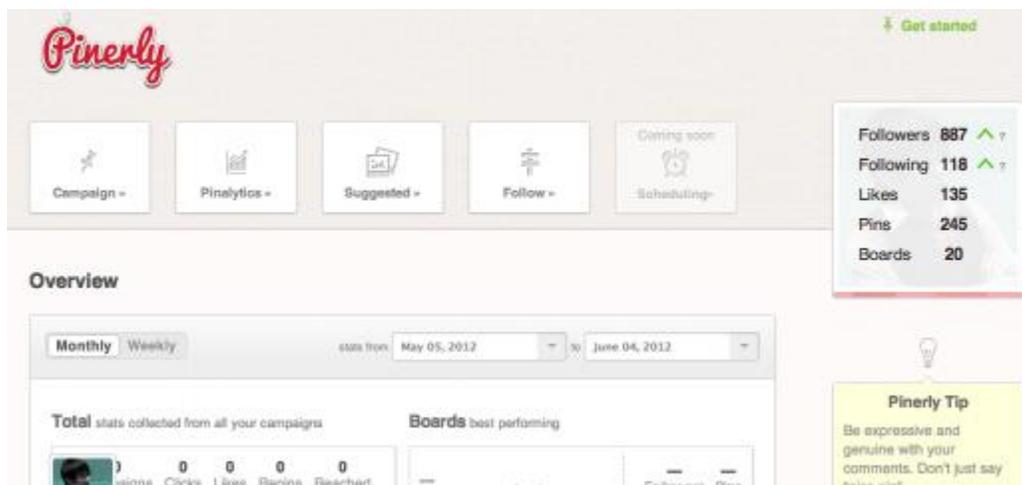


4 Fascinating Pinterest Tools Worth Checking Out

1. Pinerly

Analyzing how effective you or your campaign is on Pinterest is important. This helps you to figure out what is working and what isn't. [Pinerly](#) gives you comprehensive analytics to track metrics related to your pins, such as the number of clicks, likes, and repins.

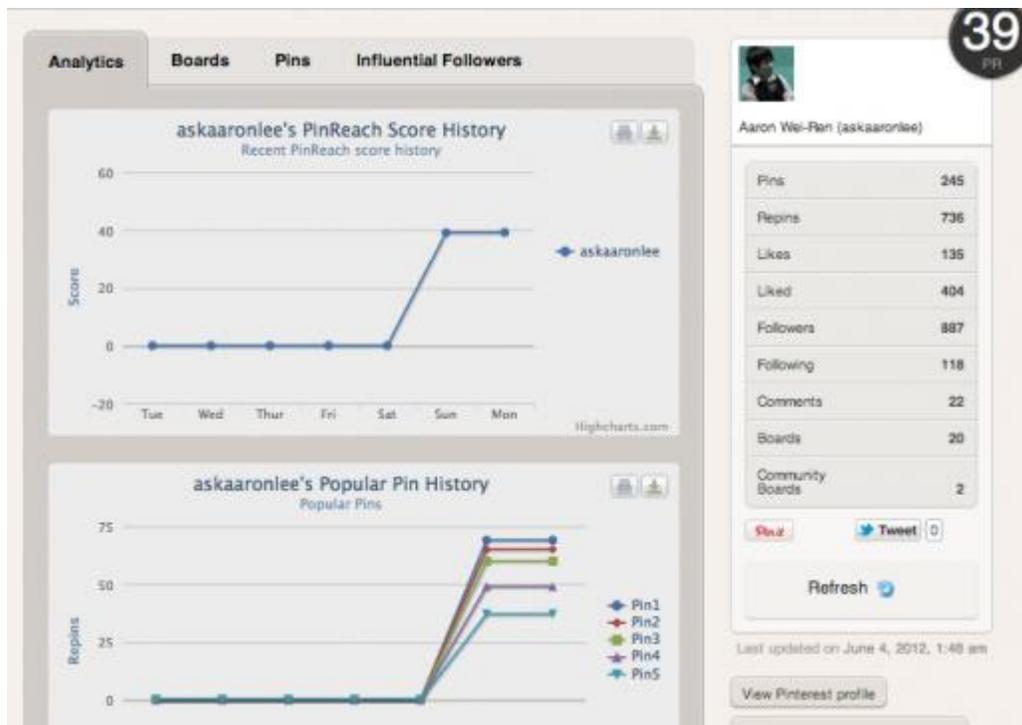
The site is clean and very simple to use and doesn't require much learning. The features are very straight-forward.



Other features of Pinerly include a function to schedule your pins as well as a function to suggest users that you could follow.

2. Pinreach

If you want more data, [Pinreach](#) is another analytic tool to help you gather information about the effectiveness of your account. This tool gives deeper insights through its analytics and is more functional. For example, users could determine what the more popular board by repins is. It also allows you to export the data which is an added bonus.



Another great added feature is that this tool also analyzes your followers and shows who the influential followers are. Influence is rated based on a Klout scoring system and users are given 1-100 points.

Besides that, you'll also be able to find what are the trending pins and trending users' scores.

3. PinMe

Whether you're on Pinterest or not, there is a high possibility that your fans already are. They might have even started pinning your contests.

[PinMe](#) by marketmesuite helps you track these users by identifying what users are pinning and who these users are.

Here is a screen shot of what people are pinning on [iStrategy Conference blog](#). As you might notice, there are already active pinners who are actively pinning all of the blog's recent posts.



4. Pinpuff

[Pinpuff](#) is the Klout of Pinterest. This tool measures popularity, influence, and reach on Pinterest just like Klout does for other social networks. Popular or influential are also able to claim perks based on the score given to them.

On April, Nissan offered a dollar gift card and a chance to win an all-expenses-paid-trip to Nissan's Test Facility in Arizona.

Pinpuff can also be used as a target-marketing tool to marketers out there because it is able to find influential users segmented by industry, such as fashion, infographics, cars, and many more.

It seems that the usability of supporting tools for Pinterest differ based on what you do and what your targets are. It is good to experiment with these tools but at the same time I believe that you need to have a clear goal on what your Pinterest account is for.

While all the tools are made only for Pinterest, it looks as if the functionalities of these tools are not something radically new within social networks.

(Source: <http://www.istrategyconference.com/blog/?category=Social-Media&title=4-Fascinating-Pinterest-Tools-Worth-Checking-Out&pid=783>)