

App Store complaint report

Pinterest · Pinterest, Inc. · current version 14.41

Generated 2026-10-23 from the 300 most recent public App Store reviews across 3 storefronts (2026-09-22 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	2.73
Reviews with a complaint	180 (60%)
Storefronts	GB 150, US 100, CA 50
All-time App Store rating (US)	4.78 from 5,802,853 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Ads	109	2.4	14.40 (48), 14.41 (17), 14.39 (15)
Bugs	69	2.3	14.40 (35), 14.39 (12), 14.38 (9)
Feature requests	39	2.1	14.40 (19), 14.39 (8), 14.41 (4)
UX / design	30	2.1	14.40 (19), 14.41 (5), 14.39 (2)
Performance	20	2.3	14.40 (10), 14.41 (3), 14.39 (2)
Crashes / freezes	13	2.5	14.40 (9), 14.41 (1), 14.39 (1)
Pricing / subscription	1	2.5	14.40 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
14.41	52	3.1	48%
14.40	124	2.4	69%
14.39	53	2.9	51%
14.38	26	2.3	73%
14.37	31	3.1	52%
14.36	12	3.3	58%
13.13	2	2.5	50%

Representative quotes

Ads

“Miss old Pinterest – I’ve used Pinterest for 10 years. It’s been the source of many baking projects, crafts, home renovations, meal inspo, etc. I’ve genuinely enjoyed this app every second I’ve ever used it.....up until about a year ago. Now it’s ad after ad. AI” (1★, v14.41, US, 2026-10-21)

“Slopmaxxing and endless ads – Pinterest execs have completely lost touch with reality and their user base. Prepare yourself to see 7 ads and 3 uncanny AI slop posts for every 1 real pin when you search. This app has been ruined by greed and is now completely u” (1★, v14.38, GB, 2026-10-07)

Bugs

“Insane worst app run by incompetents – Oh, & the search function never works, no matter how precise you are good luck finding anything. But the other reviews are bots that lie. The worst app run by the most incompetent staff ever. They've run it into th” (1★, v14.40, US, 2026-10-20)

“going downhill – there is nothing but ai, bugs, and glitches. the app is barely useable anymore.” (1★, v14.41, US, 2026-10-21)

Feature requests

“Hell upon the user – Why would you guys remove filters from the search feature? You can’t find boards from the search anymore nor profiles. Whoever designed the UI for this app is doesn’t understand why people use it. I don’t want to just stare at images I lik” (1★, v14.40, US, 2026-10-20)

“Used to love Pinterest – Not only is this app full of ads and ai, but I really can’t stand this most recent update that took the functionality of saving pins away. It’s so stiff and boxy feeling? Please stop messing with this app I don’t want to uninstall it 😡” (1★, v14.41, US, 2026-10-21)

UX / design

“Too many adds😡 – I love using Pintrest as a source of inspiration and ideas whether it’s for food, arts and crafts, self-improvement tips. However the adds have taken over sooo much of the interface that you have to even scroll a bit to find a single non-adver” (3★, v14.41, GB, 2026-10-22)

“New Pin Saving Update – I hate the new interface and way to save pins. I really loved being able to press on a pin and then just swipe my finger in the direction of the action I wanted. I liked how the circles were lined up in a curve and turned red when selec” (2★, v14.40, US, 2026-10-21)

Performance

“Poor performance lately – Takes too long to load up, interface is unresponsive, spinners spin but nothing happens.” (2★, v14.41, US, 2026-10-21)

“Ok but far too many adverts or promoted posts. – Have been a fan of Pinterest for many years as an artist doing research and appreciate it needs to make cash but the level of ads is getting beyond being able to use seriously. Have to be so careful selecting po” (3★, v14.40, GB, 2026-10-21)

Crashes / freezes

“don't download this – pinterest used to be good but it is a total mess now. -genuinely about 1/3 of posts are ads -so much ai and the tagging for it is incredibly faulty and doesn't work at all -does not notify you of a lot of interactions with your posts, if ” (1★, v14.37, GB, 2026-09-25)

