Pinterest Help Center: Story Pins

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Purpose

This article lives on the Business Help Center, which is targeted to all users with a Pinterest business account. This article was created to explain what Pinterest Analytics is, how to use it, what types of analytics can be viewed through this tool, and definitions of metrics.

I updated this article to:
- Rewrite the content to adhere to our updated 2020 writing style guidelines, in which I provided guidance to the Senior Content Strategist in revamping based on my prior experience with Pinterest's content.
- Include the latest information and steps about Pinterest Analytics so it's in line with what's currently in the product on all platforms (desktop, Android, iOS).
- Rearranged the content to through align with how users would move through the product, starting with an overview of what the product is and to view high level metrics, then top Pins and board, the metrics that are displayed in the product, the different types of filters users can apply to narrow down their data, and then the steps on how to filter data for users to narrow down their analytics.
- Add a link directly to the product that opens in a new window, so users can either sign into Pinterest at step 1, or take them straight to their account if they're already logged in. They can continue to follow the steps provided while completing the actions in the new window.
- Put the metrics definitions into a table for easier scanning and in the order of how it appears in the product; previously it was an alphabetical bulleted list
- Streamline the list of steps in this article into one section at the end, using bullet points to explain the different paths users can take from the filter step. Previously, the steps were broken out throughout the article, such as how to filter by view, how to filter by content type, etc.

As a result, 30 days after:
- The article's customer satisfaction score increased by 14%, making it one of our highest performing articles at 94%
- Clicks on the CTA in the article that directs users to the contact form to reach our user support team, "Still need help?", dropped by 37%

Skills/Techniques
- HTML coding - formatting, links, tooltips, tables
- Content strategy
- Stakeholder management (User Education content strategists and specialists, Product Marketing Managers, Localization)
- Data analysis

Tools
- Drupal content management system
- Google Documents
- Google Analytics
- HTML

Top Pins and boards

When you filter your data, your top Pins and top boards for that selected filter will show. Top Pins and top boards are the Pins and boards, either organic or paid, that people have viewed or engaged with most.

To start, your top Pins and boards will be sorted by most impressions. Click on **Top Pins** or **Top boards** to update the filter to engagements, saves, closeups, or link clicks.

Metrics

Metric	Definition
Impressions	The total number of times your Pins were shown
Engagements	The total number of engagements on your Pins. This includes saves, closeups, link clicks, and carousel card swipes
Closeups	The total number of times people viewed a close-up version of your Pin
Saves	The total number of times people saved your Pins to a board
Link clicks	The total number of times people have clicked on your Pin to a destination on or off of Pinterest
Video views	The amount of views for at least 2 seconds with 50% of video in view
Average play time	The average time someone spent watching your video
Saves	The number of times people saved your video Pin to a board
Link click rate	The number of video Pin clicks that drive to a destination, on or off Pinterest
Played at 95%	The number of times your video was viewed to 95% of its length
Total watch time	The total watch time for your video in minutes
10-second views	The number of times your video was viewed for at least 10 seconds or more of the length of the video

Filters

You can apply filters to get more insight about your performance:

- **Date range:** View custom data ranges from January 1, 2019 onward.
- **Published Pin analytics:** View analytics for only Pins you've published.
- **Organic content:** Pins created or saved by you on your profile. Pins created or saved by others that drive people to your claimed website or account.
- **Paid and earned content:** Pins promoted by you, including earned activity. This means Pins saved from a campaign you ran in the past may continue to earn impressions and engagements as people save your Pins to their boards on Pinterest.
- **Claimed account:** What people on Pinterest are saving from your claimed website or accounts.
- **Device:** What device people are viewing your Pins on.
- **Source:** Pins created and saved by and activity for Pins created and saved by others from your claimed accounts.
- **Format:** View data for different types of Pins.

Filter your data

To see a custom view of your data you can filter it.

1. Log into your Pinterest business account ⬀
2. Click **Analytics** at the top of the screen, then select **Overview**
3. Find the filter panel on the left-side navigation
   - **Filter by date:** Click 🕐 under **Date range**. Select the circle next to the date range you want to see, or select custom start and end dates from the calendar. The data will automatically update to reflect that timeframe.
   - **Filter by view:** Select **Published Pin analytics** to view analytics for Pins you've published only.
   - **Filter by content type:** Select **All** to view data from both, or specify a content type by selecting **Organic** or **Paid and earned** under **Content types**. If you want to see reporting data from your ads, go to your reporting dashboard. At the top of the chart and use the drop-down arrow next to **Impressions** or **Split by** to see organic and paid activity side by side.
   - **Filter by claimed accounts:** Select **All** to view data from all accounts or select one of your claimed accounts.
   - **Filter by device:** Select **All** to view data from all devices, or specify a device type by selecting **Mobile**, **Desktop**, or **Tablet**.
   - **Filter by source:** Select **All** to view data from both, select **Your Pins** to view Pins created or saved by you or **Other Pins** to view Pins created or saved by others on Pinterest that point to your claimed website or account.

Click **Export** in the top-right corner to export a snapshot of the selected data filters in a CSV file.

Still need help?

Contact us