

PINTEREST MARKETING



7 Pinterest Metrics You Should Be Measuring

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Savvy social media marketing requires testing and tracking of all sorts of interactions. Unfortunately, many business owners don't measure their stats like they should (or at all) which means they end up throwing stuff against the wall to see if it sticks. Not an effective strategy, if it can even be called a strategy.

To get started using Pinterest Analytics, you'll first need to verify your website. Once you set up your Business Account on Pinterest, you'll be prompted to do that. Once you've verified your site, you will be able to go to Settings on the top right and click Analytics, where you'll be able to see all the different metrics we encourage you to measure.

It's wise to track your metrics as you go. You can easily do this by creating a simple spreadsheet where you can enter the relevant information from the sections discussed below. You might choose to do this on a weekly or a monthly basis. The reason this is smart is that it gives you a broad overview of tactics you've tried over time. You can tell at a glance what's worked and what hasn't. You'll also be able to tell what types of pins have given you the most revenue over time. Which is why you have a website, to begin with, right?

Using the Pinterest analytics feature is easy and should be an essential part of your marketing strategy, so you know what content and images get the most engagement with your target audience. And this report is designed to explain how to use Pinterest Analytics to benefit your business and its marketing efforts.

1. Pins from your website

One of your top goals for using Pinterest to market your business is to get the content from your website onto Pinterest boards. The more pins you get from your website, the more successful you can call your Pinterest marketing. Because of this, one of the most

important metrics to keep an eye on is at the top of the Site Metrics tab in the analytics dashboard. This metric will inform you if the visual content on your website is interesting enough or if you visitors are finding blasé. Watching this number will help you decide when and if it's time to add more visual content or more stunning visual content. It's a good idea to give new content two full weeks on your site before looking at the analytics to determine how it's performing.

2. Repins from your site

This metric lets you know the daily average of how many pins from your website were repinned. Repinning is the equivalent of Liking on Facebook. It not only adds to the repinner's board but is also then available for all other pinners who follow that board or profile to see. Obviously, you want to get as many repins as possible because it opens up your brand recognition to a wider audience—one that didn't know you existed before.

If you compare your Pin and Repin Metrics, you'll be able to see how effective your visual content is to your site visitors and their followers as well. So while your first goal for Pinterest marketing is to get your content from your site pinned, the next goal should be to get high amounts of repins to grow your tribe and ultimately, your revenue.

3. Formulating your reach

This metric tells you the daily average number of people who saw your pins on Pinterest—notice that we said saw. This number doesn't tell you anything about engagement. You can calculate this number by going to the Impressions and Reach section on Pinterest Analytics.

From this, you can learn how much exposure you're getting from pins and repins. If influencers in your niche are repining, you're going to have a much bigger reach than if only newbies are finding your content. Knowing who is repinning your content can inform you how interesting it is. You may need to kick up your visual content quality to grab the attention of those important influencers. It also

tells you how effective your content is by comparing it to how much new traffic it's driving to your website.

4. Number of visits and visitors to your site

Since the goal of social media marketing is to get people to your site and purchasing, understanding how much effect your visual content is having to drive traffic to your website is invaluable! You can find this information by scrolling down to the bottom of Site Metrics tab and looking at the graph called Clicks. This number tells you how many people visited your site via clicking on your pinned content.

Some of your pins will be more effective at driving engagement on Pinterest, while others will drive traffic to your website. A few may do both. You can learn more about the impact your Pinterest marketing is having by comparing Clicks to the Repin metric.

What types of content causes repins versus clicks to your site? This is valuable information to have because you should shoot for a balance between these two actions. Knowing what types of content drives different actions can help you find that balance. For example, visually stunning graphics, long-form visuals, how-to's and call to action pins drive traffic to your site.

You want to look at both the visitors and visit metrics because you want to know how many page views you are getting from the average visitor. This informs you about how engaging your overall content is. Keeping visitors on your site for as long as possible is an important marketing point, so keeping an eye on these numbers can tell you whether your overall site is giving your target market what they want.

Remember that many of the visitors you will get from Pinterest will be new ones if your repinning numbers are high. Those new visitors are important to keep your reach growing and to improve your revenue. So you see how an understanding of Pinterest analytics is vital to your marketing efforts.

5. Most repinned content

We've explained why repinning is so important to your marketing strategy—it grows your reach into a wider audience. By viewing your Most Pinned, you can learn what types of content encourage the most engagement and resonating with your target market and beyond.

Click on Most Repinned tab in the analytics dashboard to see this information. You will see the actual pins that were repinned most often in the date range you selected. Keeping track of this information is helpful for seeing longer term patterns as they emerge.

6. Most clicked content

Just as with Most Repinned Content metrics, the Most Clicked Content shows you which pins and repins have been driving traffic to your website. You can use this information to learn what pins lead to increased revenue from your website. Once you know that, you have the powerful information to increase that revenue!

Recent studies prove that Pinterest is one of the best social media platforms for generating e-commerce sites. This is the main reason why you want to encourage a balance between curating content that engages people on Pinterest and content that drives traffic to your site.

7. Beyond Pinterest Analytics

Like most businesses with a website, you probably have Google Analytics plugin installed. If you want to go even further to see if or how your Pinterest marketing is generating more visitors and revenue on your site, you'll want a third party web analytics software like Google Analytics.

While the Pinterest Analytics can give you great insight into your marketing efforts, adding the free Google Analytics to your toolbox will give you even more ways to connect with how your Pinterest marketing efforts are working and how they might be improved.

To learn about revenue driven from Pinterest, first go to your Google Analytics dashboard in your Wordpress site. Under Standard Reports, click on Traffic Sources and then click on Sources from the drop-down menu. Now visit the Referrals report.

From there, you'll be able to see the top referral sources for a variety of date ranges you can choose from. If Pinterest isn't showing up as one of the descending order of traffic sources, type in Pinterest into the search bar. If you want even more detail, click on Pinterest.com on your Pinterest report to see insights on visits, bounce rate, average time on site, etc.

To review the amount of revenue that your Pinterest marketing made for you in a particular period, click on E-commerce on the top left side of your site under Explorer menu. It's as easy as that.

Want to dig even further? You can do that! There are lots of third-party tools available that can help you measure your Pinterest marketing efforts. There are even some free ones, like PinReach, Reinly and Pinpuff. If you need something more robust, you might try a paid tool such as Piqora, Reachli or Curalate.