. 1, 2014.

See what's trending

At the top of each analytics page there's a graph that lets you see:

- How things are trending over time

- If changes to your Pinning strategy or website (like Pin It button placement) have affected your Pinterest activity

- If there are seasonal trends that map to activity on your profile
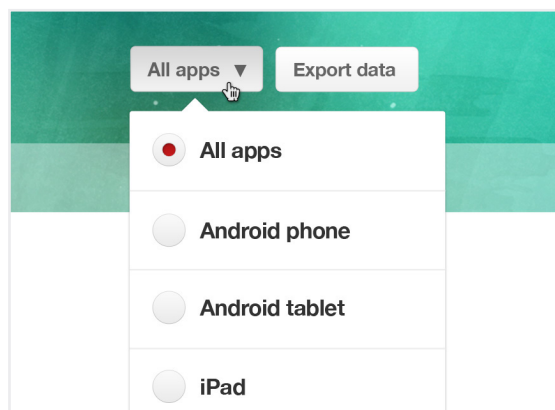
Change your view

Filter and sort your analytics to get a more detailed look at your analytics:

- Use the date picker to see data for specific time periods

- Sort your analytics by **Impressions**, **Repins**, **Clicks** and **All-time**

- Use the **All apps** menu to see analytics for different devices
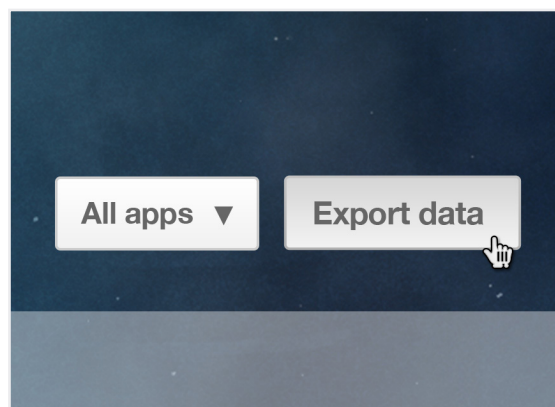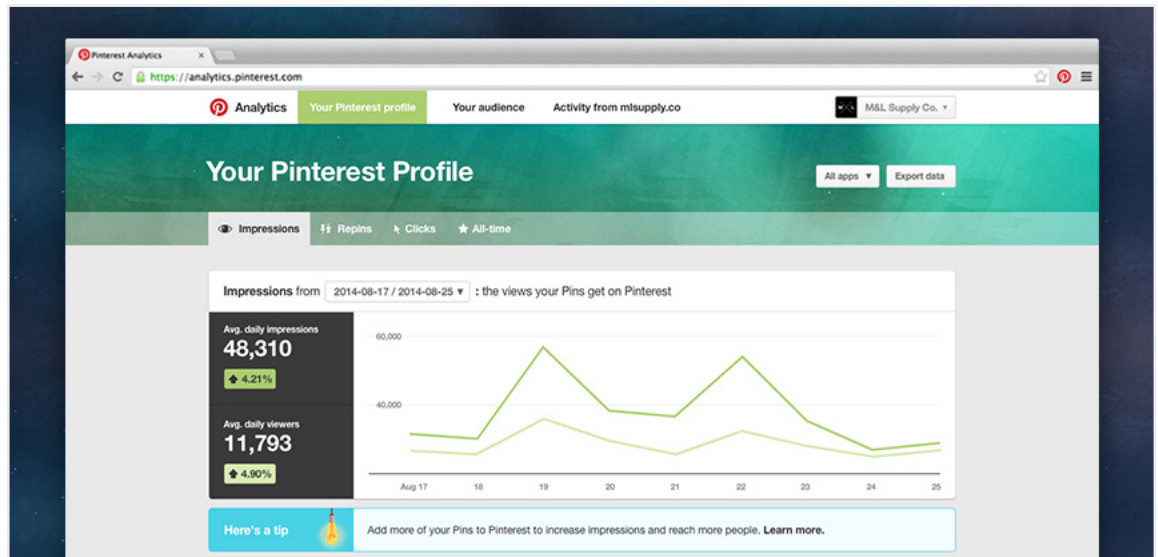

Export your data

To save your data as a csv file, click **Export data** at the top of the page.

Export data to look at trends and ratios between impressions, repins and clicks. For example, it may help to see why a higher percentage of people are clicking one Pin over another.

