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■ THE PLAYBOOK · 11 · PINTEREST

How to Run a Pinterest *Audit*

Search, Saves, Boards, Discovery and Traffic

Pinterest is closer to visual search and planning than a traditional chronological feed. Audit it like an intent engine: what are people looking for, can they find you, and does the Pin help them take the next step?

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Pinterest is the platform where I most want teams to stop saying "our posts" and start thinking "our searchable ideas." Pinterest itself describes the product as a visual search engine for inspiration, and says content will keep showing up for relevant audiences long past the day you post it [1][10].

That changes the audit window. I still look at the last 60-90 days for creative patterns, but I also look at 6-12 months for evergreen and seasonal behavior. A Pin that looks average in week one may become useful six months later when the search moment arrives.

For creators and brands, Pinterest's free business account opens up the Creator Hub, advanced analytics and Pinterest Trends [2][10]. Those tools make it possible to audit the platform as a mix of search demand, creative packaging, saves, traffic and long-tail distribution. Over the last 12 months, Pinterest also added a new layer the audit has to cover: AI that labels content, reads images as queries and assembles boards and collages on the user's behalf.

■ AC'S AUDIT RULE

Audit search intent before posting frequency. On Pinterest, a Pin can keep resurfacing long after publish day, so a 30-day content audit can miss the point entirely.

BEFORE YOU START RECENT SHIFTS TO ACCOUNT FOR

- Pinterest now puts an "AI modified" label on image Pins its metadata checks and classifiers flag as generated or modified with AI, and runs an appeals process for mislabeled content [11].
- Since October 2025, users can turn down GenAI images by category (including beauty, art, fashion, home decor and, from December 2025, food and drink) under "refine your recommendations" in Settings [12].
- Visual search now generates descriptive search words from an image, highlights shoppable objects and adds a refinement bar, starting with women's fashion in the U.S., Canada and the U.K. [13].
- Pinterest Assistant began a U.S. beta for users 18+ on October 30, 2025, taking voice, text or image prompts and drawing on a user's saves, boards and collages [16].
- Boards gained AI-powered tabs ("Make it yours," "More ideas," "All saves") rolling out globally, with "Styled for you" collages and "Boards made for you" in testing in the U.S. and Canada [15].
- The Trends tool added shopping trends, Trends in the Spotlight and Editors' Picks, and Pinterest Predicts 2026 named 21 trends, saying 88% of its trends over six years came true [14] [17].

SECTION 01

Start with profile and domain ownership

Audit the display name, username, bio, profile image, website and board organization. The profile should make the subject territory obvious to both people and search systems.

If you own a website, claim it. Pinterest says claiming a website gives you insight into how often your content is shared on Pinterest, links your profile to Pins saved from your site, shows your profile picture alongside those Pins and offers viewers the option to follow you [3]. For a publisher, creator or business, that is foundational attribution.

Pro tip: search your brand name and three category terms on Pinterest before opening your own profile. The audit should include what the audience sees in discovery, not only what you see in admin tools.

SECTION 02

Audit boards as information architecture

Boards tell Pinterest and the user how your ideas are organized. Treat them the way you would treat site navigation.

Review board names, descriptions, cover consistency, topic overlap, abandoned boards and whether the structure reflects current audience intent. Merge or retire vague boards that do not help discovery.

I want board names to use natural language people might actually search, not internal campaign jargon. “Spring Campaign 2026” may make sense to your team. “Spring brunch ideas” makes more sense to a searcher.

Boards also matter more on the user side now. Pinterest is rolling out board tabs that recommend products and related Pins based on what a person has saved, and is testing AI-generated boards delivered to home feeds and inboxes in the U.S. and Canada [15]. The practical question for the audit: when someone saves your Pin to their board, does it sit next to the right neighbors? Clear, specific Pins are easier for those systems to place.

SECTION 03

Audit search demand with Pinterest Trends and Pinterest Predicts

Use Pinterest Trends to compare keywords, seasonality, saves, shopping trends and audience-specific growing interests. Pinterest says the tool shows up to two years of historical data, lets you compare up to four keywords at once, and flags whether a trend is seasonal [4]. The growing-interests view covers the past 90 days of your engaged users and followers, and needs a business account with a large enough audience [4].

In June 2025 Pinterest upgraded the tool with shopping trends based on saves and clicks to retailer sites, Trends in the Spotlight grouped into themes, and hand-curated Editors' Picks [14]. If you sell anything, the shopping view belongs in the audit.

