

The Ultimate Pinterest Competitor Analysis Template

	Your Brand	Competitor 1	Competitor 2	Competitor 3	Competitor 4
Total followers					
# of monthly Views					
# of boards					
Avg # of pins per board					
Types of boards (name of general themes)					
Types of pins created (e.g., tutorials, trends)					
Most common pin types (e.g., Idea Pins, static images)					
Branding elements (e.g., logo, specific fonts)					
Common comments on pins					
Do they pin other users' content to their boards?					
Most used ad type					
Types of ad content (e.g., lifestyle images, how-tos)					