The Ultimate Organic Pinterest

Performance Template

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	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC
Impressions Total # of times your pins were on-screen												
Engagements Total # of clicks, saves, swipes												
Engagement Rate Total engagements / impressions												
Pin Clicks Total # of clicks on your pins												
Outbound Clicks Total # of clicks that led to your site												
Outbound Click Rate Total outbound clicks / impressions												
Video Views Total # of video views for 2+ seconds												
Avg. Video Playtime Avg. time users spent watching your videos												
Saves Total # of times users saved your pins to a board												
Save Rate Total saves / impressions												
Monthly Total Audience Total # of users who saw or engaged with your pins for the month												
Monthly Total Engaged Audience Total # of users who engaged with your pins for the month												
Top Board Your top-performing board												