

Scout Pins are Pins without a title, description, or URL.

Pin	Type	Source	↓ Total impressions	Promote
No Pin description	Organic	Your Pins	319,113	Promote
No Pin description	Organic	Your Pins	216,538	Promote
No Pin description	Organic	Your Pins	141,169	Promote
No Pin description	Organic	Your Pins	113,060	Promote

💡 Their main purpose is to boost your engagement and save rate because they often gain impressions more easily. And you can use them to test new KWs quickly.

A common question:

How can these Pins perform well without any KWs or information?

- Pinterest has advanced AI models to recognize and interpret images.
 1. PinSage: Learns about relationships between Pins, boards, and user preferences and combines visual, text, and contextual board information to improve their categorization.
 2. Pin2Interest: Maps Pins to specific interest categories using metadata and visual recognition to align them with Pinterest's curated taxonomy.
 3. Pixie: Analyzes the connections between Pins, boards, and user interactions to make sure that even visually similar Pins without metadata are shown to the right audience.
- These systems automatically add annotations and alt text, allowing even Scout Pins to be properly categorized.
- However, adding information yourself (title, description, URL, alt text) makes the results more accurate and easier to control, therefore we also recommend this outside of Scout Pins.

Important:

💡 Engagement and save rates are the most important metrics for Pinterest.

Strong performance in these areas creates a positive trend for your account, while poor performance can lead to a negative spiral.

- When an account has good engagement and save rates, new Pins are distributed more widely.

Our Extensive Test:

Last year, we tested the limits of daily Pin uploads on around 50 accounts, going up to 200 Pins uploaded at once every single day (yes, you've read that right. We're crazy. 🤯)

Over two months we noticed that new pins were getting significantly fewer impressions than before. To the point where, by the end of the test, most new pins still had zero impressions even after several days.

The total impressions of the account also dropped significantly.

- This confirms the negative spiral: When you have a lot of Pins that underperform, it hurts the entire account's performance.

Our Learnings from This Test:

- Pinterest's AI models like Pixie and TransAct are optimized for distributing content in manageable volumes. Overloading them with excessive uploads leads to reduced effectiveness in the categorization of your (new) pins.
- However, after we drastically reduced the Pin volume and deleted underperforming Pins, the overall account performance increased again significantly.
- A few months ago, your followers saw all your new pins in their home feed, regardless of how many pins you uploaded.

Today, your followers see only selected pins, and therefore not all pins get at least a few impressions so quickly. It's crucial to keep the number of poor-performing pins (less than 10 impressions within 3 months) low.

How We Use Scout Pins

We primarily use Scout Pins for two purposes:

- To recover a clapped account
(No matter if the drop happened after a Pinterest update or due to poor engagement rates)
- To quickly scale a new account

Laying the Right Foundation for Your (New) Account

Not only can you effectively recover accounts by using a mix of Scout Pins and deleting underperforming pins, but we've also found that new accounts grow faster and more effectively when they maintain high engagement and save rates right from the start.

These metrics serve as strong quality signals that help you establish trust and authority right from the beginning.

How Many Scout Pins Should You Use?

- We typically start with 8-12 pins/day in total, including 2-3 Scout Pins.
- When the account grows and maintains strong engagement and save rates, we reduce Scout Pins to just 2 per week (usually after 3 weeks) since other pins will naturally support good metrics over time.