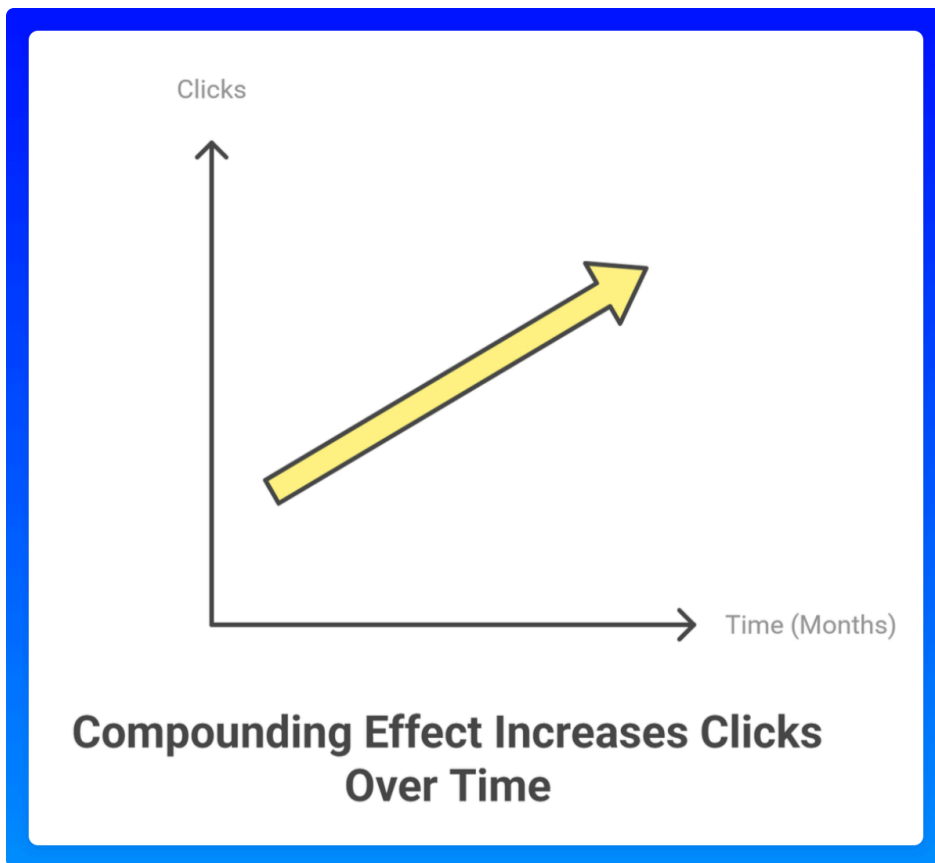# 1. What Is the Compounding Effect?

Compounding Effect Increases Clicks Over Time

A good pin takes time to gain traction and accumulate clicks.

The key here is that the impact of your pins isn't static—it grows over time.

How it works:

- Every pin you publish can initially attract a certain number of clicks, which is influenced by its quality, relevance, and how well it matches Pinterest's interests.
- As your pin gains saves and engagement over time, Pinterest's algorithm continues to distribute it to more users. This means that even if a pin only gets one click in the first month, it can earn additional clicks in subsequent months. This is the compounding effect.

2. The Math Behind It

- Let's say you publish 12 pins/day.
- Assume each pin generates 1 outbound click/day during the first month.

Calculation for Month 1:

- Clicks per Day:
  12 pins × 1 click per pin = 12 clicks per day
- Clicks per Month (30 days):
  12 clicks/day × 30 days = 360 clicks in Month 1

But here's where compounding comes in:

💡 As your pins age, each pin continues to earn extra clicks each month.

For instance, if a good pin starts gaining an extra 1 click per month (conservative) after its first month, your monthly clicks will look like this:

- Month 1:
  12 pins/day × 1 click = 360 clicks

- Month 2:
  New pins from Month 2: 360 clicks
  Plus, all pins from Month 1 now get an extra 1 click each: 360 pins × 1 extra clicks = 360 extra clicks
  Total for Month 2: 360 (new) + 360 (compounded) = 720 clicks

- Month 3 and Beyond:
  Continue to add the clicks from newly published pins plus the compounded clicks from previous months.
  Over time, this compounding effect can lead to a significant increase in traffic.

3. What You Can Do:

- Review your top-performing pins. If you notice they're starting to compound, consider creating more pins for this article or pins in a similar style.

- Consistency is key. Even if you start small, the compounding effect will reward you over time.