Yes, they do recognize duplicate content.

It uses advanced image recognition algorithms like *PinSage* and *Pin2Vec* to convert your pins into numerical embeddings based on visual, textual, and contextual features you added to your pins (you can read more about them here).

These models can identify identical or nearly identical pins, even if they've been slightly modified, mirrored, or edited.

💡 Duplicate pins generally perform worse and can even hurt your overall account performance.

We've Tested It

We ran a test by uploading the same image on two different accounts.

1. We reported one of the two pins for copyright infringement.
2. When they removed the reported pin, they also deleted the duplicate pin from the second account within minutes.
3. This confirmed that Pinterest's system can quickly detect duplicate content—even across different accounts.

Why You Should Avoid Duplicate Pins

- Pinterest actively flags and removes duplicates, which can hurt your account's credibility.
- Even using the same image in a collage or text overlay background increases this risk.
- Duplicate content can negatively impact your account's reach & engagement.

💡 We'd recommend you always use fresh, unique images.