

# Pinterest Help Center: Story Pins

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The screenshot shows the top of a help center article. At the top, there are navigation links for 'Help Center', 'General', and 'Business'. On the right, there are links for 'Log in' and 'Pinterest home'. The main heading is 'Review Pinterest Analytics'. Below the heading, there are social sharing icons for WhatsApp, Telegram, and Facebook. The article text begins with 'Pinterest Analytics helps you understand your overall presence on Pinterest. It shows you what content, both paid and organic, resonates most on Pinterest.' This is followed by a sub-heading 'See your performance' and another sub-heading 'Overall performance'. To the right of the main text is a sidebar titled 'Other articles' with a list of related topics: 'Reporting overview', 'Review performance', 'Review your Pin stats', 'Review Pinterest Analytics', 'Review reporting', 'See more', 'Create custom reports', 'Features and tools', and 'Solve reporting errors'.

## **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

The screenshot shows the Pinterest Help Center page for 'Review Pinterest Analytics'. The page has a clean, white background with a navigation bar at the top containing 'Help Center', 'General', and 'Business' tabs, along with search, login, and home links. The main heading is 'Review Pinterest Analytics' in a large, bold, dark font. Below the heading, there are instructions for viewing the article on different devices (web, Android, iOS). The article text explains that Pinterest Analytics helps users understand their overall presence on the platform, showing content performance, video analytics, and top Pins. It provides a step-by-step guide on how to access the analytics page, including logging in to a business account and navigating to the 'Analytics' section. The article also lists key features of the analytics page, such as filtering results by date and content type, viewing top Pins, and exporting data. A sidebar on the right lists other related articles like 'Reporting overview', 'Review performance', and 'Create custom reports'. The overall layout is professional and user-friendly, with clear headings and bullet points for readability.

Help Center    General    Business    Search    Log in    Pinterest home

# Review Pinterest Analytics

View instructions for:

Pinterest Analytics helps you understand your overall presence on Pinterest. It shows you what content, both paid and organic, resonates most on Pinterest.

Review your overall performance, video analytics, top Pins and boards, plus, learn about the metrics in Pinterest Analytics and how to filter your data.

## See your performance

### Overall performance

You can review the overall performance of your Pins, boards and ads. On the Overview page, you'll see you top boards and Pins from the last 30 days.

1. Log in to your [Pinterest business account](#)
2. Click **Analytics** in the top-left corner and select **Overview**

On the analytics page, you can:

- **Filter your results:** Use the filter panel on the left-hand side where you can view your content by date, published Pin analytics, content type, **claimed account(s)**, **device**, source and format
- **View your top Pins:** Scroll down to see your top Pins, ordered by impressions or engagements
- **Export your data:** Click **Export** in the top-right corner to export a snapshot of the selected data filters in a CSV file

The insights you get from Analytics can help you make better decisions and customize your content. For example, if most of your impressions are mobile, you can optimize your website for mobile. If an item on your site is driving traffic, you can make sure it's available, feature it in more Pins, and save it to more boards.

**Other articles**

- Reporting overview -
- Review performance** -
  - Review your Pin stats
  - Review Pinterest Analytics**
  - Review reporting
  - See more -
- Create custom reports -
- Features and tools -
- Solve reporting errors -

## 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
  - o **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.
  - o **Filter by view:** Select **Published Pin analytics** to view analytics for Pins you've published only.
  - o **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.
  - o **Filter by claimed accounts:** Select **All** to view data from all accounts or select one of your claimed accounts.
  - o **Filter by device:** Select **All** to view data from all devices, or specify a device type by selecting **Mobile**, **Desktop**, or **Tablet**.
  - o **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](#)