For each core content pillar, document 5-10 search terms, their seasonal pattern, related terms and the planning lead time. Pinterest's 2026 marketing moments guide is blunt about it: seasonal searches start building months before the season, and seasonal moments begin when planning starts [5]. Your audit should therefore compare publishing date with the demand curve, not just engagement after publish.

Then layer in the forward view. Pinterest Predicts 2026, published December 9, 2025, lists 21 emerging trends (Glamoratti, Cool Blue, Pen Pals and Cabbage Crush among them) and says its trends last nearly twice as long as trends elsewhere online [17]. Treat Predicts as a hypothesis list. Match each relevant trend to a pillar, then confirm in Trends whether search is actually building in your region before you commit creative.

SECTION 04

Build a Pin inventory by intent, not only format

Pull at least 90 days of created Pins and tag them by topic, format, search intent, seasonality, destination, CTA, original vs. repurposed, AI-assisted vs. fully human-made, and whether the Pin solves, inspires, explains or sells.

Then add a second window for older evergreen content. Which Pins are still earning impressions, saves or outbound clicks months later? Treat those as durable assets.

Pinterest separates published content (what you create, plus what you save from your claimed website) from saved content (what you save from Pinterest or sites you don't own), and Pin stats show both [6]. Make sure your audit is measuring the content you own and are responsible for.

SECTION 05

Audit creative for the save and the click

Pinterest recommends high-quality images or videos and a 2:3 aspect ratio, and its help guidance points to video in the 15-60 second range [7]. Its specs page recommends 1000 x 1500 px for standard image Pins and warns that taller Pins may be cropped in feeds [19]. Use that as a quality baseline, not a substitute for creative judgment.

Audit text overlay, visual hierarchy, legibility on mobile, brand recognition, topic clarity and whether the image communicates the idea before the user reads the description.

Then separate the two jobs: Why would somebody save this? Why would somebody click this now? A save can signal future intent. An outbound click signals present intent. Great Pins may do one or both.

SECTION 06

Audit AI-generated content labels and originality

This is the section I would not skip in 2026. Pinterest labels image Pins it detects may be generated or modified with AI, using both image metadata and its own classifiers; the “AI modified” label appears at the bottom left when someone opens the Pin in closeup [11]. Users can also tell Pinterest to show fewer GenAI images in categories such as architecture, art, beauty, entertainment, fashion, health, home decor, sport and food and drink [12]. Pinterest said in October 2025 that labels would become more noticeable as it ramped up detection [12].

For a creator who works in beauty, home or fashion, that means some share of the audience has actively opted down AI imagery in exactly your category. The audit question is simple: which of your Pins carry the label, did you expect them to, and how do they perform against unlabeled peers?

Check: open your top 30 Pins by impressions in closeup and log the label status. Flag any Pin that used AI backgrounds, generative fill, AI upscaling or AI product scenes.

Check: if a fully human-made Pin carries the label, use the appeals process Pinterest links from its Help Center [11].

Ask: does the AI element add something the audience values, or did it just save production time? On Pinterest, the image is the product.

■ SENIOR STRATEGIST NOTE

Run a label census before you change anything. Pair each labeled Pin with an unlabeled Pin from the same board, format and quarter, then compare 90-day impressions, saves and outbound clicks. If labeled Pins in beauty or home decor trail their pairs by a wide margin, make a human-shot version of the two biggest offenders and test it for one season. One clean pair beats a dozen opinions about "AI slop."

■ SECTION 07

Audit analytics through the discovery-to-action funnel

Pinterest Analytics lets business accounts review organic and paid-and-earned performance and filter by date range, content type, Pin format, ad format, product group and claimed accounts [8]. Custom date ranges cover roughly the past year and a half, with real-time estimates for the last 48 hours [8].

I organize the audit as: Impressions -> engaged audience -> saves/Pin clicks -> outbound clicks -> downstream site behavior. Pinterest defines outbound clicks as actions that lead people to a destination off Pinterest, and counts a video view at 2 seconds with 50% of the video in view [8]. Do not optimize for impressions if the goal is traffic, and do not punish inspirational content for earning saves instead of immediate clicks if saves are strategically valuable.

Audience Insights can also show what existing and potential customers are interested in, based on behavior such as searching and saving [9]. Use that to pressure-test whether your content pillars line up with what your audience is actually exploring.

