👉 Pinterest users don't care nearly as much about ads as Google users do.

Seriously - on Google, you gotta be super careful. Too many ads, too early = bounce city.

But Pinterest users? Totally different vibe.

People coming from Pinterest tend to scroll, browse, pin, and *actually* read.

Targeting Older Audiences = More Revenue

We've also found over the months that older users (think 35+, 40+) tend to:

- Spend more time on page
- Click on more stuff
- Actually *buy* things
- And generate way higher RPMs

So yeah, I like content that attracts that demo - they're chill, they convert, and they're worth more ad-wise.

How to Find High-RPM Pinterest Content

If you're on a solid ad network like Mediavine or Raptive, you can filter your revenue data by traffic source and URL.

→ Pull your stats just for Pinterest.
→ Sort by RPM and total revenue.
→ Find your top pages.
→ Then, take those topics and feed them to ChatGPT/Grok to brainstorm 40-50 similar ones.

Now you've got a content roadmap of high-revenue topics that are *already proven* to work - and you can just keep pinning around them.

Alternatively, you can check this directly in your Pinterest dashboard

Go to your Pinterest Analytics dashboard, click on "More Filters", and then choose your filters, for example:

Overview

Percent changes are compared to 30 days before the selected date range. Metrics updated 1 day ago.

Date range	Content type ⓘ	More filters ⇄	Age: 45-49 ✕	Device: Desktop ✕
Last 30 Days ⌄	All ⌄			

5/9/2025 - 6/8/2025

→ Age 45–49 (one of my personal faves for higher RPMs and engagement)

You can also filter by device type - so if you wanna zero in on desktop traffic (which, reminder: usually brings in more ad revenue), just select "Desktop" too.

What I Do With That Data

Once I've filtered it, I usually hit export and throw the data into Google Sheets.

Then I check:

- Which boards performed the best
- Which pins performed the best

And here's where it gets really interesting…

You'll start to notice patterns - not just in *topics*, but in *style* too.

For example, I've found out:

This 45+ age group LOVES pins with text overlays.
They tend to scroll a little slower, they like clarity, and those clean text-on-image designs just do better.

So once I notice stuff like that, I'll start:

→ Reusing templates that follow that style
→ Making more pins with that same layout
→ And digging up related topics that resonate with the same audience

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Want Higher RPMs? Think Desktop Topics

Desktop traffic earns more. Period.

So if you want to go deeper, think about topics people are likely to check out at work (i.e., on a computer), not on their phones.

That might mean:

- Covering topics people *don't want* to look up at home (like personal issues - think "Is my relationship toxic?" 👀)
- Creating content that's perfect for mid-day "bored-at-work" scrolling
- Or just tailoring some posts with a more "desktop-friendly" layout (big images, lots of scroll space, clean design)