



# Pinterest's Stellar Growth: What's Next for the Platform?

## Description

On Friday, the stock market was mostly down. All three major market indexes were lower at 10:30 a.m. ET. But one stock, **Pinterest** (PINS 17.70%), did very well. Its shares went up by more than 18%!

This rise happened because of Pinterest's latest earnings report. The company made more money than people expected. The report shows that Pinterest is doing well.

## User Growth

Pinterest has two important parts to its growth: users and money. The more people use Pinterest, the more money it can make.

In the fourth quarter, Pinterest had 553 million active users each month. This is 11% more than last year and the most users it has ever had.

## Making More Money

Pinterest is also earning more money from its users. The average revenue per user grew by 6% compared to last year. Most users are outside of the U.S. and Canada.

In the U.S. and Canada, each user made \$9. In Europe, the average was \$1.38, and in other countries, it was just \$0.19. However, the revenue from other countries grew by 24% more than last year.

## Vocabulary List:

1. **Indexes** /'ɪn.dɛks.ɪz/ (noun): An indicator of the state of the stock market representing a group of stocks.
2. **Earnings** /'ɜːnɪŋz/ (noun): The financial profits generated by a company.
3. **Revenue** /'rɛvə.nu/ (noun): The income generated from normal business operations.
4. **Growth** /groʊθ/ (noun): The process of increasing in size number or value.
5. **Active** /'aktɪv/ (adjective): Engaged in action; not passive.
6. **Average** /'æv(ə)rɪdʒ/ (adjective): A quantity rating or amount that represents or approximates an arithmetical mean.

## Vocabulary quizzes



**Multiple Choice ( Select the Correct answer for each question. )**

1. Who is the primary beneficiary of consumer protection laws?  
Option: Contractors  
Option: Fraudsters  
Option: Consumers  
Option: Management
2. What is the term used to describe the misuse of something?  
Option: Restrictions  
Option: Abuse  
Option: Support  
Option: Revenue
3. What may be offered by service providers as different service options?  
Option: Promoting  
Option: Diversity  
Option: Limiting  
Option: Packages
4. What concept refers to the differences between individuals and groups?  
Option: Inclusion  
Option: Customers  
Option: Diversity  
Option: Protested
5. What is the total amount of money received through work or investments?  
Option: Active  
Option: Earnings  
Option: Growth  
Option: Average
6. Which term is used to describe assistance and help provided to someone or something?  
Option: Support  
Option: Members  
Option: Oversight  
Option: Announced
7. Who are the individuals or companies that buy goods or services from a business?  
Option: Candidates  
Option: Customers  
Option: Paused



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Option: Management

8. Which term refers to the process of increasing in size or improving over time?

Option: Earnings

Option: Active

Option: Growth

Option: Average

9. What do individuals typically file when they are dissatisfied with a product or service?

Option: Members

Option: Complaint

Option: Oversight

Option: Announced

10. What is a statistical measure of change in an economy or a securities market?

Option: Protect

Option: Index

Option: Earnings

Option: Promoting

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. \_\_\_\_\_ is the intentional deception made for personal gain or to damage another individual.

12. To ensure fairness some companies apply \_\_\_\_\_ on the usage of certain services.

13. The company expanded its operations to offer services \_\_\_\_\_ across the country.

14. The development of new features was \_\_\_\_\_ due to technical difficulties.

15. The total income generated by a company from its normal business activities is called \_\_\_\_\_.

16. The regulatory body provides \_\_\_\_\_ to ensure compliance with industry standards.

17. The company \_\_\_\_\_ a new product line to meet customer demands.

18. The HR department is currently reviewing potential \_\_\_\_\_ for the vacant position.

19. To maintain a healthy lifestyle it is important to stay \_\_\_\_\_ and engage in physical



activities.

20. The group welcomed new \_\_\_\_\_ who contribute diverse skills and experiences.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

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| 21. Consumer protection laws aim to individuals from unfair practices in the market.                         |
| 22. The company is actively its new range of eco-friendly products to raise awareness.                       |
| 23. The community against the construction of the new industrial plant due to environmental concerns.        |
| 24. Effective is essential for the success of any organization in achieving its goals.                       |
| 25. The company values and ensures equal opportunities for all employees.                                    |
| 26. The service provider is considering the number of users allowed on the basic plan.                       |
| 27. The luxury brand is popular for its high-quality but products.   |
| 28. Regular exercise is important to keep an and healthy lifestyle.  |
| 29. The company's quality assurance team ensures that all products meet the standards set by industry norms. |
| 30. The new pricing model was designed to offer more choices to and cater to their needs.                    |

## Answer

**Multiple Choice:** 1. Consumers 2. Abuse 3. Packages 4. Diversity 5. Earnings 6. Support 7. Customers 8. Growth 9. Complaint 10. Index

**Gap-Fill:** 11. Fraud 12. Restrictions 13. Nationwide 14. Paused 15. Revenue 16. Oversight 17. Announced 18. Candidates 19. Active 20. Members

**Matching sentence:** 1. Protect 2. Promoting 3. Protested 4. Management 5. Inclusion 6. Limiting 7. Expensive 8. Active 9. Average 10. Consumers

## CATEGORY

1. Business - LEVEL1

## Date Created

2025/02/08

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