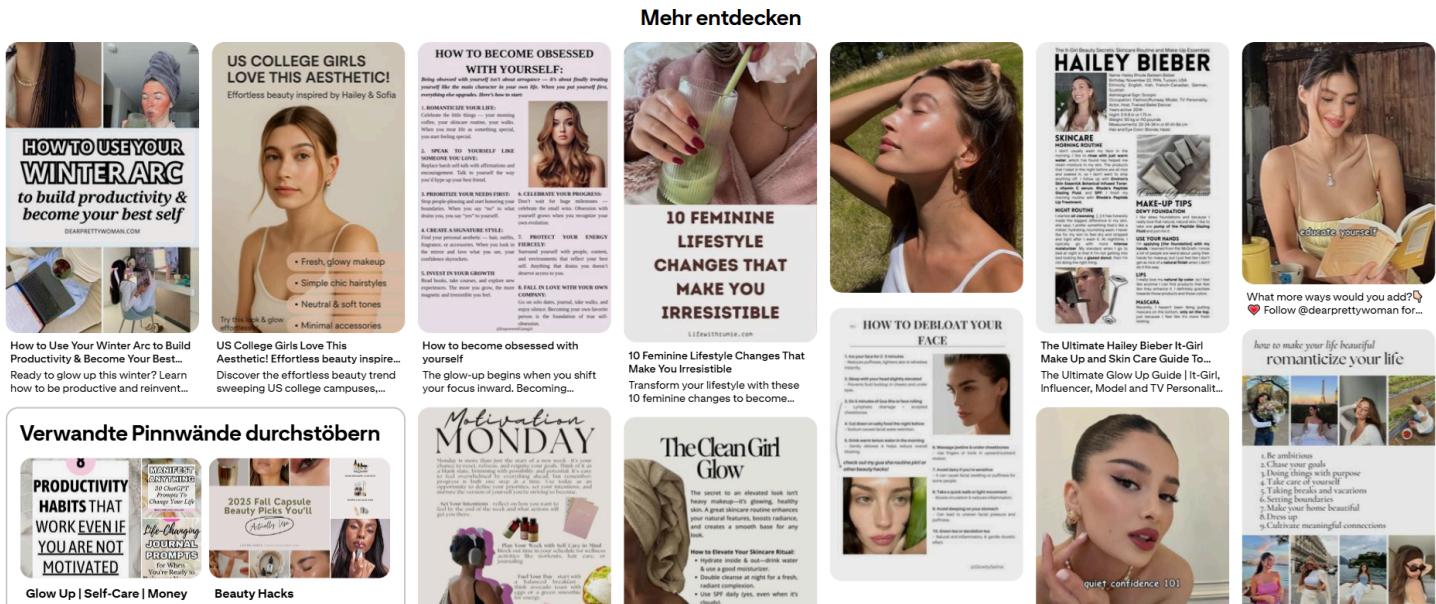


Over the years, we've collected a lot of visual data.

Here's a summary of what consistently works - and why it works that way from Pinterest's technical point of view.

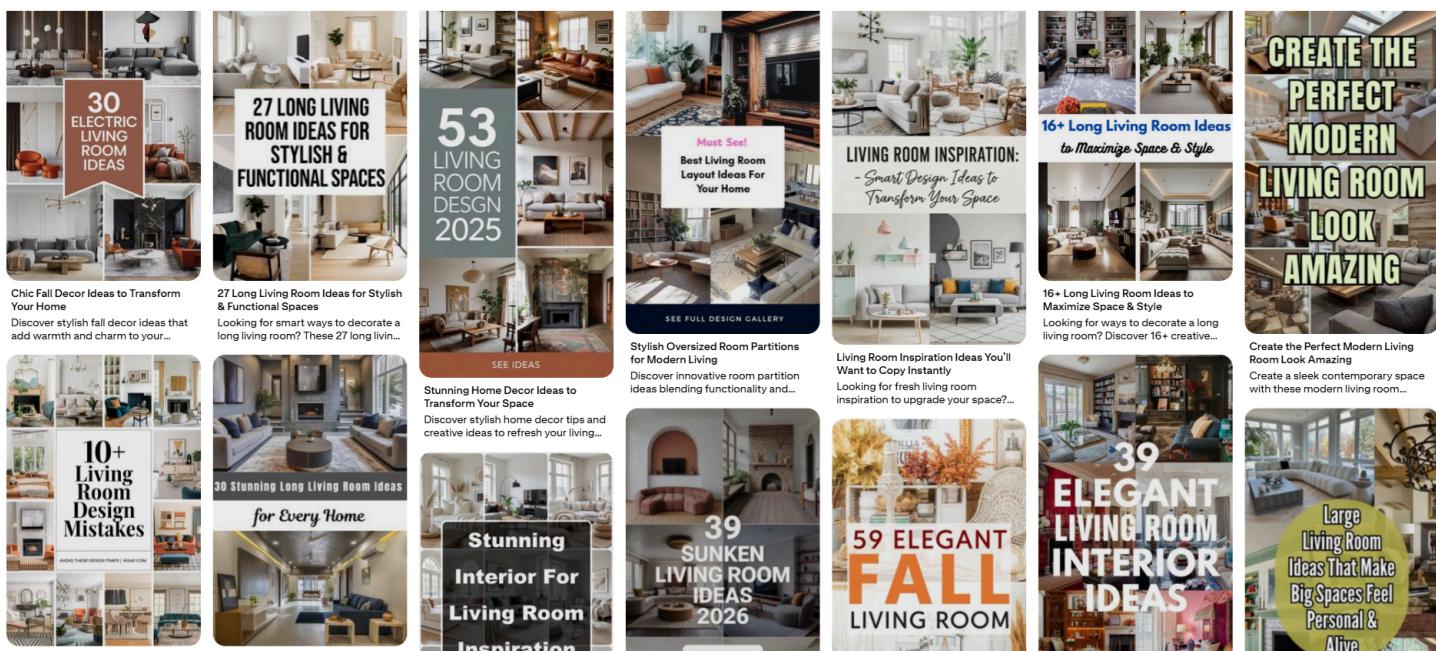
What actually performs by niche (and why)