“Please fix a bug – Whenever I open Pintrest it always freezes and idk if there is smt wrong with my phone or the app???😡👎” (5★, v14.36, GB, 2026-09-23)

Pricing / subscription

“Used to be great – I have loved Pinterest for over ten years, but recently it is almost unusable. Way too many ads, undisclosed AI, and pushing in-app purchases. The algorithm rarely shows me relevant pins anymore, especially in the “more ideas” tab on my boar” (2★, v14.40, CA, 2026-10-16)

The 10 most important fixes

1. Reduce ad frequency and length [Ads · 104 reviews · avg severity 2.4/3 · versions 14.40, 14.41]

Cap ads per session, avoid unskippable video, and never show ads in the middle of a core task.

“Destroyed by ads – Pinterest used to be one of my absolute favourite apps but is now completely unusable by the revolting amount of advertisements! I get about 4 ads per 1 pin!!!! I've stopped using the app because I got tired by all of the” (1★, GB)

2. Improve content quality [Feature requests · 74 reviews · avg severity 2.3/3 · versions 14.40, 14.41]

Review the content areas users name; add a "report a problem" button on content.

“Nothing but AI slop now – Pinterest used to be one of the best and now 80-90% of everything on there is AI slop and you can’t turn it off because “This company paid to have their content visible”. Might have been good a time ago but now it” (1★, CA)

3. Soften the redesign backlash [UX / design · 75 reviews · avg severity 2.2/3 · versions 14.40, 14.41]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

“new layout? – this is soooo ugly and annoying 😡 why whyychange it !!!! trying to save a pin to my board and i keep clicking dismiss and it just looks so gross, pls change it back to the whimsy way” (1★, US)

4. Fix login / account access [Bugs · 27 reviews · avg severity 2.3/3 · versions 14.40, 14.39]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"My account – I accidentally signed out of my apple account and it won't let me back in. Please fix it. I had a lot of things that were some of my favourites things that could be gone. The name is Plaggisthebest123. I need email and password" (1★, GB)

5. Simplify navigation [UX / design · 26 reviews · avg severity 2.3/3 · versions 14.40, 14.41]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

"I'm lost – Very confusing app I like the idea but headache to figure it out" (2★, US)

6. Ship the most requested feature [Feature requests · 18 reviews · avg severity 1.9/3 · versions 14.40, 14.41]

Read the quotes below for the exact request; consider a public roadmap.

"Please go back to the previous saving method – They haven't listened. This makes me use Pinterest less. Please go back to the previous way to save pins. Where u hold down. And drag to the circular pin icon! I don't like this one where the o" (1★, GB)

7. Speed up loading [Performance · 13 reviews · avg severity 2.3/3 · versions 14.40, 14.36]

Profile cold start and the slowest screens on older devices; cache content.

"Review – The app isn't responsive enough. When you spend long amounts of time, it takes slow to respond. My boards aren't loading properly." (3★, GB)

8. Fix notifications [Bugs · 7 reviews · avg severity 2.5/3 · versions 14.41, 14.38]

Check notification delivery and let users control frequency in settings.

"trash – don't mistake this for a positive, cozy, productive app. it's no healthier than any other social media. it'll give you fake notifications and constantly notify you about old stuff just to keep you engaged. even if you turn those not" (1★, US)

9. Answer support requests [Bugs · 6 reviews · avg severity 2.6/3 · versions 14.40, 14.38]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"Bin distribution stopped completely, support is AI and doesn't help – I have contacted Pinterest support 3 times now and have been sent back an automatic response about analytics fluctuating and how it's normal. Every time I explain that my" (1★, GB)

10. Fix features broken by the latest update [Bugs · 8 reviews · avg severity 1.8/3 · versions 14.40, 14.41]

Add regression tests for the features users name in these reviews before the next release.

"reporting new update bug – Pinterest is a five-star app and easily one of my favorites but the recent update has added a huge bug to my experience. For me, Pinterest is where I feel my most organized. I like it because it gives me control o" (4★, US)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.