Pinterest Analytics Guide

In this lesson, you will learn about
★ Analytics overview
★ What your analytics tell you
★ Advanced analytics
★ Audience Insights
★ Video
★ Trends

Analytics Overview
Your account data can be filtered and studied by several different variables. Date, claimed accounts, device, source and format. You can then study the data by:
★ Impressions
  ○ Number of times your pins were seen
★ Total audience
  ○ Total number of people who have seen or engaged with your Pins
★ Engagement
  ○ Total number of engagements on your Pins, including Saves, Close-ups, Link clicks and carousel swipes
★ Engaged Audience
  ○ Number of people who engaged with your Pins
★ Top Boards
  ○ Can filter and analyse board to see their impressions, engagements, close-ups, link clicks and saves
★ Top Pins
  ○ Can filter and analyse to see their impressions, engagements, close-ups, link clicks and saves
  ○ Identifies the type, source and format of Pin

What do your analytics tell you?
★ Your first aim is to raise your impressions. This is often known as a vanity metric but it is a clear indicator that your pins are appearing on people's home feeds and therefore your keywords are working.
★ The next important aspect
★ is having a highly engaged audience. This is achieved by Pinterest users taking action on your pins. Actions are:
  ○ Saving your pins
  ○ Taking a closer look
  ○ Clicking on the link
  ○ Swiping through the carousel images

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Advanced Analytics
- ★ The aim of any Pinterest business account is to drive traffic to its website.
- ★ Although Pinterest analytics will show you which pins are clicked on, you do not know what those interested users are doing on your website once you get them there.
- ★ You can extend your ability to track website clicks and see which actions are being taken by installing the Pinterest Tag to your website. Using Google Analytics data helps build a clearer picture of what your audience is doing, on your website.

Audience Insights
- ★ Categories and Interests
  - ○ The analytics can show you the most popular categories and related interests for your audience.
  - ○ Your audience includes all users who have seen or engaged with any of your pins in the last 30 days.
  - ○ You can filter categories down further into interests.
  - ○ Both the category and interests show the 'affinity'. This shows how much the selected audience is interested in a particular topic compared with the rest of the Pinterest audience.
- ★ Age
  - ○ The age distribution of your selected audience
- ★ Gender
  - ○ The gender distribution of your audience
- ★ Location
  - ○ The top locations for your audience
- ★ Device
  - ○ The devices used by your audience

Video

- ★ You can specifically analyse the audience of your video pins. This is a new feature and works in the same way as your analytics overview.
- ★ There are eight different types of data provided:
  - ○ Impressions
  - ○ Link clicks
  - ○ Saves
  - ○ Video views
  - ○ Average watch time
  - ○ Total watch time
  - ○ 95% views
  - ○ 10-second views

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Trends

This is a relatively new feature on Pinterest and therefore data is only available for the US, Canada and the UK.

★ 'This week's top trends' show you which topics are trending that week.
★ When a trend is clicked on it gives additional information such as:
  ○ A trend graph
  ○ Related terms (other keyword trends)
  ○ Popular pins for the trend
★ You can select which country you want to look at trends for. (US, Canada or UK)
★ The Search functionality allows you to type in your own keywords to see how they are trending across Pinterest.
★ This can be valuable when researching keywords for Pin descriptions.
★ Do not miss scrolling to the bottom of the trends page and clicking on Pinterest's '100 Pinterest Trends'. It is a great way to find inspiration and help with planning.

Key Takeaways
★ Use your analytics overview to see data for your account.
★ Use the filters to focus on your overall account, but also boards and individual pins.
★ Audience insights are a great way of finding out who is engaging with your pins. This information can be reused if you decide to use Pinterest advertising.
★ Trends will tell you what keywords are popular and help you establish which 'terms' you should use in your pin descriptions.
★ Use your analytics on a monthly basis to study what is and is not working well. Specifically, look at the most popular pin - what makes it different to the rest?
★ Use your analytics to feed into a strategy to continue to grow your account.
★ Remember that Pinterest is a slow game and takes patience. A pin one month that has not done well, maybe really successful a month later.