
MARKET FACTS!

MARKET FACT #284

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80%

of Pinterest's users are OUTSIDE the United States. However, only 20% of its revenue comes from these international users.

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COMMENT: Pinterest is a social network where women tend to be more present, but this statistic is another important one to focus on if you are in marketing and business. Furthermore, another important point on Pinterest is this: [480M users are on PINTEREST and more than half of them are on the social network to shop \(!\)](#). So some treat it like an e-commerce or at least the place to start a purchase. And for those who are against BIG TECH, [unfortunately Pinterest made a partnership with Google \(Ads\)](#) and [Amazon \(Ads\)](#) recently. Too bad....

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