2.0

Your Pinterest profile analytics

Overview

To get to your profile analytics, click **Your Pinterest profile** at the top of Pinterest Analytics.

Pinterest profile analytics gives you a look at how the Pins from your profile are doing. This includes all Pins you Pinned to your profile,

and things you Pinned from your website or repinned from others.

Remember to switch between views to see the Pins with the most impressions, repins or clicks.

What you're seeing

"50% of my impressions are from people using smartphones and tablets."

What you can do next

"I'll work with my website developer to make sure that my website looks good and works well on mobile devices."

2.1

Your Pinterest profile analytics

Top Pins from the last 30 days

Tip:

Pins can be discovered long after they're added to Pinterest so you may not see the full impact of recently added content for several months.

Buzzfeed found that more than half of their traffic from Pinterest goes to posts published more than 2 months ago.

Top Pin impressions from the last 30 days	Impressions
Photograph SF with our city guide.	24,518
Rugged and durable, this canvas, leather pack...	22,750
These shades are perfect for summer.	20,861
We've scoped out the best places and gear for...	20,708
Get geared up for summer camping with our...	20,495

Here, you'll see 50 top performing Pins.

- **Pins with high impressions** indicate that people are actively looking for that content. Continue adding similar Pins to reach even more people on Pinterest.

- **Pins with high repins** indicate that people find that content interesting enough to save and share. Try Pinning similar things from your website or from other relevant sources to keep inspiring your audience.

- **Pins with high clicks** indicate that people want to learn more about, take action on or purchase that content. Add Pins for similar things from your website to boost referral traffic from Pinterest to your site.

What you're seeing

"The Pins that are getting the most impressions are all really different."

What you can do next

"I'll use these Pins as a guide when I think about what to Pin next. I'm also going to experiment with Pinning different types of content, including stuff I write on our business blog."

2.2

Your Pinterest profile analytics

Top boards from the last 30 days

Tip:

Looking at your top boards can help you brainstorm more content and support your business strategy.

For example, if "healthy recipes" is a trending theme on your top boards, you might develop more good-for-you recipes and highlight them on your website or in your stores.

Boards with top Pin impressions from the last 30 days	Impressions	Clicks	Repins	Likes
Adventure by M&L Supply Co.	76,577	52	907	93
Nesting by M&L Supply Co.	7,041	15	49	5
Eat and drink // SF by M&L Supply Co.	4,639	40	18	10
Good Eats by M&L Supply Co.	3,790	15	26	5
Festive by M&L Supply Co.	3,309	6	14	7
Fall in the city by M&L Supply Co.	1,310	10	17	2
Design	Web&Mobile by M&L Supply Co.	1,307	3	1	0

These tables show which boards people are seeing your Pins from, Pinning your Pins to and clicking your Pins from.

Remember to switch between the impressions, repins and clicks views to get a complete look at how your boards are doing.

The Pinner Journey

Just looking   Maybe I could   Narrowing it down   I know what I want

DISCOVER   DO
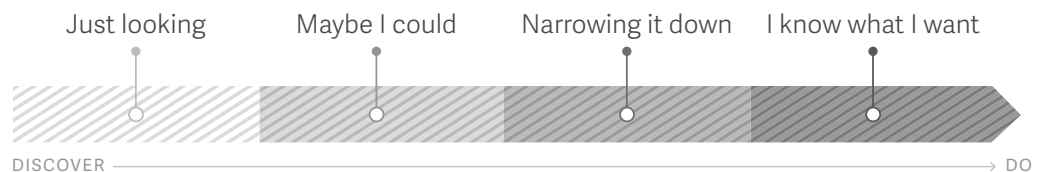
Keep in mind that people explore Pinterest in different states-of-mind. They might start looking, get inspired, narrow down their options and then make a decision. Businesses like yours can add Pins that help them during every step of this customer journey. That's why you should create content that's both aspirational and product-focused.

2.3

Your Pinterest profile analytics
All-Time

Best in search: Pins that rank higher in search

22 Seriously Cool Cement Projects You C…

Heirloom Tomato, Peach, & Burrata Salad…

Tailgate camping under the stars.

Type. Layout. Everything. fantatic use of …

The all-time report is based on all the data we have from the beginning of your account.

