**Pinterest Ad Revenue Projected to Pass $500M This Year**

Pinterest is on track to pass $500 million in ad revenue this year and top the $1 billion mark in 2020, eMarketer forecasts. Pinterest's new video ad product is forecast to raise average ad revenue per user to $7.15 this year, up more than one-third from last year.

***eMarketer 10/1/18***

[***https://www.emarketer.com/content/pinterest-makes-roughly-7-per-user***](https://www.emarketer.com/content/pinterest-makes-roughly-7-per-user)