1. Beauty



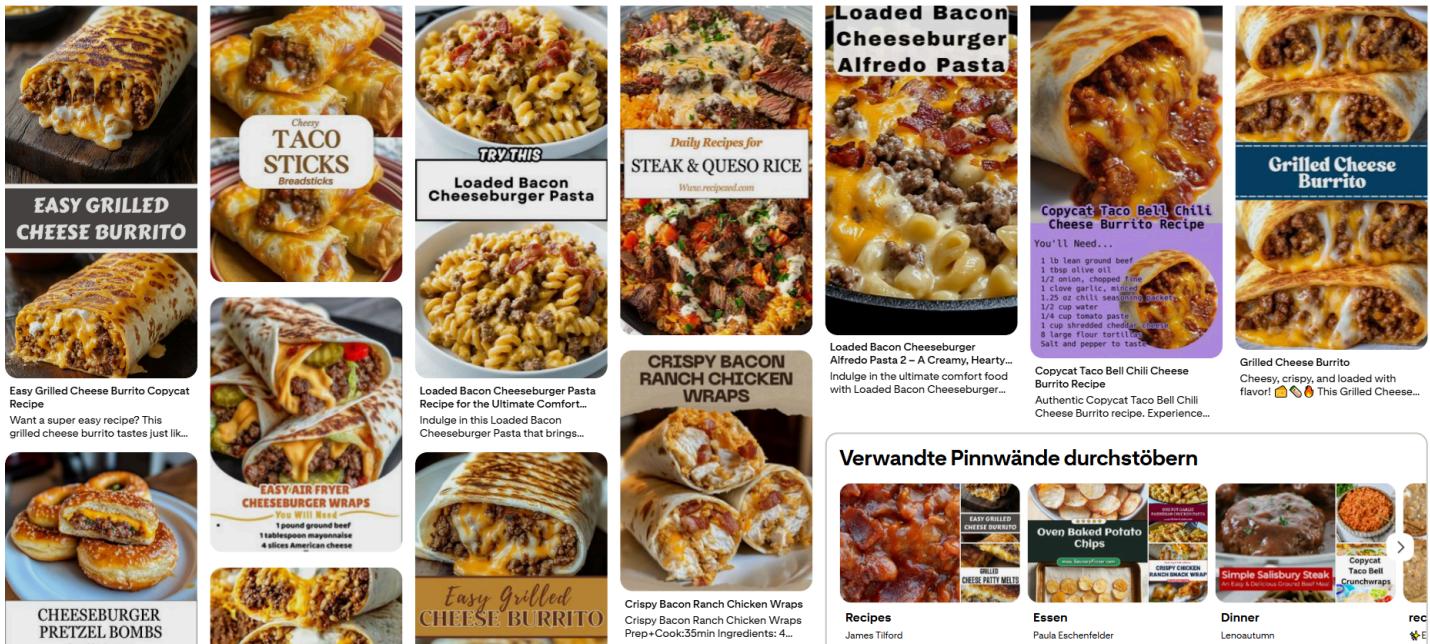
- What works best: Natural light, soft backgrounds, close-ups with real texture.
 - Why: These align with Pinterest's Beauty & Fashion interest clusters and feed the algorithm rich, trustworthy engagement data.
 - Avoid: Over-smoothed AI skin or too many filters - those get classified as "synthetic" and underperform.

2. Home Decor



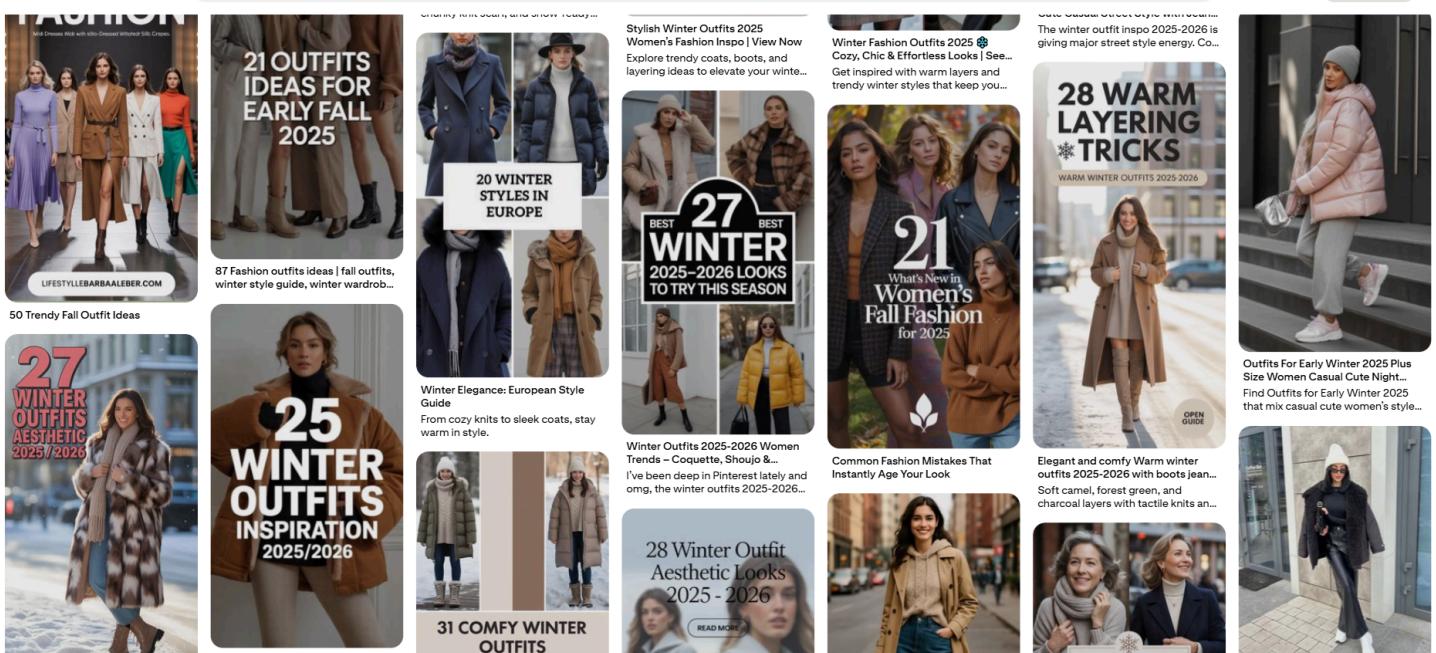
- What works best: Warm tones, top-down angles, “real” spaces with tables, hands, or objects in use.
 - Why: The system connects these visuals through Pixie’s board-level relationships, which helps them spread faster.
 - Avoid: Empty rooms or 3D-render-style shots - they look AI and fail to connect to strong neighbor nodes.

3. Food



- What works best: Tight shots, shallow depth of field, and warm color balance.
 - Why: Pinterest's Pin2Interest model maps these images directly into specific meal or recipe categories.
 - Avoid: Overly perfect symmetry or sterile backgrounds - they confuse the model's interest mapping.

4. Fashion



- What works best: Mirror selfies, movement, and real-life settings.
- Why: More visual variety means more unique embeddings in Pinterest's graph, which leads to wider distribution.
- Avoid: Unreal body proportions or “plastic” lighting - these signal low trust to Pinterest’s visual quality models.

3. DIY / Crafts



- What works best: Step-by-step frames, visible hands, and a naturally messy context, (videos perform here extremely well too!).
- Why: Each step image creates new engagement edges inside Pinterest's graph and strengthens your account's activity signals.
- Avoid: Only showing the final product - it doesn't align with the user's “DIY intent” and limits reach.

Two more things I've learned:

1. Pinterest's SearchSage and LinkSage systems rely heavily on user intent signals - meaning your *titles and visuals together* should match what people actually search for (“small kitchen coffee bar ideas”, not “cozy espresso corner”).
2. Stability beats volume. Pinterest's real-time action models (which adjust ranking based on recent saves and clicks) respond fast to good data - usually within a few days.