

Make the automation work your way, without accidentally deleting your best pins!

⚠ Warning: All discussed automations permanently deletes pins from your Pinterest account. Once deleted, pins cannot be recovered. Changing the filter, results in a change in behavior! Change and use at your own risk. We strongly recommend testing with a duplicate scenario and a few pins or boards.

Why filters matter

Filters are what tell the automation:

"Only delete pins that meet these exact conditions."

By default, the automation is smart but strict:

- Pins must be older than 90 days AND
- must have 0 lifetime impressions

That's a solid baseline.

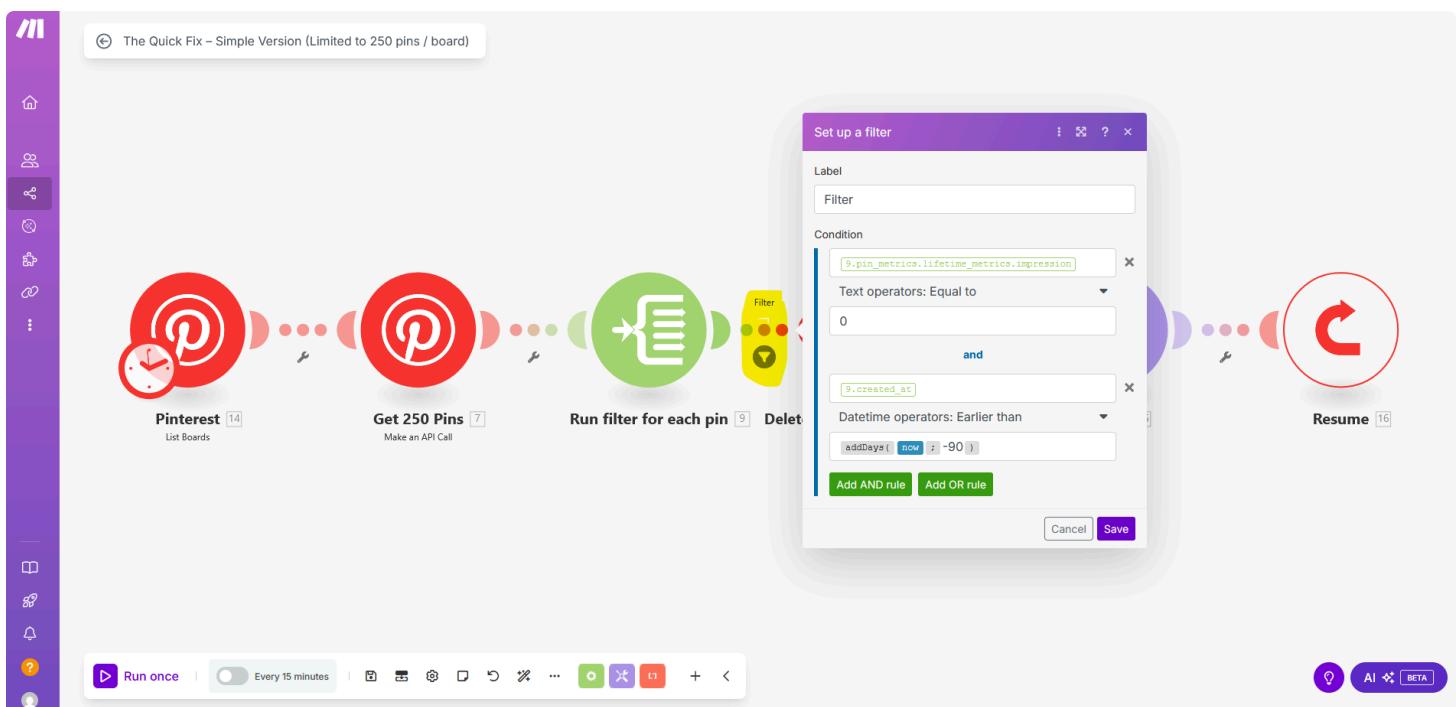
But maybe you want to:

- Be more aggressive
- Be more forgiving
- Or filter based on other metrics like clicks or saves

💡 Where to find the filters

Inside your scenario, look for the modules named "Run filter for each pin" and a "Delete pin when passed the filter" module. On the connecting line between these two modules is a small funnel icon, that's the filter.