■ SENIOR STRATEGIST NOTE

Because the in-tool window tops out at about 18 months [8], the year-over-year seasonal comparison this audit depends on can quietly age out. Export a monthly snapshot of your top 50 Pins by impressions, saves and outbound clicks, plus the Organic and Paid and earned splits. Two years of your own exports will tell you more about lead time than any benchmark.

SECTION 08

Audit titles, descriptions and keyword clarity

Pinterest discovery depends heavily on what the content is about. Audit whether titles and descriptions use clear, natural topic language and whether the destination page reinforces the same idea. Pinterest's own guidance is to make the images, text and keywords in the Pin match the landing page [7].

Know the limits. Titles can run 100 characters, but feeds may show only the first 40; descriptions can run 800 characters, aren't shown in feeds, and are used for relevance [19]. Put the searchable idea in the first 40 characters of the title.

Do not keyword-stuff. Write for a human who is searching with intent. If the Pin says "how to audit Instagram" and the landing page is a generic social-media homepage, the experience breaks at the click.

Pro tip: pick 20 Pins and hide the image. Could the title and description still tell Pinterest and a person what the idea is? Then hide the copy. Could the visual do the same? The best packaging does both.

SECTION 09

Audit for visual search and AI-assisted discovery

On Pinterest, the image is increasingly the query. Visual search can now be launched by long-pressing any Pin in the home feed, and Pinterest generates descriptive words (aesthetic, color, fit, category) from the image, highlights objects people can shop, and offers a refinement bar for style, color, fabric or occasion [13]. Those tools launched for women's fashion in the U.S., Canada and the U.K., with more categories and countries planned [13].

Pinterest Assistant extends the same idea into a conversation. It takes voice, text or image prompts, draws on a user's saves, boards and collages, and launched in beta for U.S. users 18+ [16]. Pinterest says its multimodal visual search model beats off-the-shelf models by over 30% on the relevance of shopping recommendations [16].

Collages are part of that system too. Pinterest Assistant reads users' collages as taste signals [16], and the June 2025 auto-collages pilot let advertisers turn catalogs into shoppable collages that users saved at twice the rate of regular product Pins in early tests [14].

Check: is the main subject of each top Pin visually isolated enough to be selected and matched? Busy flat-lays and heavy text overlays make that harder.

Check: do the words Pinterest generates from your image describe what you actually offer? If they say "orange abstract background," your packaging is hiding the idea.

■ SENIOR STRATEGIST NOTE

Run a long-press test on your 10 highest-saving Pins in a market where visual search is live. Screenshot the generated terms and the visually similar results. If the similar results are competitors' products, your Pin is feeding their discovery. If they are generic stock imagery, your subject isn't distinct enough. Rework the two weakest Pins and repeat the test in 30 days.

■ SECTION 10

Audit freshness without confusing freshness with churn

Pinterest encourages creators to publish their own Pins with fresh, new content rather than mainly saving other people's Pins [7]. Freshness is about new creative entering the discovery system, so a fresh Pin can still point to a three-year-old evergreen page.

Look for opportunities to create multiple distinct Pins for one evergreen destination: different visual angle, keyword intent, season, audience or use case. That is not duplicate spam if the creative and search job are meaningfully different.

The audit should identify evergreen pages that deserve a better Pin system, not just a larger posting calendar.

■ SECTION 11

Audit conversion and landing-page continuity

For every high-impression or high-click Pin, inspect the destination. Is it fast, mobile-friendly, relevant to the promise, current and easy to act on?

If Pinterest is driving traffic to articles, capture engaged time, newsletter sign-ups, recirculation or whatever downstream behavior matters. If it is driving commerce, capture product-view and purchase behavior.

A Pin can win the click and still fail the user. The audit owns both sides of that handoff.

SECTION 12

Audit the paid hand-off: Performance+ and automated creative

If the account runs ads, the organic audit should feed the paid plan. Pinterest Performance+ bundles automation for consideration, conversion and catalog sales campaigns with about half the inputs of a standard setup, plus creative optimization that generates ad variations from a catalog, automatic resizing to 2:3, and AI-generated backgrounds for white-background product Pins that Pinterest says are reviewed by people [18]. Pinterest reports Performance+ campaigns beat traditional campaigns in nearly 80% of A/B tests [18]; treat that as the platform's claim and verify against your own lift tests.

