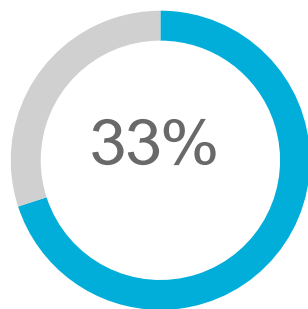




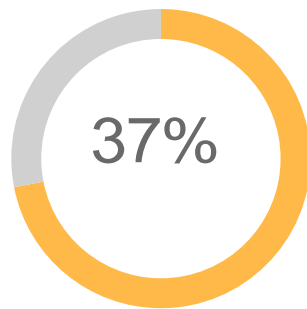
CARVANA

CARVANA

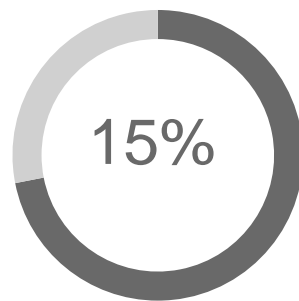
Platform Usage



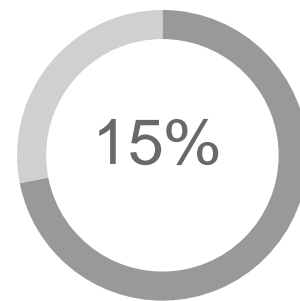
0-10 times a
day



11-20 times a
day



21-30 times a
day



More than 30
times a day

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So Which Platforms Are Being Used the Most?



Facebook

Ranked #1 by 39%



Instagram

Ranked #1 by 26%



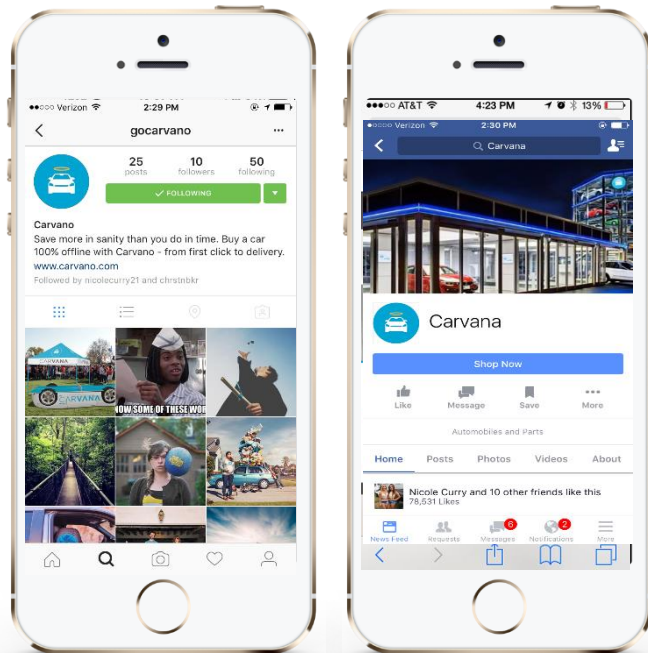
Snapchat

Ranked #1 by 16%

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Company Interaction & Social Media

Which social media
platforms do you
use to follow
companies?



Instagram

70% selected
Instagram

Facebook

50% selected
Facebook

Twitter

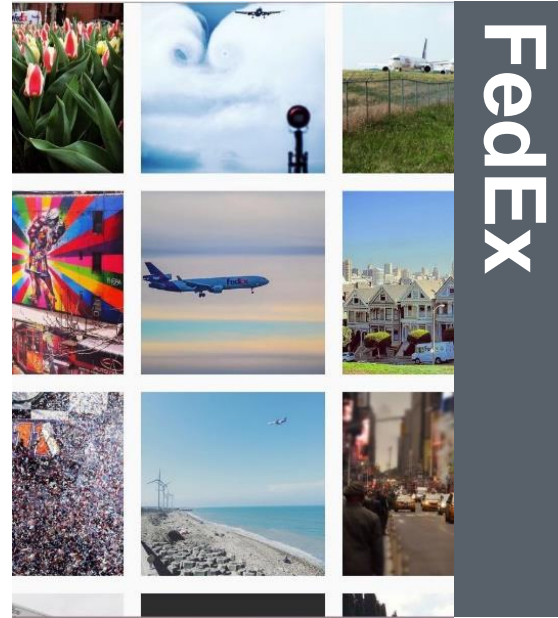
36% selected Twitter

Snapchat

14% selected Snapchat

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Who's doing a good job?



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Carvana Current Practices



Twitter: 3 posts a day

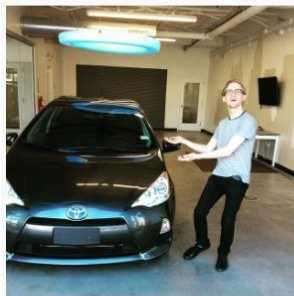


Facebook: 3 posts a week



Instagram: 2-3 posts a week





CARVANA
What are we currently doing?





CARVANA
Where are we headed?



*Where Will
Carvana Take You?*



CARVANA

Snapchat

Carvana Branded Snapchat
Lens



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Platform Approach



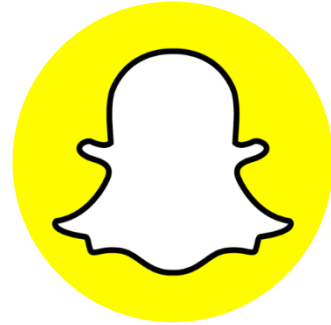
Instagram

Visual communication
with a consistent
message



Facebook

Used for informative
posts that share about
the company and
events



Snapchat

Expand our bandwidth;
opportunity for large
amount of advertising



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