

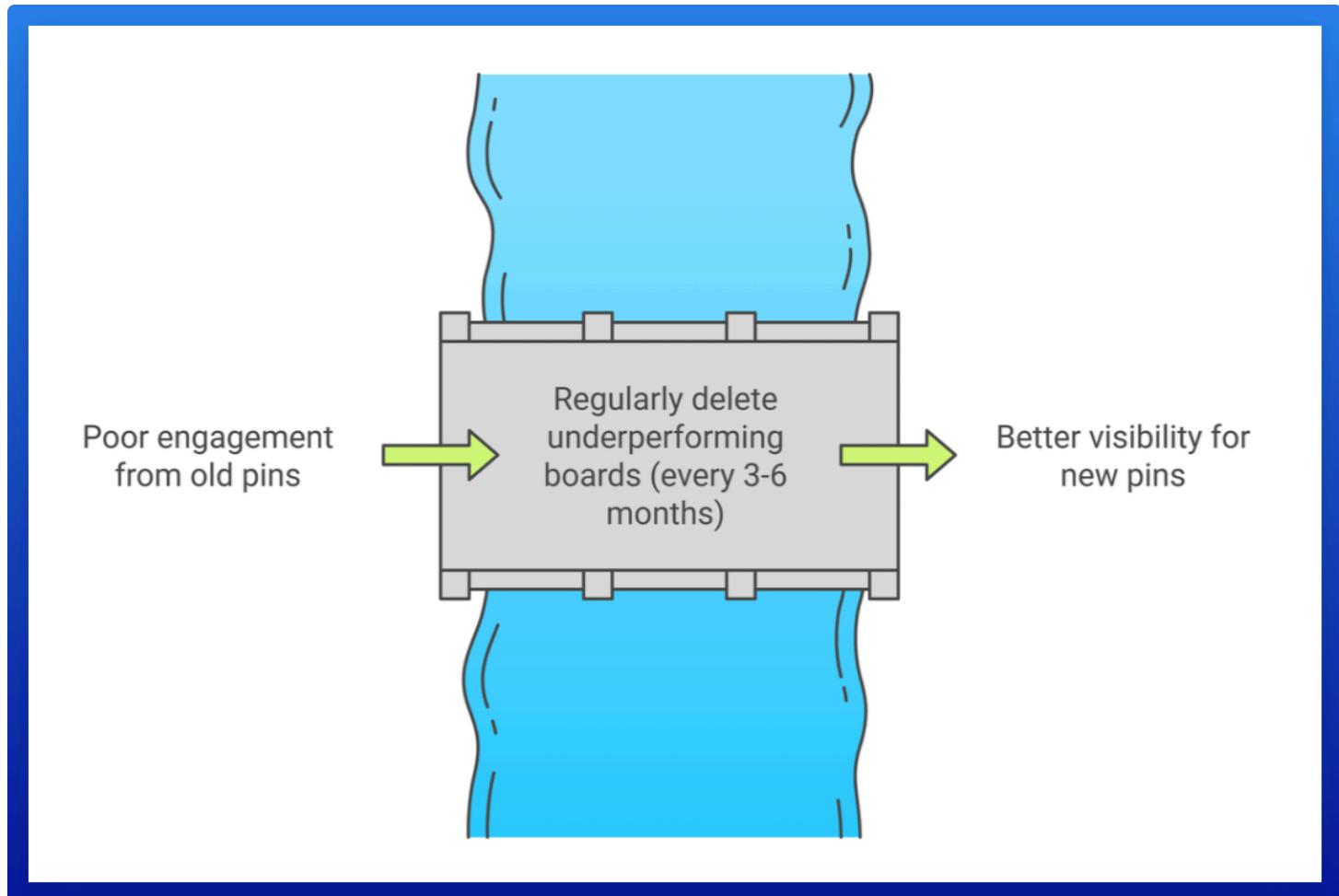
Pinterest prioritizes showing your pins based on your engagement and save rate.

If you have many older pins (3+ months) with less than 10 impressions and low overall engagement rates, your account's performance will decline, and new pins won't get the visibility they should.

That's why it's important to audit and clean up your account regularly—ideally every 3–6 months.

However, this only makes sense if your account is at least 3–4 months old. Before that, you won't have enough data to accurately determine which boards are underperforming.

Make it yours: https://docs.google.com/document/d/1Ik-Qaz3sV9LTkTrdOJqQ-o1QWh1PJI5oP_FYsoRUNAY/copy



Prune Underperforming Boards:

1. Open your Pinterest Analytics > set Date Range to 30 Days > Export.

The screenshot shows the Pinterest Analytics interface. On the left, there's a sidebar with 'Analytics' at the top, followed by 'Overview', 'Conversion insights', 'Additional insights', 'Audience insights', and 'Pinterest Trends'. The main area is titled 'Overview' with a note about date ranges and audience metrics. It features a 'Date range' dropdown set to 'Last 30 Days' (1/1/2025 - 2/10/2025), a 'Content type' dropdown set to 'All', and a 'More filters' link. Below this is a section titled 'Overall performance' with various metrics: Impressions (1,234), Engagements (123), Outbound clicks (123), Saves (123), Total audience (1,234), and Engaged audience (123). In the top right corner, there's a blue 'Export' button with a red arrow pointing to it.

2. Open the CSV file and copy the data under "Top Boards" into a new spreadsheet.
 3. Delete all rows where the first number after the board link exceeds 100 (this number represents impressions).
- This way, you'll only keep boards that might be worth deleting (got <100 impressions in the last 30 days).
4. Compare the boards in your spreadsheet with those in your account and decide whether to delete them.
 5. The goal is to remove boards that contain too many underperforming pins.

Edit your board

X

Name



Description

What's your board about?

Collaborators · Learn more



Settings

Keep this board secret

So only you and collaborators can see it. [Learn more](#)

Personalization

Show Pins inspired by this board in your home feed.

Action

Delete board

You have 7 days to restore a deleted Board. After that, it will be permanently deleted.

Done

Before deleting, check:

- The ratio of pin count to impressions:
If you have a board with 100 pins and 1,000 impressions, that's not too bad—I'd keep it.
But if it's a board with 100 pins and only 10 impressions, most pins have zero impressions, and I'd delete it.
- If the board is older than three months:
Only delete underperforming boards that are older than 3 months!
- Remember, all pins within the board will be deleted automatically, so check carefully.