



**PINS
BULLISH
ALERT**

*September 28,
2020*

Pinterest

Bullish Opportunity Alert: **PINS**

Actionable Trade Idea

Buy Pinterest, Inc. (NYSE:PINS) stock up to \$45/share**

Alternative approaches would include selling OTM put options with a strike price 5% below the current price of the stock each month to generate income until a position is established.

We believe the stock could move up by more than 100% in the next two years.

**ON ALL TRADES, it is important to use proper risk management to correctly allocate and protect your capital. One popular option for an exit strategy on bullish trades is a 25% trailing stop.

Consumer Demand

- Consumer Mentions of actively using Pinterest: **+45%** in the past 30 days vs. prior year
- PI volume has remained elevated since the COVID-19 lockdown began in March 2020

PINS: Demand Maintaining Strength

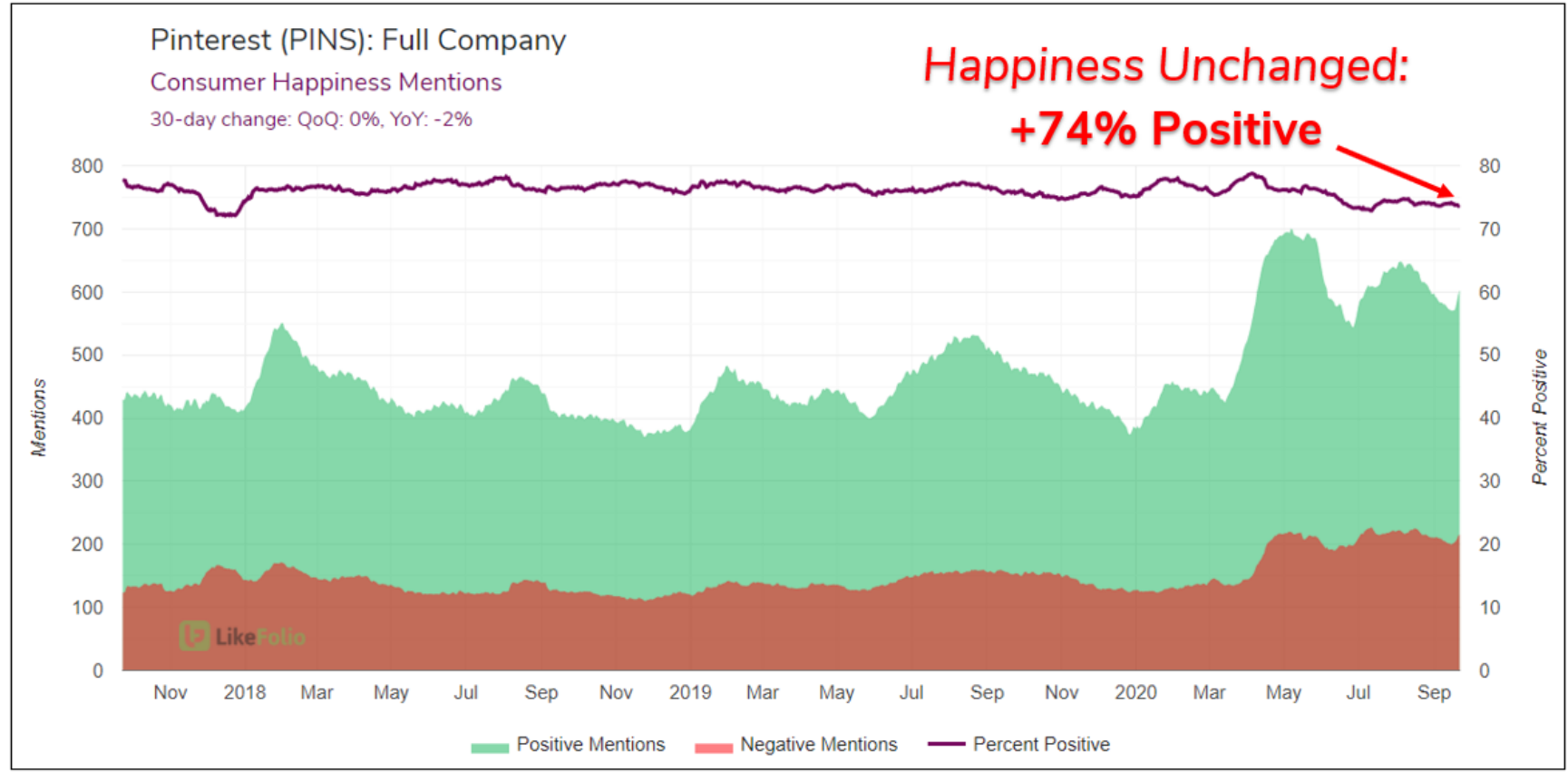


Consumer Sentiment:

- Consumer Happiness: **74% positive** in the past 30 days.
- PINS Positive Sentiment **outpaced that of its peers** within the same 30-day timeframe:

