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.

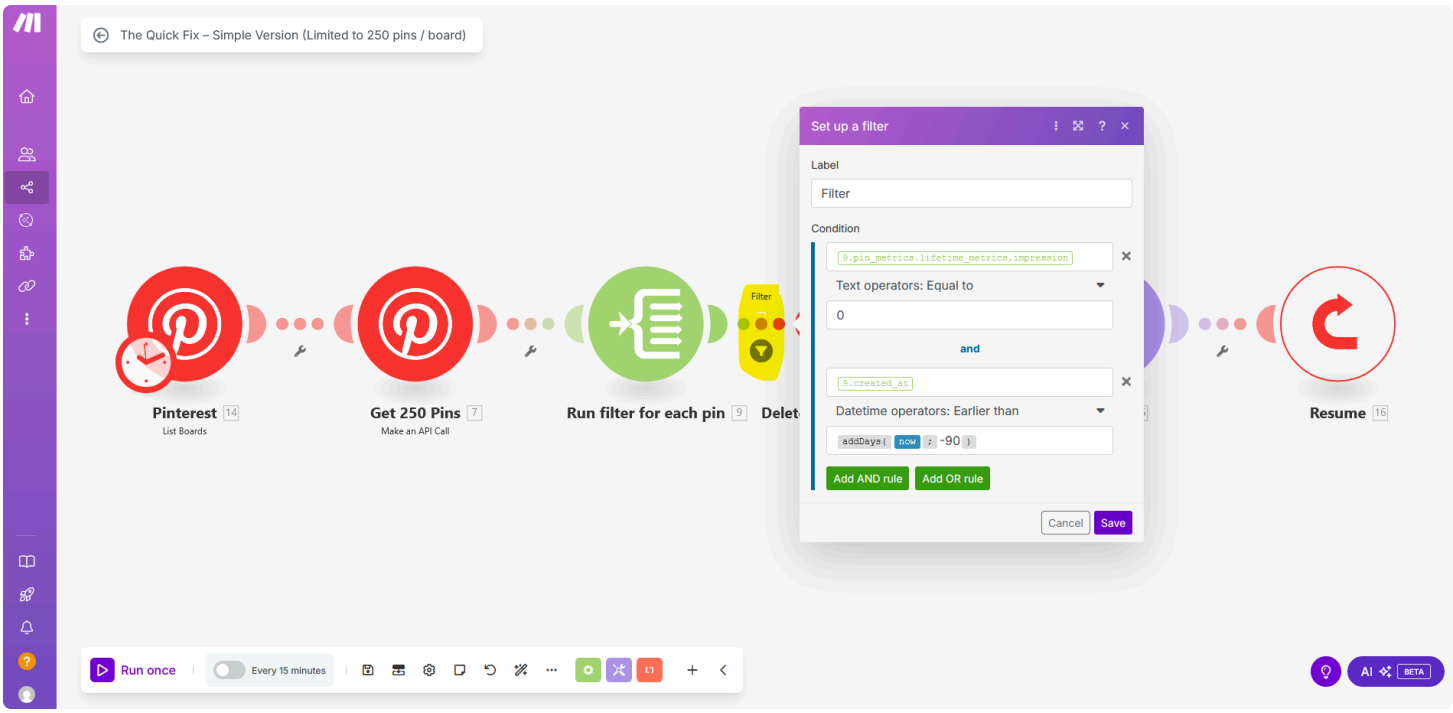
But maybe you want to:

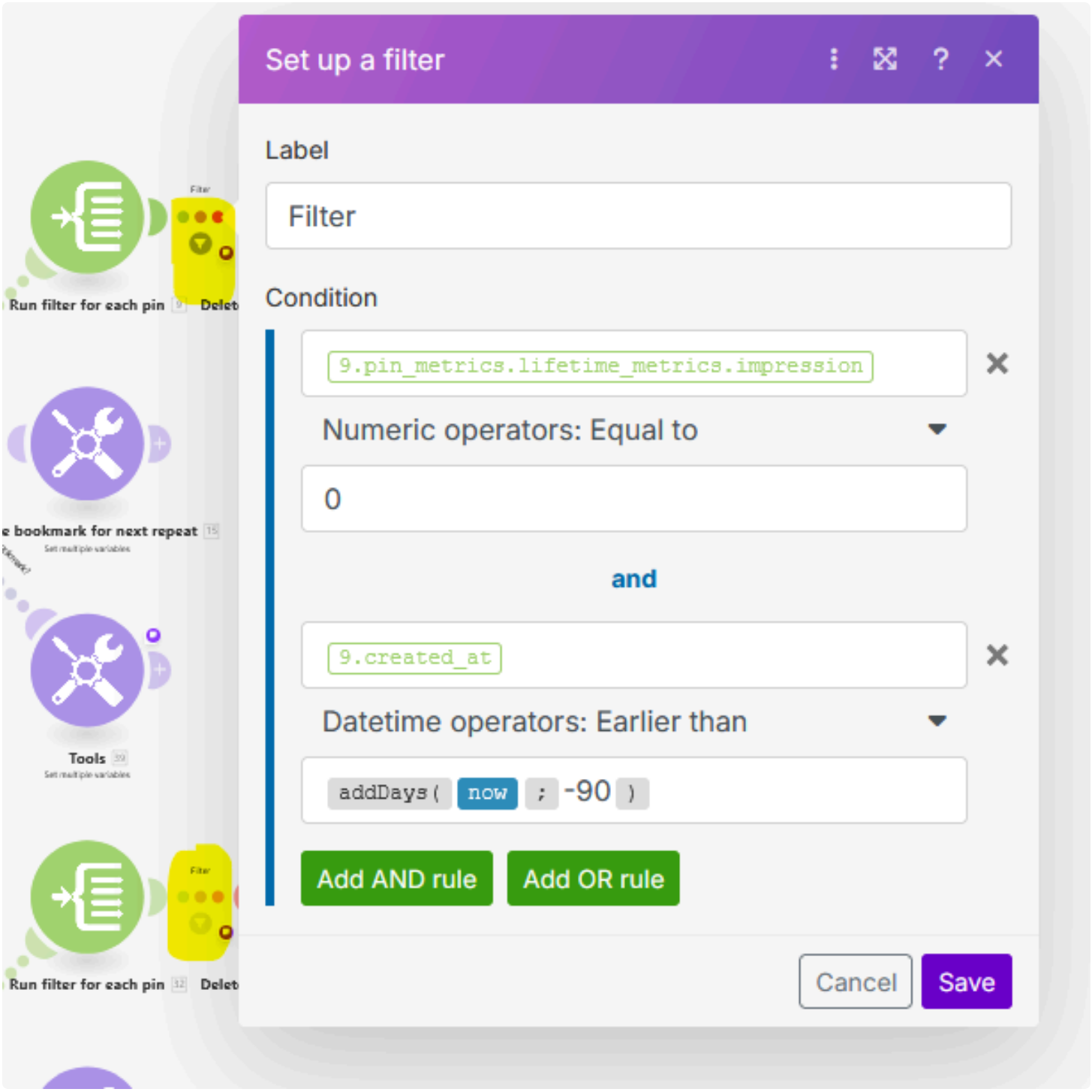
- Be more aggressive
- Be more forgiving
- Or filter based on other metrics like clicks or saves

