

Pinterest has official partners.

Other tools, like Tailwind, use Pinterest's API for each Pin upload, which can sometimes be flagged as spam faster. Pinterest favors pins uploaded through its native scheduler or an approved partner instead.

From my experience, pins uploaded natively tend to perform slightly better than those published through external tools. However, it's difficult to measure this precisely.

For a fair comparison, you'd need to test identical pins on accounts with the same age, optimization, and existing pin volume—which isn't easy. Even then, Pinterest doesn't favor duplicate pins and can recognize the same images across different accounts, making results harder to compare.

I personally used Tailwind for a while, then switched back to Pinterest's native scheduler. The native uploads gained impressions faster and performed slightly better overall.

While the difference isn't huge, I'd still recommend using the native scheduler for the best possible results!