This includes an assortment of metrics, including:

- **Your all-time most repinned Pins:** This can help you understand the content that your audience is most interested in saving and sharing.

- **Best in search:** These are Pins that are ranked highly in search. You can improve the search quality rankings of your Pins by writing quality descriptions, using Rich Pins and making sure all of your Pins link somewhere meaningful.

- **Power Pins:** These are Pins with all-time high engagement (a combination of likes, comments, sends and more). This helps you understand which of your Pins have the most interactions of all time, which you can use to refine your content.

What you're seeing

"There's overlap between the Pins that do well in search and are also Power Pins. These Pins aren't just product Pins, they're lifestyle Pins that are an extension of my brand."
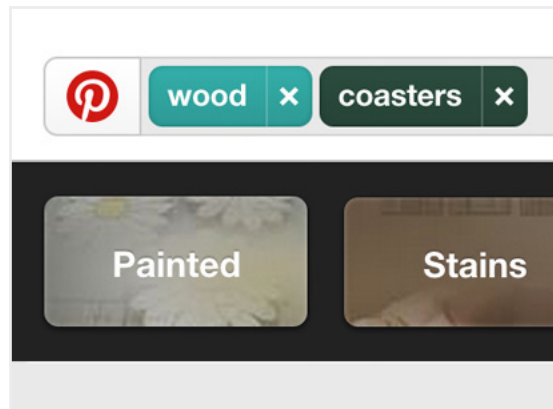
What you can do next

"I'm going to create more content around lifestyle themes that relate to my brand and make sure they link back to my site. I'm also going to make sure my Pin descriptions are search-friendly so they can become Power Pins."

2.4

**Help people find your Pins**

Sharpen your own Pin descriptions

Get specific

Think about what people might have searched for before landing on a certain Pin. Was it a sweater, argyle sweater or a cashmere sweater? Mention the most compelling and distinct parts of the Pin in your description, and you're more likely to surface your Pins when people get specific in searches. However, don't just drop in a list of keywords--this can make your Pins seem spammy.
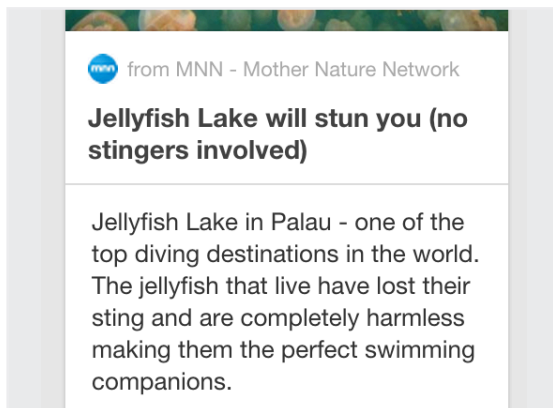
Captivate Pinners

The description is an important place where you can set a scene by not only incorporating the right search words, but helping Pinners imagine themselves with your Pin.
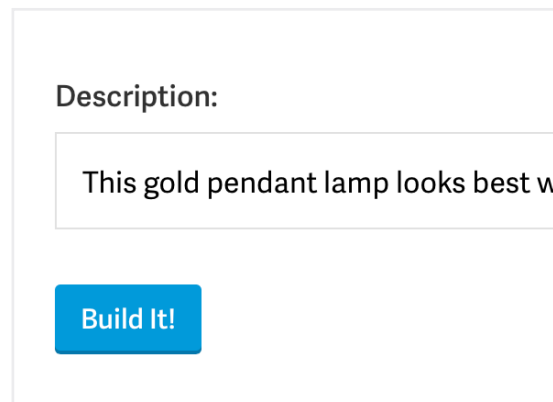
Pre-populate Pin descriptions on your website

It's also super important to include the same type of thoughtful descriptions on your website, when people Pin stuff from it. The same rules of thumb above apply for those descriptions. Learn how to add descriptions to the Pin It buttons on your site from our developers site.

3.0

Your Pinterest website analytics
Overview
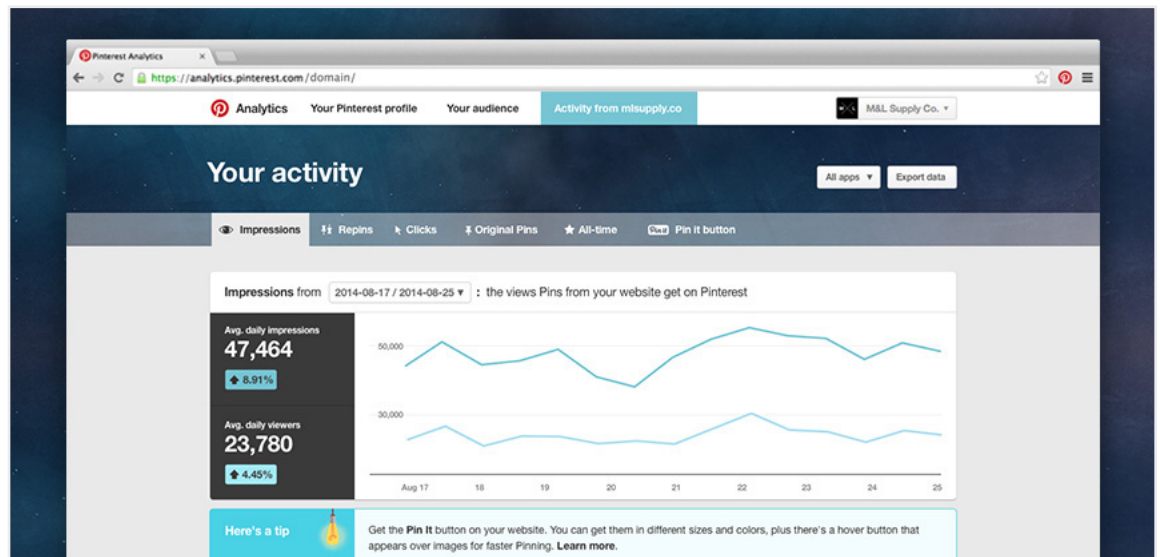
To get to your website analytics, click
Activity from [website] at the top of
Pinterest Analytics.

This is where you can see how content from
your website is doing on Pinterest. Website
analytics shows data for all Pins that link

back to your website, not just the Pins you've
added to your own profile.

Like profile analytics, you can sort website
analytics by **Impressions**, **Repins**, **Clicks**
and **All-Time**.

3.1

Your Pinterest website analytics

Top Pins from the last 30 days

Top Pin impressions from the last 30 days	Impressions
We found the perfect flannel, and it comes in...	68,718
Rugged and durable, this canvas, leather pack...	22,750
Stripes are back.	21,908
These shades are perfect for summer.	20,861
The best float trips in the country could be in...	19,332

These Pins represent the most popular things from your website.

They can help you figure out:

- Pins and boards you might want to add to your profile

- Things you should feature on your website

- New products you might create

What you're seeing

"The leather passport holder and iPad covers are the most popular things from our website."

What you can do next

"I should Pin these things on my boards and make sure that they're in stock so people can buy them from my site."

3.2

Your Pinterest website analytics

Top boards from the last 30 days

Tip:

Use the top boards list to understand how people are organizing your content.

Boards with top Pin impressions from the last 30 days	Impressions	Clicks	Repins
Adventure by M&L Supply Co.	76,577	52	907
{ home goods } by Johnny J.	7,041	15	49
Things I Want. by Edward K.	4,639	40	18
design by M&L Supply Co.	3,790	15	26
Editor's Choice: DIY Projects, Ideas & Cra... by Jenna P.	3,309	6	14
Fall in the city by M&L Supply Co.	1,310	10	17

These are boards that contain a lot of Pins that link to your website. They can be boards that you've created or boards that others have created. Use this list to understand how people are organizing your content.

For instance, a bakery noticed that a Pin with a certain style of chiffon cake was getting a lot of repins. They created more Pins and boards with this style of cake for their profile and expanded their chiffon cakes offerings, which they highlighted on their website.

