

Pinterest Content Metrics in Measure

[Content metrics](#) measure the lifetime performance of posts that were published during the selected date range, including any new activity since the selected date range.

Pinterest offers content metrics natively in the Top Pins section of its [Analytics](#) tool. Many of these metrics are also available in Measure, in addition to metrics that aren't available natively.

In this article, learn more about Pinterest content metrics and why Measure's results may differ from Pinterest's native reporting.

Network rules

How much historical data is available for Pinterest content metrics?

When you connect a Pinterest channel for the first time, [Measure will backfill](#) all pins and their content metrics at a rate of 4,000 pins per hour.

For example, if your channel has 12,000 pins, it will take 3 hours to backfill them all.

How often are Pinterest content metrics refreshed?

Pins published within the last 2 weeks will receive a [data refresh](#) every 5 minutes. Pins older than 2 weeks will receive a data refresh at a rate of 4,000 pins per hour.

For example, if your channel has 16,000 pins, their content metrics will be refreshed once every 4 hours.

Do Pinterest content metrics include paid data?

Pinterest content metrics will show paid data for promoted posts and organic data for non-promoted posts. Promoted posts will be indexed, but they will not show a **Promoted** banner.

You do not need to connect an ad account to view paid Pinterest content or its data.

Metrics rules

* = Metrics available in Measure but not natively

Metric	Definition	Post Types
Average watch time*	<p>The lifetime average duration, in minutes, your video is played per view.</p> <p>Only video views with a duration of at least 2 seconds are counted.</p>	Pin
Clicks*	<p>The lifetime number of clicks on the pin.</p> <p>Formula: Pin clicks + Link clicks</p>	Pin
Comments*	The lifetime number of comments on the pin.	Pin
CTR (clickthrough rate)	<p>The ratio of the pin's lifetime clicks to its lifetime impressions, represented as a percentage.</p> <p>Formula: (Clicks / Impressions) x 100</p>	Pin
Engagement rate	<p>The ratio of the pin's lifetime engagements to its lifetime impressions, represented as a percentage.</p> <p>Formula: (Engagements / Impressions) x 100</p>	Pin
Engagements	<p>The lifetime number of reactions, comments, and saves on the pin.</p> <p>To include clicks, please use interactions instead.</p>	Pin
Impressions	The lifetime number of views on the pin.	Pin
Interactions rate*	<p>The ratio of the pin's lifetime interactions to its lifetime impressions, represented as a percentage.</p> <p>Formula: (Interactions / Impressions) x 100</p>	Pin
Interactions*	The lifetime number of reactions, comments, saves, pin clicks, and outbound clicks on the pin.	Pin

Metric	Definition	Post Types
Link clicks (Outbound clicks)	The lifetime number of clicks on the pin to open a link. Note: This metric is called outbound clicks natively.	Pin
Link CTR (Outbound CTR)	The ratio of the pin's lifetime link clicks to its lifetime impressions, represented as a percentage. Formula: (Link clicks / Impressions) x 100 Note: This metric is called outbound CTR natively.	Pin
Pin click rate	The ratio of the pin's lifetime pin clicks to its lifetime impressions, represented as a percentage. Formula: (Pin clicks / Impressions) x 100	Pin
Pin clicks	The lifetime number of clicks on the pin.	Pin
Profile visits*	The lifetime number of visits to your profile from your pin.	Pin
Reactions*	The lifetime number of "love" reactions on your pin.	Pin
Save rate	The ratio of the pin's lifetime saves to its lifetime impressions, represented as a percentage. Formula: (Saves / Impressions) x 100	Pin
Saves	The lifetime number of saves on the pin.	Pin
User follows*	The lifetime number of fans gained from the pin.	Pin
Video views (10s)*	The lifetime number of video views on the pin with a duration of at least 10 seconds.	Pin
Video views (95%)*	The lifetime number of video views on the pin that lasted for at least 95% of its total duration.	Pin

Metric	Definition	Post Types
Video views*	The lifetime number of video views on the pin with at least 50% of the video in view. Videos must play for at least 2 seconds.	Pin
Watch time (min)*	<p>The lifetime total duration, in minutes, of all video views.</p> <p>Only video views with a duration of at least 2 seconds are counted.</p>	Pin