



# Metrics Guide

Q4 2022

# Pinterest



## Engagement Rate Calculation

Saves + Closeups + Clicks  
Followers\*

Tribe:

N/A

\*Denominator can be followers, impressions, or video views

## Engagement Rate Benchmarks



**Nano**

1k-10K



**Micro**

10k-100K



**Macro**

100k-1M



**Mega**

1M+

**.087%**

**.019%**

**.003%**

N/A

Based on 2.4K posts, 100 creators, and 61 campaigns from 10/1/2022-9/30/2022. Not enough data is available to create a benchmark for Mega creators. Source: CRM data (anonymized and in aggregate)

### Post Level

#### All Accounts

- T Saves (Shares):** Times people saved your Pin to a board
- T Followers At Time Of Post:** Called "Reach" in Tribe platform
- T Estimated Impressions**
  - **Estimated Reach**

### Account Level

- T Followers**
  - **Pins**
  - **Saves Per Pin**
- 📁 Average Monthly Views:** Average number of impressions all your pins receive in aggregate each month

#### Authenticated Accounts

- **Impressions:** Times your Pins were shown
- **Video Views:** Amount of views for at least 2 seconds with 50% of video in view
- **Clicks:** Clicks on your Pin to a destination on or off of Pinterest
- **Closeups:** Times people viewed a close-up version of your Pin

- **Clicks Per Pin**
- **Impressions Per Pin**
- **📁 Clicks Per Video**
- **📁 Saves Per Video**



Metric is only available for business accounts

# Compliance with ANA Standards



CreatorIQ has long advocated for influencer marketing measurement standards and benchmarks. In fact, not only are we the first influencer marketing software platform to adopt the ANA's recently released standards—a collaborative effort between the ANA and brands including Unilever, Sephora, Mastercard, Target, Cigna, Hilton, Procter & Gamble, PUMA, Nationwide, Reckitt Benckiser, and SAP—we even helped create them.

CreatorIQ is pleased to announce we are compliant with the ANA standards that we helped create, and wanted to offer some tips on how to integrate them.

## **Engagement Rate Denominator**

The ANA recommends using impressions as a denominator for engagement rate. Impressions is a more performance-oriented metric than followers, which is why it's objectively a better metric to use for E.R. denominator. In the perfect world, all creators would be authenticated, and actual impressions would pull in for every creator in your network. In reality, this is often not the case, and some creators will be authenticated and others won't. This means that estimated impressions will be used for unauthenticated creators, and actual impressions will be used for authenticated.

Because of this, we continue to recommend using followers for most cases, where there is a mixture of unauthenticated and authenticated accounts, and it remains our default denominator. In cases where all or the vast majority of accounts are authenticated, then we recommend to go ahead and use impressions as a denominator. We encourage you to authenticate creators in order to get true impressions, and adopt the ANA framework.