What you're seeing

"Other Pinners are helping people discover my business when they Pin my products to their boards. For example, Mithya and Victor have really popular boards with my Pins on them."
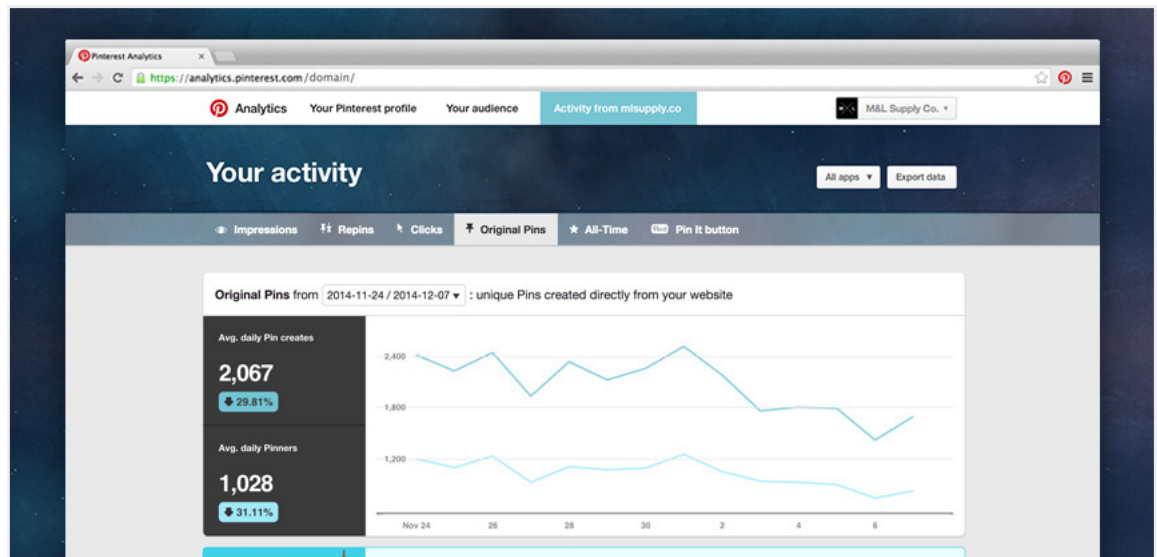
What you can do next

"I should check out these boards. This will help me understand who created them and how they're thinking about my products."

3.3

Your Pinterest website analytics
Original Pins

The Original Pins report shows how many unique Pins are created from your website on a daily basis. You can also see the most recent unique Pins that have been created.

This helps you understand how much unique content is being added to Pinterest from your site, as well as the latest trends in Pinning from your site.

Questions to ask yourself:

Is it easy to Pin from my website?
Make sure there's a Pin It button on your site that's easy to find. Consider adding the image hover Pin It button to subtly remind visitors about saving things they like.

Can people Pin from my mobile site?
75% of Pinterest usage takes place on a mobile device. Make sure that Pinning from your mobile site works well and that you have the Pin It button installed.

Have I told people that I'm on Pinterest?
Add the Follow button to your website's header, footer and emails, so people know they can find you on Pinterest.

Am I staying active on Pinterest?
When you Pin or follow new Pinners and boards, your followers get notified. This can help bring them back to your content.

3.4

Your Pinterest website analytics
All-Time

Power Pins: Pins with a high mix of repins, clicks and more

The road to Monte Fitz Roy, on the border...

An Incredibly Detailed & Ravishing Sign In...

Erawan National Park, Erawan Falls, Thail...

Type. Layout. Everything. fantatic use of ...

Like the all-time report in your profile analytics, this shows the entire history of your business account, including the **most repinned**, **best in search** and **Power Pins** that link to your website.

Seeing your greatest hits can help you find bigger content trends across your Pins. Do these Pins focus on certain topics or have a common style of imagery or copy, or are they varied? Are there similarities among the Pins that do well?

3.5

Your Pinterest website analytics

Pin It button

Note:

