

# Social Ad Spending: A Look at the 'Other Guys'

## ARTICLE |

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In the latest episode of "Behind the Numbers," we put Facebook to one side for a second and discuss the other social platforms. How has a dip in user growth affected Snap's ad revenue potential? What's behind Twitter's rebound? And how much money does Pinterest make from digital advertising?

## More on Ad Spend

Article: [The Three Top Digital Ad Platforms](#)