🔎 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"





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

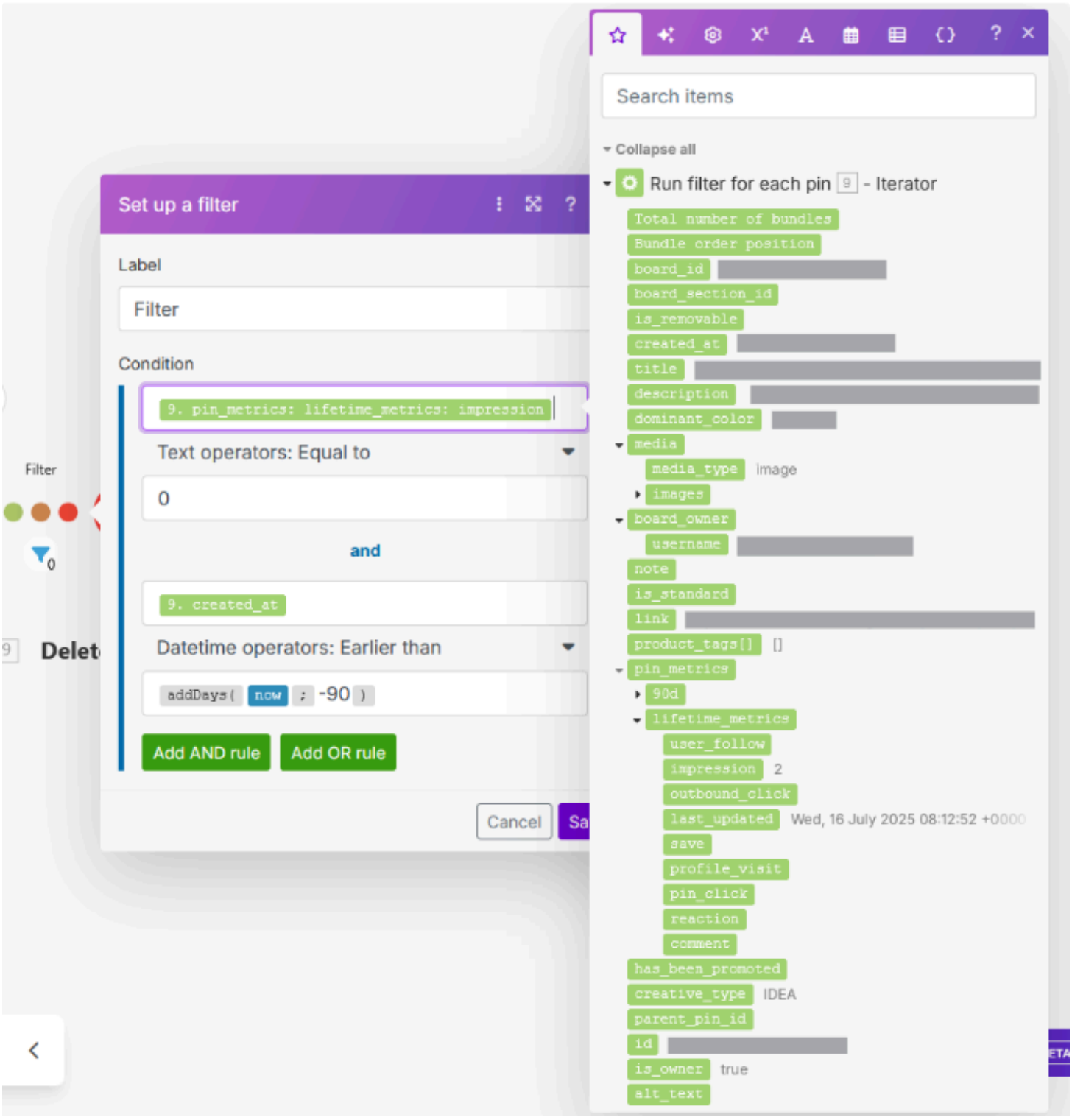
🛑 Important: If you change one filter, you must update both manually, or the automation will behave unpredictably!

🧩 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).



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