These graphs only give a 7 day snapshot. Pins often continue to gain impressions, repins and clicks for months after the original Pin was created.
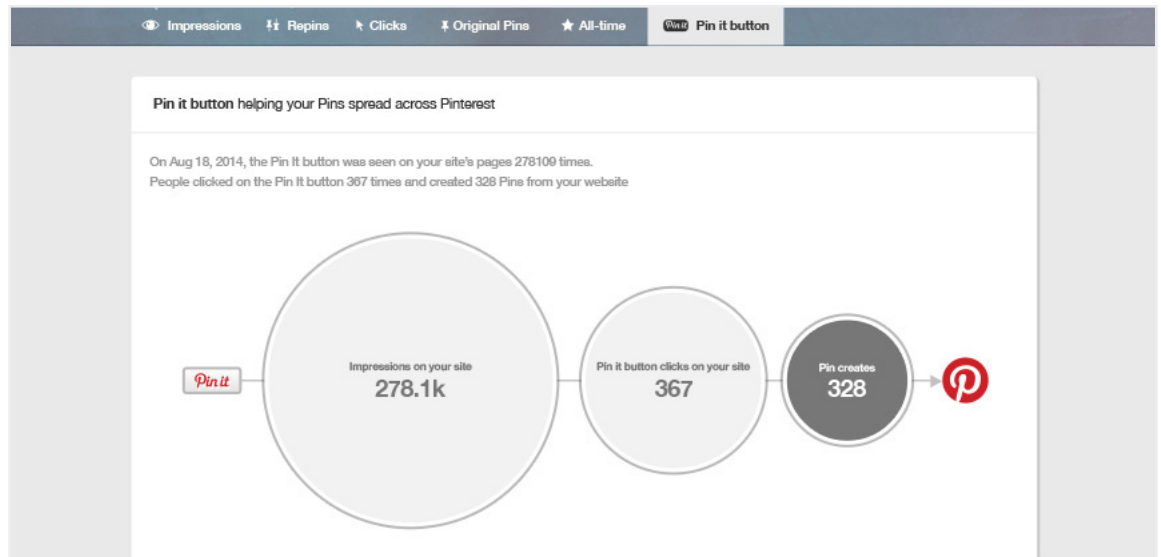

If you're using the official Pin It button on your site, you'll get a snapshot view into how it's driving traffic back to you.

The top graph shows you information on a single day. Here you'll see how many impressions, clicks and Pins were created by the Pin It button on your site on that day.

The second graph shows you the activity that happened in the 7 days after the top graph.

You'll see:

• How many impressions Pins created from your website received

• How many times those Pins were repinned

• How many times those repins led to clicks back to your website

By looking at the top graph, a toy company saw that on Monday, 5 people used the Pin It button on their site to Pin toy cars. In the bottom graph, they saw that in the next 7 days, those toy car Pins led to repins and clicks back to their website.

4.0

Your audience analytics
Overview
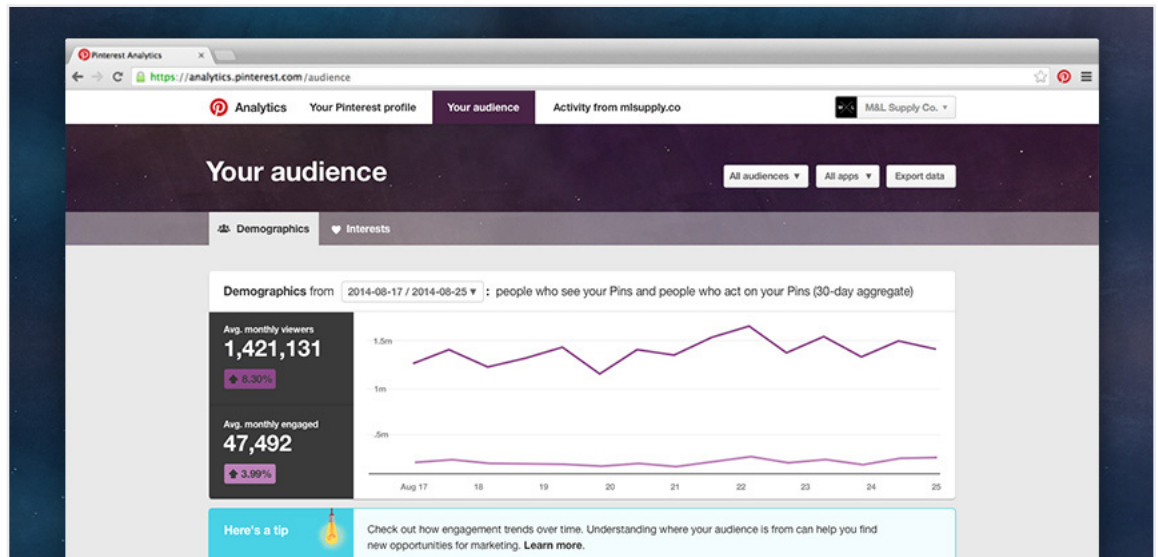
To get to your audience analytics, click **Your audience** at the top of Pinterest Analytics.

On this page you can find out more about the people (use the **All audiences** menu to limit your view to just your followers) who interact with your Pins.

