



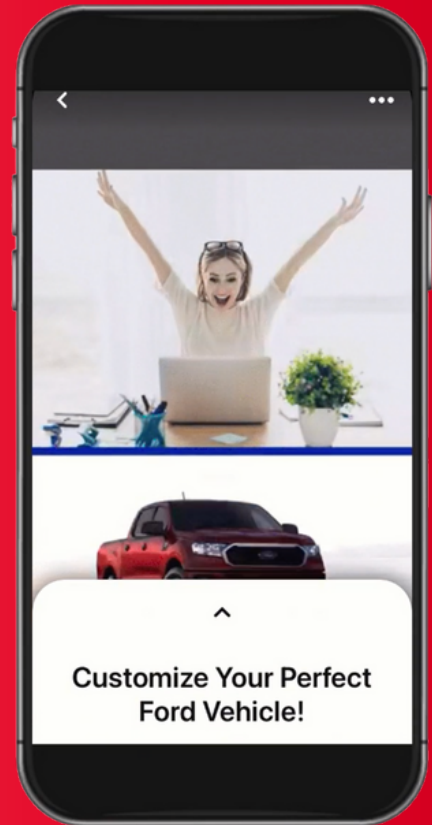
PINTEREST ADS

STATE OF  
AUTOMOTIVE

# 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 and maximize your ROI.
- ✓ 52% of the US adult Pinterest users have household incomes of \$100k+.
- ✓ 47% of active users on Pinterest are 18+ and are in-market to purchase within the next 6 months.



## Targeting



### Behavioral

Interests  
Keywords  
Expanded Targeting  
Targeting Incubation  
Planning Moments



### Audience

Site retargeting  
Customer list  
Engagement  
Actalike



### Demographics

Age  
Gender



### Location

Country / State / Region  
DMA / metro  
Zip  
Radius



### Third Party Data

Oracle Data Cloud



### Other Controls

Language  
Placement  
Device  
Frequency

## Benchmarks

0.30 - .45%

CTR for auto T3

.35 - .45%

ER for auto T3

\$2.00 - \$2.85

CPC for auto T3

40-60%

VVR for standard  
video, all auto

\$0.01

CPV for all auto

\* Benchmarks taken from 1/1/21 - 9/31/21 across Auto T3

## FEATURES YOU'LL LOVE



### IN-MARKET SHOPPERS

With 485M monthly active users and 8M auto Pinners, your dealership can capitalize on an emerging market of shoppers.



### INSPIRE BRAND TRUST

Two out of three users say they go to Pinterest to find new ideas, products or services they can trust.



### MAXIMIZE TRAFFIC

Users are 3x more likely to click over to a brand's website on Pinterest than any other social media platform.

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