**Pinterest on Track to Hit $1B in Ad Revenue**

Sources report that Pinterest is on target to hit almost $1 billion in ad revenue this year, and its valuation based on secondary market trades is between $13 billion and $15 billion, compared with $12.3 billion in June 2017. The company plans to go public in the middle of next year.

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[***https://www.cnbc.com/2018/07/20/pinterest-nearing-1-billion-in-ad-revenue-as-it-plans-to-ipo-mid-2019.html***](https://www.cnbc.com/2018/07/20/pinterest-nearing-1-billion-in-ad-revenue-as-it-plans-to-ipo-mid-2019.html)