



PINTEREST ADS

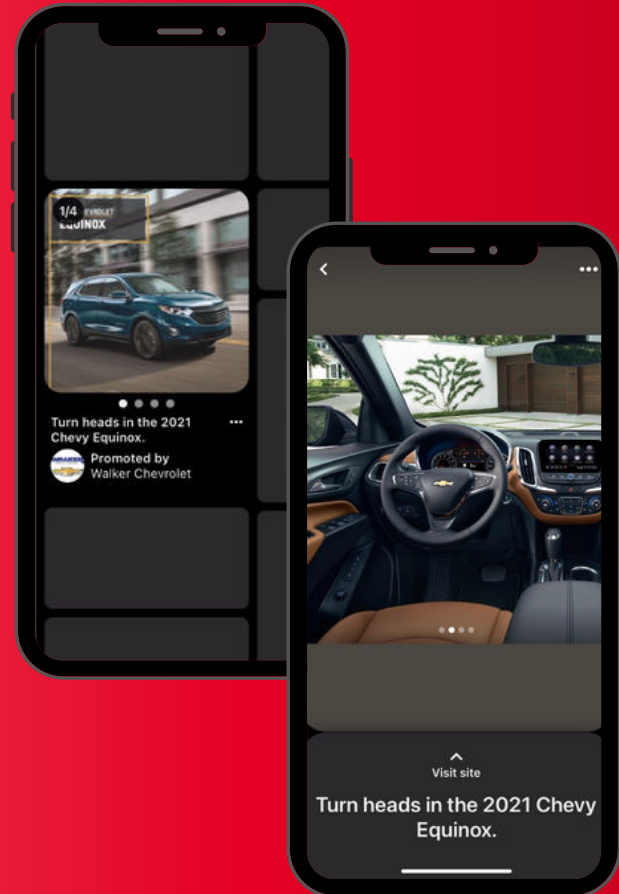
DEALERSUNITED.COM



INSPIRE SHOPPERS TO BUY FROM YOU.

Pinterest ads reach a highly engaged in-market audience.

- ✓ Drive 2.3x more efficient cost per conversion than ads on other social platforms to maximize your ROI
- ✓ Reach 52% of US adult internet users with a HH income of \$100k+ and 84% of Moms with a HH income of \$100k+
- ✓ 47% of active users on Pinterest are 18+ and are in-market to purchase within the next 6 months
- ✓ 87% of weekly Pinner users use Pinterest when actively considering products and services to purchase
- ✓ Users are 3x more likely to click through to your website on Pinterest than any other social media platform



FEATURES YOU'LL LOVE



SHOPPING ENABLED PROFILES

Create boards to share listings from your inventory catalog that link directly to VDPs on your website for lead generation.



QUANTIFY AD EXPOSURE

Gain visibility into conversions and offline events by uploading sales data with monthly matchback reports.



CUSTOM TARGETING

Create custom audiences from pixel data, first party CRM data, and third party Oracle data for precision targeting, retargeting and lookalike audiences.

