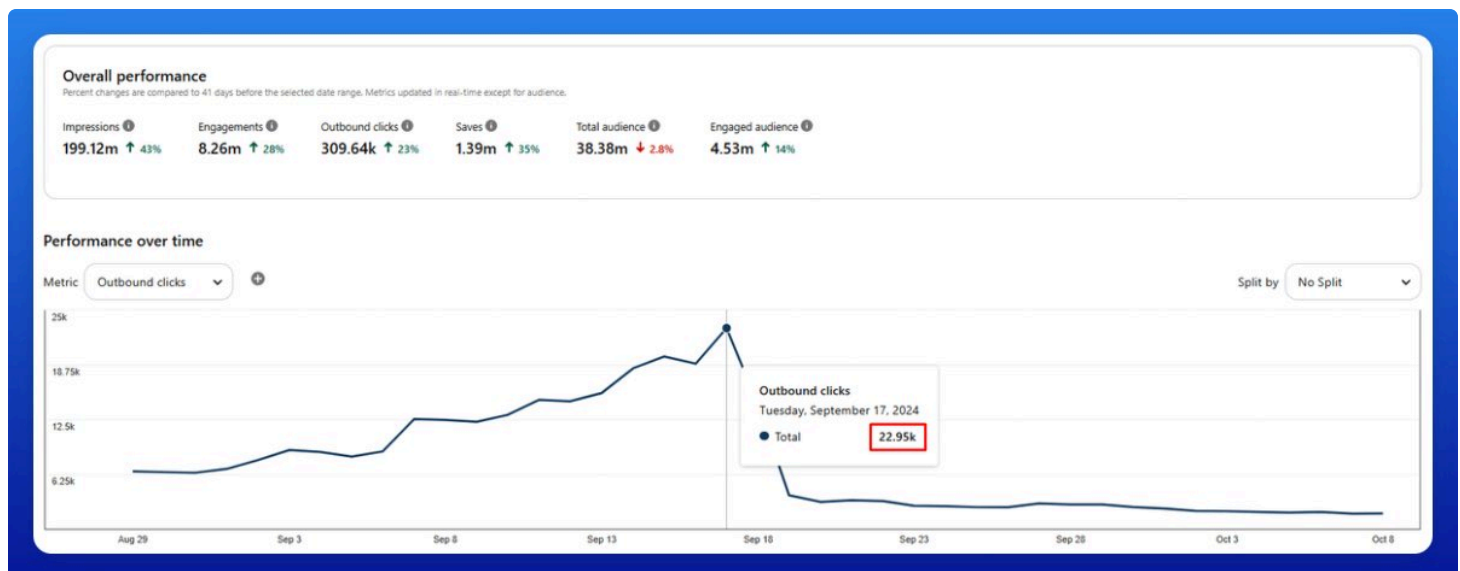


Last year, one of my Pinterest accounts got clapped very hard.

It went from almost 23,000 DAILY outbound clicks to less than 1,000/day. A 90% drop. Ouch.

But within 2 months, I recovered it back up to >7,5k DAILY outbound clicks.



Here's How to Recover a Pinterest Account Effectively

(Regardless of whether your account was hit by a Pinterest update or suffered from poor engagement metrics—this method works for both types of performance drops.)

Take a close look at your account analytics and data to see if these issues are affecting your account:

1. Low engagement rates: Do you have many (older) underperforming pins and boards with low save and engagement rates?
2. Overpinning: Have you been posting too many pins/day (e.g., up to 48/day)?
3. Broad targeting: Have you been focusing too much on competitive, high-volume KWs instead of smaller, more long-tails?

Step 1: Remove the dead weight

One of the first things I did was delete underperforming pins and boards (if they were older than 3 mo and had <10 impressions).

Why?

Poorly performing pins can drag down the engagement rate of your entire account.

- [Here's my process for deleting underperforming boards.](#)
- [Here's my automated process for identifying and deleting underperforming pins.](#)

Step 2: Scale back the quantity

I uploaded 48 pins/day.

Many of these pins weren't performing well, which lowered the account's overall engagement rate.

I reduced the daily amount to just 12 pins/day.

Step 3: Focus on what works

- I identified the top 10-15 articles that got the highest RPMs and traffic (using my Raptive dashboard).
- I created new pins targeting different KW variations for these articles ([here's our process about this](#)).
- I focused on more long-tails, as they are easier to rank for and more stable in their performance.

Step 4: Optimize for engagement

Pinterest's algorithm heavily prioritizes high save and engagement rates as a key ranking factor.

Before creating my pins, I thoroughly researched the top-ranking pins for this KW in an incognito tab to see what's currently performing well.

I used this as inspiration to design my own pins in a similar style.

Specifically, I paid close attention to:

- Pin formats (text overlays, collage pins, or plain images)
- Dominant color schemes
- Title structures

I then applied these insights to optimize my own pins for this KW and these pins performed way better.

Step 5:

- Pin more Scout Pins (without title, description or URL) to boost your save and engagement rate again.

Within 2 months:

- The account climbed back to >7k daily outbound clicks.
- Engagement rates are better.

- Pinterest rewarded this account with more impressions due to higher save rates and better-performing pins.

Summary:

