

Last year, we ran extensive tests, even pushing some accounts to 100-200 pins per day (200 is Pinterest's official daily limit).

The best performance was consistently between 24-48 pins/day. However, over the last 2-3 months, we've noticed a clear shift—fewer pins (8-12 per day) now perform best.

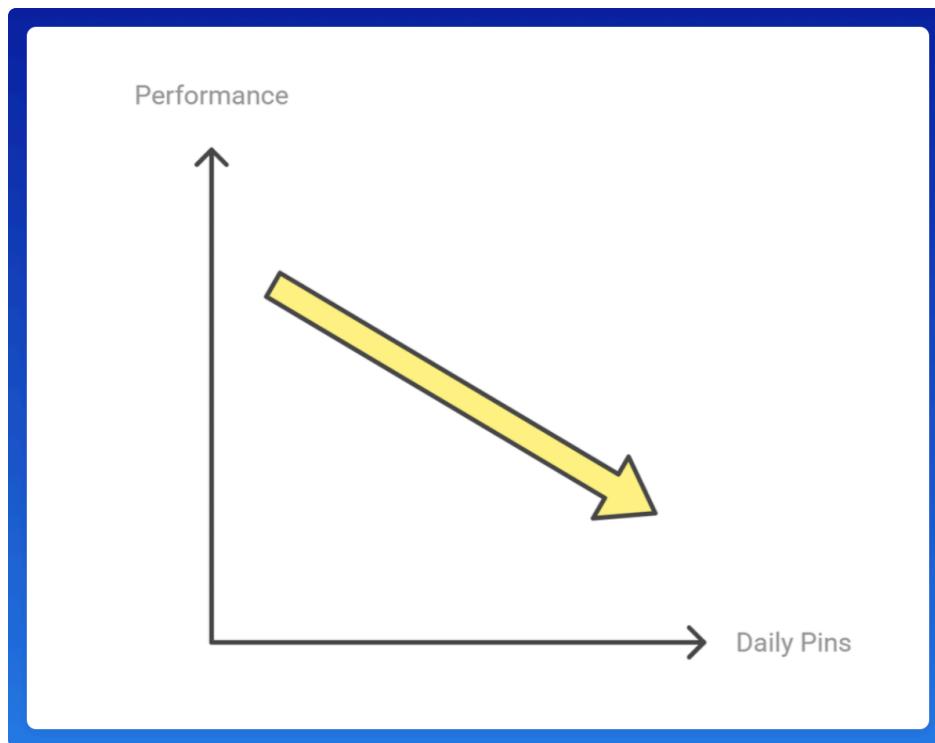
Why?

Pinterest prioritizes save and engagement rates. If too many pins are uploaded in a single day, the platform struggles to categorize and distribute them properly through annotations, search results, and the home feed.

This will hurt your overall account performance and lead to a downward spiral where new pins struggle to gain traction.

You can learn more about our [major experiment and our learnings from it here](#).

Focus on:



1. Less is more:
High-quality pins with strong save & engagement rates outperform mass uploads.
2. Prune your underperforming content (pins & boards) regularly:
Too much low-engagement content wastes resources and will reduce your overall reach.
3. A few months ago, all pins appeared in the home feed for followers, regardless of how many you uploaded which naturally boosted your engagement rate.

Now, Pinterest selectively shows content, making good quality and engagement signals more important than ever.

I Recommend This Strategy for New Accounts:

- Start with 5-10 pins/day and gradually increase to 8-12/day.
 - Once your engagement & save rates are strong, test scaling to 20-25 pins/day.
 - Look at your performance:
 - If your saves and impressions stay high, you can stick to 20-25 pins/day or scale even further.
- But...
- If a lot of your new pins receive <10 impressions even after a few days, reduce the pin volume to 8-12 pins again and pin new Scout Pins to boost your overall engagement.