# Podcast: What Should a Loyalty Scheme Look Like?

**AUDIO**

## eMarketer Editors

eMarketer principal analysts Nicole Perrin and Andrew Lipsman discuss what makes for a good loyalty scheme. They also break down Pinterest's Q2 results, the impact of a negative review and lessons learned from Amazon Prime Day 2019.

**Pinterest Ad Revenues Worldwide, US vs. Non-US, 2016-2020**
*millions and % of total*

|  | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|
| **US ad revenues** | $269.4 | $384.7 | $553.3 | $771.4 | $1,002.0 |
| —% of worldwide total | 90.1% | 81.4% | 78.0% | 75.0% | 72.0% |
| **Non-US ad revenues** | $29.5 | $88.2 | $156.1 | $257.1 | $389.7 |
| —% of worldwide total | 9.9% | 18.6% | 22.0% | 25.0% | 28.0% |
| **Worldwide** | $298.9 | $472.9 | $709.4 | $1,028.6 | $1,391.6 |

*Note: paid advertising only; excludes spending by marketers that goes toward developing or maintaining a Pinterest presence*
*Source: company reports; eMarketer, Sep 2018*

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