You've probably heard this before:

> *"Just keep pinning, and the algorithm will reward you."*

But:
If your account is bloated with underperforming pins that no one ever sees, Pinterest stops caring about your entire profile at some point. It's like shouting into the void... while dragging a corpse behind you.

☠ What are dead pins?

Dead pins are those old, forgotten posts that:

- Never received any impressions
- Were maybe uploaded months ago
- Are cluttering your account like dust

And Pinterest sees that.

Their algorithm loves engagement ratios.
If 90% of your pins never get any significant impressions, the algorithm assumes your new ones are probably trash too. So it stops pushing them. 🤷

The good news?

There's a brutal but effective solution:

🧹 Delete them. All of them. Mercilessly.

Why this matters

- It boosts your overall account performance.
- It improves how the algorithm ranks your fresh pins.
- It can even revive accounts that were flatlined.

What you'll learn in this module

- How this new automation works
- How to set it up with Make.com (even if you're not techy)
- How to fine-tune the filter to match your strategy
- And how to let it run quietly in the background, while you focus on growth.

👀 What's next

If you want to give your Pinterest profile a clean slate, you're in the right place.

Let's begin.