Two audit consequences. First, automated backgrounds are AI imagery, so ask whether they will carry the "AI modified" label in categories where users can opt down GenAI content [11][12]. Second, keyword and interest suggestions in Performance+ guide the algorithm rather than restrict it [18], so your organic search map from section 3 is the best brief you can hand the media buyer.

Hand-off: send paid the top organic Pins by saves and outbound clicks, the keyword map, the seasonal lead-time calendar, and a list of Pins that should never be auto-modified (brand photography, talent, anything with a human face).

SECTION 13

End with Evergreen / Seasonal / Search / Test

I use four Pinterest buckets before Stop / Start / Continue / Test.

EVERGREEN: durable ideas and destinations worth maintaining year-round.

SEASONAL: content that needs a lead-time calendar tied to search buildup and, where relevant, Pinterest Predicts trends.

SEARCH: keyword, visual-search and topic gaps where audience intent exists but your content does not.

TEST: creative, title, format, AI-vs-human and destination hypotheses that need evidence.

Then apply Stop / Start / Continue / Test inside those four buckets.

CREATIVE SPECS

Creative specs and brand consistency on Pinterest

Pinterest is a vertical, search-first canvas, so a consistent design system pays off here as long as the type does the search work and the image does the stopping work. People save Pins to come back to them, which means your creative has to hold up for months on someone else's board, next to other people's ideas. Specs below come from Pinterest's product specs and Pin guidance; where Pinterest publishes no safe zone, the rule is mine and marked as a house rule.

ASSET	SIZE / RATIO	SAFE ZONE	PRO TIP
Standard image Pin	2:3, 1000 x 1500 px recommended; taller Pins may be cropped in feeds [19]	No official safe zone. House rule: keep headline and logo out of the bottom corners, where the "AI modified" label and the three-dot menu sit in closeup [11][12]; 60 px inner margin	One idea per Pin. Put the searchable idea in large type in the top half and check it at grid size on a phone. Keep the logo small and in the same position on every Pin.
Pin carousel	2-5 images, 1:1 or 2:3 (ad spec) [19]	House rule: frame number in the same corner on every card, nothing critical in the bottom 10%	The first card does the stopping work, so make it readable on its own. Keep one layout across cards so the set reads as a sequence.
Video Pin	Between 1:2 and 1.91:1; square or vertical (2:3, 4:5, 9:16) recommended [19]; 15-60 sec for quality organic Pins [7], 6-15 sec recommended for video ads [19]	No official safe zone. House rule: export 2:3 cut from the 9:16 master, burned-in captions in the middle third	Open on the result, claim or number. Pick a cover frame that works as a still Pin, burn in captions for sound-off viewing and end on one clear next step.
Collection	Hero 1:1 or 2:3; secondary creatives share one ratio, 1:1 recommended; at least 3, up to 24 [19]	Center-cropped if not 1:1 [19]	Choose a hero that tells the whole story. Shoot or edit secondaries with matching background and lighting so the set looks curated.
Pin title / description	Title up to 100 characters, first ~40 shown in feeds; description up to 800, not shown in feeds, used for relevance [19]	Searchable idea in the first 40 characters	Write plain, specific search language. Keep slogans and campaign names out of the title; write the description as sentences a person would read.
Profile image and board covers	Not covered by the specs page	House rule: icon only, centered	Use your icon or monogram, not a full wordmark. Give board covers a consistent crop and treatment so the profile grid reads as one system on mobile.

Build your own system for Pinterest. Start with two or three master templates at 1000 x 1500 px (for example a how-to or list Pin, a stat Pin and a product or scene Pin), each with fixed zones for headline, image, logo and source or URL [19]. Use one display style for headlines and one body style for supporting lines, and size the smallest text so it is still readable at grid width on a phone. Limit the palette to two or three colors plus neutrals, check every text-on-color pair against WCAG contrast (4.5:1 for body text, 3:1 for large text), and preview in both light and dark mode. Put the logo in the same small position every time: Pins travel away from your profile once saved, and the on-Pin mark plus a claimed website, which shows your profile picture alongside Pins from your site [3], is how people trace them back. For recurring series, use the same label in the same corner and a matching board name.

Voice by surface. Profile and bio: the topics you cover, in search language. Board names and descriptions: natural phrases people type. Pin titles: the searchable idea first. Descriptions: clear sentences that explain what the reader gets, without keyword stuffing. On-Pin text: the shortest version of the promise. Comments: brief, helpful answers about the method or product. Pinterest rewards Pins that stay useful for months, so avoid copy that dates itself, and keep "NEW" or launch badges on a separate launch variant that you retire after the launch window.

