

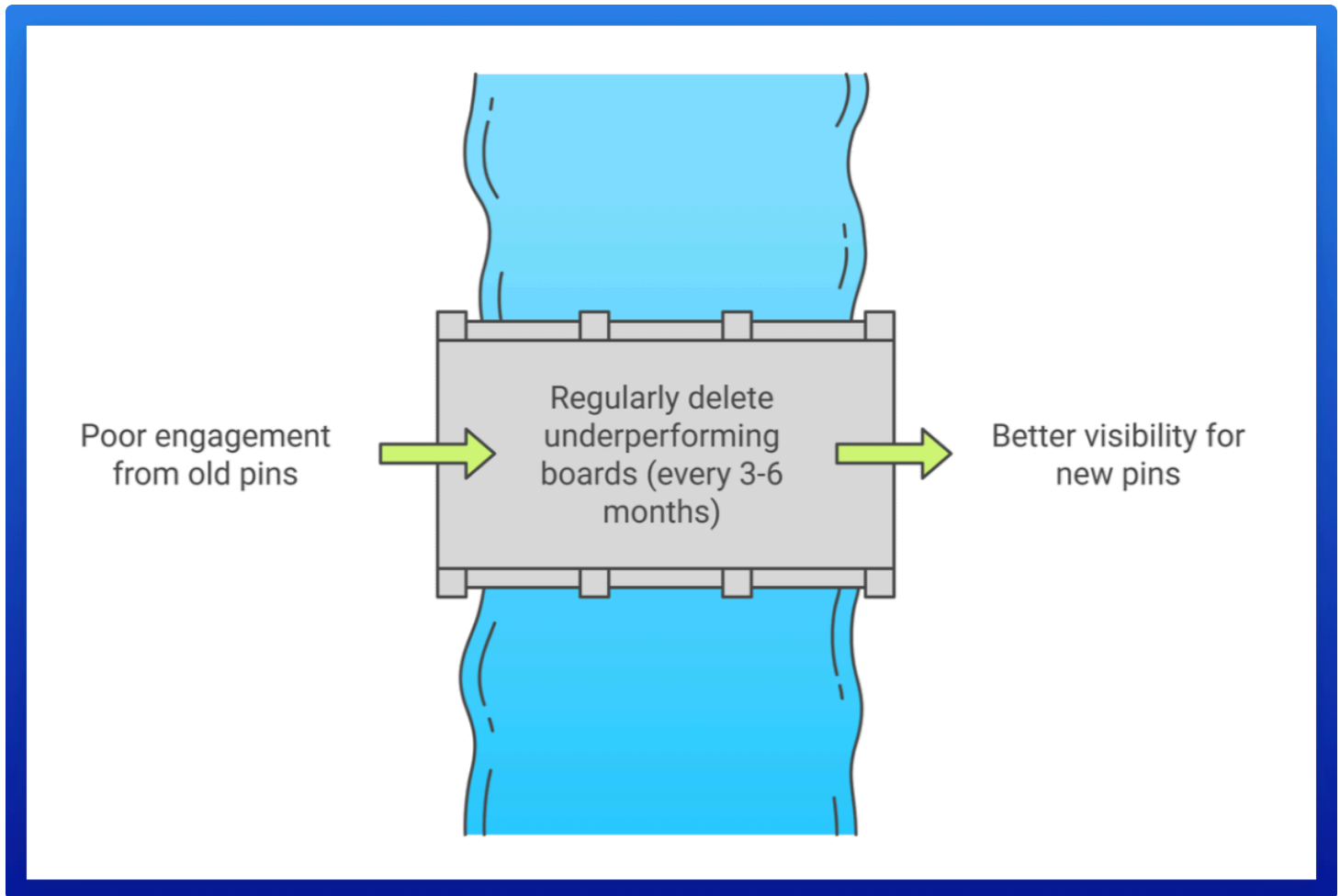
Pinterest prioritizes showing your pins based on your engagement and save rate.

If you have many older pins (3+ months) with less than 10 impressions and low overall engagement rates, your account's performance will decline, and new pins won't get the visibility they should.

That's why it's important to audit and clean up your account regularly—ideally every 3–6 months.

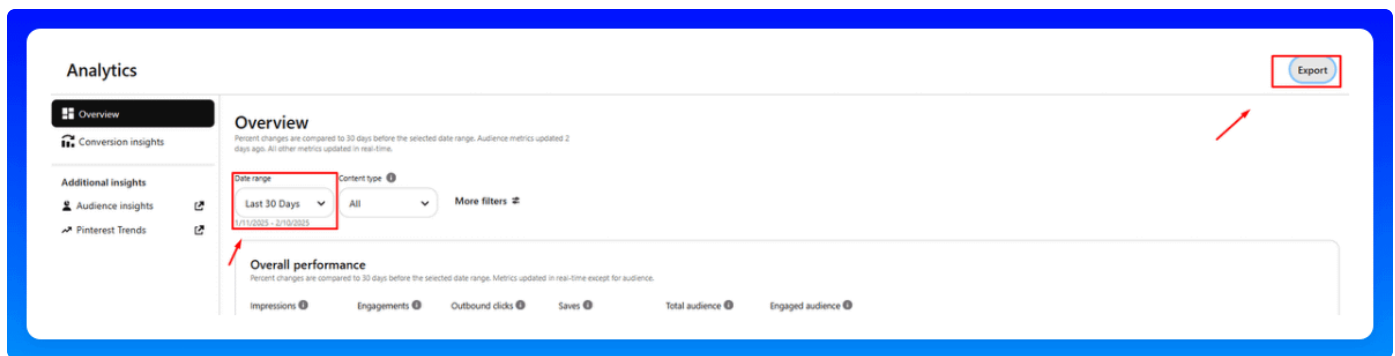
However, this only makes sense if your account is at least 3–4 months old. Before that, you won't have enough data to accurately determine which boards are underperforming.

Make it yours: https://docs.google.com/document/d/1lk-Qaz3sV9LTkTrdOJqQ-o1QWh1PJl5oP_FYsoRUNAY/copy



Prune Underperforming Boards:

1. Open your Pinterest Analytics > set Date Range to 30 Days > Export.



2. Open the CSV file and copy the data under "Top Boards" into a new spreadsheet.
3. Delete all rows where the first number after the board link exceeds 100 (this number represents impressions).

This way, you'll only keep boards that might be worth deleting (got <100 impressions in the last 30 days).
4. Compare the boards in your spreadsheet with those in your account and decide whether to delete them.
5. The goal is to remove boards that contain too many underperforming pins.

Edit your board

Description

What's your board about?

Collaborators · Learn more

+

Settings

☐

Keep this board secret
So only you and collaborators can see it. [Learn more](#)

☒

Personalization
Show Pins inspired by this board in your home feed.

Action

Delete board
You have 7 days to restore a deleted Board. After that, it will be permanently deleted.

Done

Before deleting, check:

- The ratio of pin count to impressions:
If you have a board with 100 pins and 1,000 impressions, that's not too bad—I'd keep it.
But if it's a board with 100 pins and only 10 impressions, most pins have zero impressions, and I'd delete it.
- If the board is older than three months:
Only delete underperforming boards that are older than 3 months!
- Remember, all pins within the board will be deleted automatically, so check carefully.