

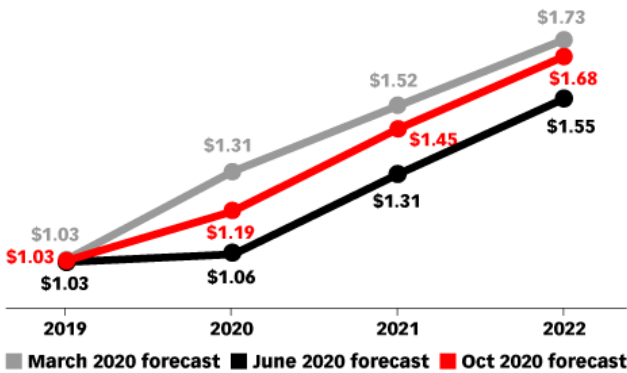
Advertising on Pinterest, getting curbside pickup right, and how to know when in-store retail is back

Audio

On today's episode, we discuss Pinterest's unique advertising challenges, how its user growth compares with the other digital advertising giants, and the balance between shopping and buying on the platform. We then talk about what is most important to customers using curbside pickup, how Target capped off an exceptional 2020, and how to fairly measure in-store retail's performance going forward as stores reopen with limited capacity. Tune in to the discussion with eMarketer analyst at Insider Intelligence Daniel Keyes.

How Has the Forecast for US Pinterest Ad Revenues Changed?

billions, 2019-2022



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes spending by marketers that goes toward developing or maintaining a Pinterest presence
 Source: eMarketer, Oct 2020

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