Accessibility. Add alt text that describes the image and any text on it, burn in captions on video, keep on-Pin text large and high contrast, and don't rely on color alone to carry meaning in charts or swatches. Clear, well-described Pins also give visual search and Pinterest's AI systems a better read on what the Pin is about [13][16].

Consistency without looking like an ad. On Pinterest, a Pin that looks like a useful idea gets saved; a Pin that looks like a banner gets scrolled past. Let the subject lead and let recognition come from a consistent layout, palette and type treatment rather than a large logo. If any layer uses generative fill or an AI background, assume the Pin may be labeled [11] and decide whether that fits your category.

■ PRO TIP

Run a squint test before you lock a template. Search one of your target keywords on your phone, screenshot the results grid, and drop your new Pin into it. If you can't read the headline and identify the subject within three seconds, enlarge the type or simplify the image. Then run the new template against your current one for 30 days and compare saves and outbound clicks.

■ DO	■ DON'T
+ Design every Pin at 1000 x 1500 px first, then adapt [19]. + Put the searchable phrase in the headline and the first 40 characters of the title [19]. + Use one display style and one body style across all templates. + Keep the logo small and in the same position on every Pin. + Keep a separate launch variant and retire it when the launch ends. + Isolate the subject so visual search can select and match it [13].	– Don't put the logo or headline in the bottom corners of the Pin [11][12]. – Don't set text over busy photos without a contrast check. – Don't mix more than two typefaces on a Pin. – Don't put dated phrases on Pins meant to be evergreen. – Don't let Performance+ auto-generate backgrounds on talent or brand photography without review [18].

Copyable audit checklist

- ☐ **Profile:** Does the account clearly communicate its subject territory and value?
- ☐ **Claimed domain:** Is the website claimed and correctly connected to the business account?
- ☐ **Boards:** Are board names, descriptions and organization aligned with search behavior?
- ☐ **Trends:** Have I mapped seasonal demand, shopping trends and related keywords for core content pillars?
- ☐ **Predicts:** Have I matched relevant Pinterest Predicts 2026 trends to pillars and confirmed demand in Trends?
- ☐ **Inventory:** Have I tagged at least 90 days of Pins plus older evergreen winners, including AI-assisted vs. human-made?
- ☐ **Creative:** Are images/video high quality, 2:3-friendly, mobile-legible and clear before the caption?
- ☐ **AI labels:** Which Pins carry the "AI modified" label, was it expected, and how do they perform against unlabeled peers?
- ☐ **Search packaging:** Do titles/descriptions use natural, specific topic language, with the key phrase in the first 40 characters?
- ☐ **Visual search:** Do long-press results and generated terms describe what I actually offer?
- ☐ **Saves:** Which ideas are worth keeping for later?
- ☐ **Outbound clicks:** Which Pins create present intent and useful site traffic?
- ☐ **Long tail:** Which older Pins continue to resurface and why, and am I exporting data before it ages out?
- ☐ **Landing pages:** Does the destination deliver exactly what the Pin promised?

- ☐ **Paid hand-off:** Has paid received the keyword map, top organic Pins and a do-not-auto-modify list?
- ☐ **Creative specs & consistency:** Do Pins follow the Pinterest specs, safe-zone house rules and our own templates, type hierarchy, contrast checks and alt text?
- ☐ **Actions:** What belongs in Evergreen / Seasonal / Search / Test?

Audit scorecard

AUDIT AREA	WHAT I'M CHECKING	SCORE (1–5)	ACTION / EVIDENCE
Profile and domain	Clear positioning, website claim and attribution		
Boards	Searchable organization and current topic architecture		
Search demand	Trends, Predicts, keywords, seasonality and planning lead time		
Creative quality	2:3-friendly design, clarity, mobile legibility and originality		
AI labels and originality	Label status, appeals, labeled vs. unlabeled performance		
Visual and AI discovery	Subject isolation, generated terms, collage and board fit		
Saves	Future intent and evergreen usefulness		
Traffic	Pin clicks, outbound clicks and destination continuity		
Long-tail value	Older Pins still earning discovery and action; data exported		
Paid hand-off	Performance+ inputs, automated creative review, organic-to-paid brief		
Creative specs & consistency	Specs, safe-zone house rules, own templates, legibility, contrast and alt text		
Testing discipline	Creative, keyword, format, AI-vs-human and landing-page experiments		

DECISIONS

How I'd turn this into action

Build a 12-month Pinterest opportunity map. Put your evergreen pillars on one axis and seasonal moments on the other. For every cell, identify the search intent, destination URL, Pin concept and publish lead time, and mark any cell where a Pinterest Predicts trend overlaps a pillar. Pinterest gets much easier when the calendar follows demand instead of the day you remembered to post.