Who's who:

Viewers and Audience

Anyone who has seen at least one of your Pins.

Engaged people

Anyone who has liked, repinned, sent or clicked one of your Pins.

4.1

Your audience analytics

Demographics

Country	Audience
United States	983,175
Canada	47,028
United Kingdom	45,382
Mexico	15,272
Spain	10,009

Metro	Audience
New York	15,389
San Francisco	13,194
Seattle	10,694
London	10,690
Paris	10,594

Language	Audience
English	926,304
Spanish	88,389
French	43,314

Gender	Audience
Female	674,389
Male	389,194
Unspecified	90,694

Knowing where your audience is from, what languages they speak and what gender they identify with can help you target your content better. For instance, if you see that a large portion of your audience speaks French, you may have some new marketing opportunities in France.

Demographic details:

Country
This is based on country settings the Pinner chose

Language
This is based on account language settings

Metro
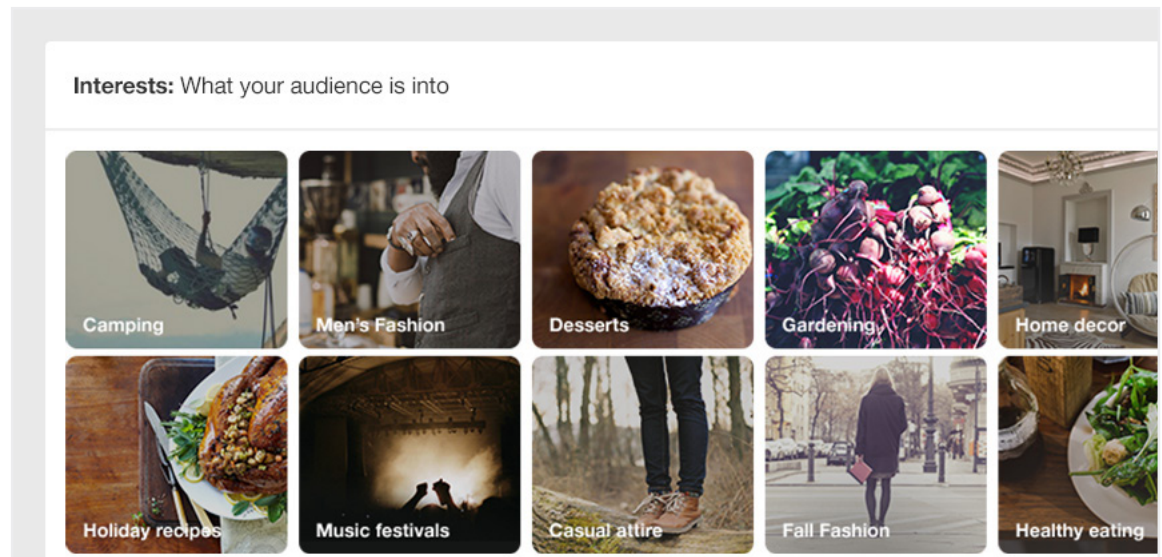This is only available in the U.S. right now. It's based on DMA data provided by Digital Envoy

Gender
This is based on Facebook settings and what the Pinner chose when they signed up for Pinterest

4.2

Your audience analytics
Interests

Interests: What your audience is into

Camping · Men's Fashion · Desserts · Gardening · Home decor · Holiday recipes · Music festivals · Casual attire · Fall Fashion · Healthy eating

Of course, there's more to a person than where they live or what language they speak. Here, you'll get a deeper sense of the stuff that your audience tends to like.

Interests
This is a look at the most popular categories (in no particular order) that your followers are into, so you can get more ideas about what kind of content your audience may like.

Boards
These are a collection of boards from your audience that contain many of your Pins. You

can see how your audience organizes your stuff and thinks about your brand. Use this to see how your audience thinks about your Pins and get ideas for new ways to organize your boards and website.

Businesses
These are other business accounts that your audience engages with on Pinterest. Learning who else your audience is interested in hearing from can give you a clue about what else they're interested in and what you might want to create in the future.

What you're seeing

"It looks like home decor, art and travel are my followers' key interests."

What you can do next

"I'm going to take more photos of my products in the home to reach Pinners who are interested in home decor."

Thank you!

Visit business.pinterest.com to catch up on the latest news, read the case studies, and get everything you need to grow your business with Pinterest.