Right-click on it → Select "Edit filter"



The screenshot shows the Zapier interface for setting up a filter. On the left, there are two identical filter modules, each with a green 'Run filter for each pin' button and a yellow 'Delete' button. The main window is titled 'Set up a filter'. It has a 'Label' field containing 'Filter'. The 'Condition' section contains two rules: one for numeric operators (Equal to 0) and one for datetime operators (Earlier than addDays(now; -90)). There are 'Add AND rule' and 'Add OR rule' buttons at the bottom of the condition section. At the very bottom right are 'Cancel' and 'Save' buttons.

Set up a filter

Label

Filter

Condition

9.pin_metrics.lifetime_metrics.impression

Numeric operators: Equal to

0

and

9.created_at

Datetime operators: Earlier than

addDays(now ; -90)

Add AND rule

Add OR rule

Cancel

Save

Info: In the pagination-based versions, you'll see that there are two (identical) filter modules:

- One for the first batch of pins
- One for the follow-up paginated batches

● Important: If you change one filter, you must update both manually, or the automation will behave unpredictably!

What You Can Change

The mind is your limit - but keep it simple and stupid.

Before you go wild building 12-layer filter logic with nested conditions and cosmic energy alignment:
→ Stop.

Yes, [Make.com](#) gives you insane flexibility.
But the cleaner your logic, the better your results (and the safer your account).

The screenshot shows the 'Set up a filter' interface in Make.com. The main area is titled 'Set up a filter' with tabs for 'Label', 'Filter', and 'Condition'. A 'Delete' button is visible on the left. The 'Condition' tab is active, displaying the following logic:

```
9. pin_metrics: lifetime_metrics: impression == 0 AND 9. created_at < addDays(now, -90)
```

Below this, there are buttons for 'Add AND rule' and 'Add OR rule'. At the bottom right are 'Cancel' and 'Save' buttons.

To the right of the condition editor is a sidebar containing a search bar and a tree view of filterable fields. The tree structure includes:

- Run filter for each pin (9) - Iterator
 - Total number of bundles
 - Bundle order position
 - board_id
 - board_section_id
 - is_removable
 - created_at
 - title
 - description
 - dominant_color
- media
 - media_type: image
 - images
- board_owner
 - username
 - note
 - is_standard
 - link
 - product_tags[]: []
- pin_metrics
 - 90d
 - lifetime_metrics
 - user_follow
 - impression: 2
 - outbound_click
 - last_updated: Wed, 16 July 2025 08:12:52 +0000
 - save
 - profile_visit
 - pin_click
 - reaction
 - comment
 - has_been_promoted
 - creative_type: IDEA
 - parent_pin_id
 - id
 - is_owner: true
 - alt_text

Understand the Two Types of Pin Metrics

Pinterest gives you two separate metric blocks per pin, "Lifetime" and "90-Day". They sound similar, but they're very different in practice:

1. lifetime_metrics

The all-time truth of a pin's existence.

This metric block contains engagement totals since the pin was published, no matter how old it is.

You'll find values like:

- impression
- pin_click
- outbound_click
- save
- reaction
- comment
- profile_visit

Best for:

- Detecting pins that have *never* performed
- Keeping evergreen content alive (if it had strong past performance)

Limitation:

- Doesn't tell you *when* that engagement happened, could've been 2 years ago

2. metrics_90d (pin_metrics.90d)

Engagement data from the last 90 days only

This metric block contains engagement totals of the last 90 days. It tells you whether a pin is still alive, or just ancient dead weight.

You get the same core metrics:

- impression
- pin_click
- outbound_click
- save
- reaction
- comment
- profile_visit

Best for:

- Detecting pins that used to perform, but are now stale
- Filtering content that has lost momentum

Limitation:

- Could be dangerous to use, if you have seasonal content.

Safety tips before editing

- Export a backup of the current blueprint before you start experimenting
- Test on a copy of the scenario
- Rename each clone with the board name. It keeps things organized!
- Test with small amount of pins or a single board
- Replace the “Delete Pin” module with a Log module first
- Update both filter blocks (initial + paginated path)

Recap: Smart filter strategy

- Start with the default logic
- Adjust *only when you're confident*
- Test on small accounts or with version 2.c before scaling up
- Remember: once a pin is deleted - it's gone for good