Then pick two tests for the next 90 days: one AI-vs-human creative pair in your most label-prone category, and one visual-search rework of a high-saving Pin. Log the results in the scorecard and carry them into the next audit.

SOURCES

Official sources and creator resources

Platform features change quickly. This Playbook was checked against official guidance available in October 2026. Verify feature availability inside your own account before treating any tool or metric as universal.

[1] Pinterest Create: Pinterest for creators · https://create.pinterest.com/creators/

[2] Pinterest Create: Business Account vs. Personal Account · https://create.pinterest.com/get-started/personal-vs-business-account/

[3] Pinterest Business Help: Claim your website · https://help.pinterest.com/en/business/article/claim-your-website

[4] Pinterest Business Help: Browse Pinterest Trends · https://help.pinterest.com/en/business/article/pinterest-trends

[5] Pinterest Business: Win the moment before it happens, your 2026 marketing playbook · https://business.pinterest.com/blog/pinterest-brand-moments-guide-2026/

[6] Pinterest Business Help: Created and saved content · https://help.pinterest.com/en/business/article/publish-your-content

[7] Pinterest Business Help: Pin performance and distribution · https://help.pinterest.com/en/business/article/pin-performance-and-distribution

[8] Pinterest Business Help: Review Pinterest Analytics · https://help.pinterest.com/en/business/article/pinterest-analytics

[9] Pinterest Business Help: Review Audience Insights · https://help.pinterest.com/en/business/article/audience-insights

[10] Pinterest Create: Frequently asked questions · https://create.pinterest.com/en-US/faq

[11] Pinterest Newsroom: Introducing Gen AI Labels (April 30, 2025) · https://newsroom.pinterest.com/en-ca/news/introducing-gen-ai-labels/

[12] Pinterest Newsroom: Pinterest rolls out new tools to give users more control over GenAI content (Oct. 16, 2025; updated Dec. 12, 2025) · https://newsroom.pinterest.com/news/pinterest-rolls-out-new-tools-to-give-users-more-control-over-gen-ai-content/

[13] Pinterest Newsroom: Introducing new visual search features (May 5, 2025) · https://newsroom.pinterest.com/en-ca/news/introducing-new-visual-search-features/

[14] Pinterest Newsroom: Introducing AI-powered auto-collages and new shopping trend forecasting ahead of Cannes Lions 2025 (June 11, 2025) · https://newsroom.pinterest.com/en-sg/news/introducing-auto-collages-shopping-and-trend-forecasting-cannes-2025/

[15] Pinterest Newsroom: Pinterest boards get AI-powered upgrade for personalized experience (Oct. 27, 2025) · https://newsroom.pinterest.com/news/pinterest-boards-get-ai-powered-upgrade-for-personalized-experience/

[16] Pinterest Newsroom: Say hello to Pinterest Assistant (Oct. 30, 2025) · https://newsroom.pinterest.com/news/pinterest-assistant-revolutionizing-the-way-you-shop-online/

[17] Pinterest Business: Pinterest Predicts 2026, turn trends into unlimited possibilities (Dec. 9, 2025) · https://business.pinterest.com/en-ca/blog/pinterest-predicts-2026-turn-trends-into-unlimited-possibilities/

[18] Pinterest Business: Pinterest Performance+ · https://business.pinterest.com/en/pinterest-performance-plus/

[19] Pinterest Business Help: Pinterest product specs · https://help.pinterest.com/en/business/article/pinterest-product-specs

OFFICIAL CREATOR RESOURCES TO FOLLOW: Pinterest Create · Pinterest Trends · Pinterest Newsroom

■ ABOUT

About the author

Ashley “AC” Trybula is an award-winning content and audience executive, journalist and media leader working across media, culture, social and the creator economy. Her work spans content strategy, audience development, editorial leadership, video, original programming and digital distribution. She writes about audience growth, social media, digital culture, media leadership and the business of attention.

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