



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.

CATEGORY

1. Business - LEVEL1

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