Pinterest – 74%
YouTube – 72%
Instagram – 60%
Snapchat – 51%
Facebook – 50%

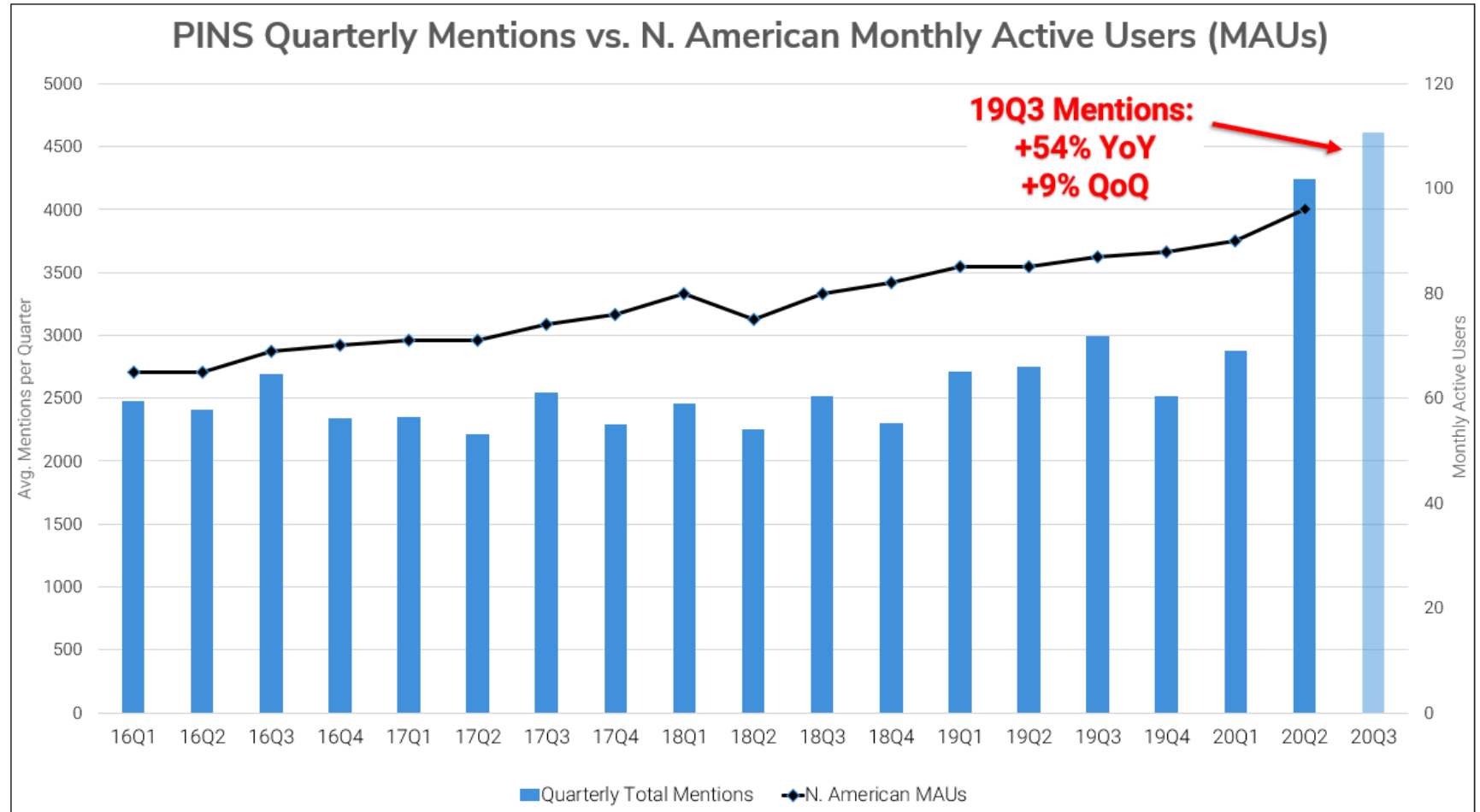
PINS: Happiness Unchanged



Userbase Growth:

- PINS Total Mention volume rose **+54% YoY** in 20Q2
- Pinterest reported a **+13% YoY** increase in North American Monthly Active Users (MAUs) in 20Q2
- Total Mentions are on pace for another **+54% YoY** increase in 20Q3, trending **+9%** higher than the previous quarter

PINS: Mention Growth = Userbase Growth



PINS: The Bottom Line

- All three key metrics (Consumer Demand, Consumer Happiness, and Total Mentions) are green for Pinterest.
- Robust userbase growth helped PINS improve its revenue on a YoY basis last quarter-- International MAUs rose **+49% YoY** in 20Q2, a net gain of **106 million** accounts.
- An increasing number of consumers are using Pinterest to **shop** and **watch videos**: Product Discovery Mentions and Video-Specific Mentions rose by a respective **+136%** and **+65%** in the past 90 days vs. the prior year.
- Pinterest reported [promising advertiser adoption in Q2](#): Catalog uploads from businesses increased by more than **+350%** from the prior quarter.
- Shopify's [recently-announced partnership](#) provides its 1 million+ merchants with a seamless route to upload “shoppable” Product Pins.
- **Moral of the story: We've been pounding the table for PINS since 2019, and it keeps getting better. A unique blend of social media and e-commerce elements make Pinterest a goldmine for digital advertising. Considering the uptrend in the underlying data, we're expecting to see continued growth from all aspects of the business.**

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