

Understanding Your Pinterest Analytics

Pinterest gives its users access to in-depth analytics, so you know what is working and what is not. To view and get the most out of your analytic report, you need to:

- Create or use an already established Business Account
- Confirm your website

What's Analytics Does Pinterest Offer?

- Follower Analytics
 - Net growth
 - Growth percent change by day, week, or month
 - Growth percentage relative to any prior time period on Pinterest
 - Daily net growth chart
- Pin Analytics
 - Total pins sent in day, week, month, and percent changes
 - How many saves and clicks on particular posts?
 - Average and total saves and clicks
 - Post volume by day, week, and month
 - Average daily impressions, views, and percent changes
 - Top pins from the last 30 days
- Web Analytics
 - Total clicks to site, site impressions, and site views from Pinterest
 - Daily and weekly impressions and viewers with percent changes

- Your Audience Analytics
 - Affinity Score – How interested your audience is in a general category or specific topic relative to the rest of Pinterest users
 - What percentages of your audience are geared toward a certain general category or specific topic?

- Advertisement Analytics
 - Total number of clicks and impressions
 - How many engaged with your ad (CTR – Click Through Rate)
 - Average earned and unearned cost per impression (eCPM – Effective Cost Per Mille [Mille = One Thousand])
 - Average cost per click (eCPC – Effective Cost Per Click)
 - Your total investment thus far relative to your preset campaign budget