**Pinterest Increasingly Popular Among Users, Advertisers**

Pinterest reached 300 million monthly active global users in the second quarter, a 30% increase from one year prior, and boosted revenue 62% to $261 million compared to the same period in 2018, according to the platform's reports. Pinterest CEO Ben Silbermann says the platform "continued to grow and diversify our advertiser base and improve advertisers' ability to measure the effectiveness of their ad spend."

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<https://www.mediapost.com/publications/article/338863/pinterest-revs-hit-261m-yoy-works-to-diversity-a.html>