

Is Your Pinterest Account Out of the Sandbox Yet?

If your account is less than 2–3 months old, it's likely still in the sandbox phase.

During this time, Pinterest is testing your content to understand:

- Your niche
- Your audience
- The quality of your pins

Because of this, your performance can be volatile in this phase—you might see spikes and sudden drops, which is completely normal.

💡 This isn't necessarily a reflection of your strategy—it's just Pinterest learning where to place your content.

Algorithm Changes & Performance Drops

Even if your account is out of the sandbox, sudden drops in performance can still happen due to algorithm updates and they're totally normal.

- Pinterest regularly updates how it prioritizes content, which may temporarily affect your metrics.
- Stay consistent and avoid drastic changes to your strategy based on short-term dips.

Fluctuations are part of the game—as long as you don't let them unsettle or distract you, you'll be fine.

Even if you're hit by an algorithm update and your performance drops, the most important thing is to stay calm.

💡 Use our recovery strategy then—it works almost every time!

Trust me, I've been through multiple updates and drops, and with a solid strategy (our recovery method) and consistent pinning, the performance almost always bounces back.