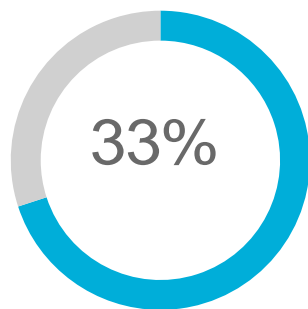


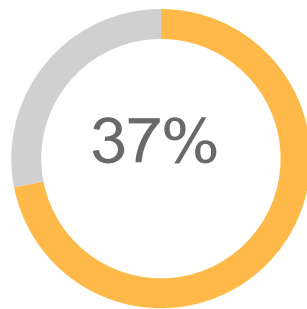
CARVANA

## Platform Usage

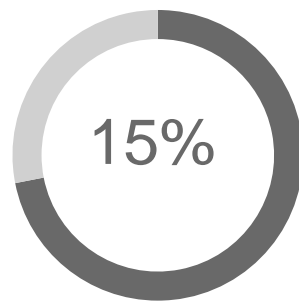
---



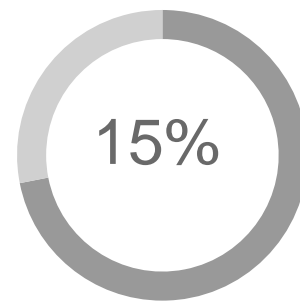
0-10 times a  
day



11-20 times a  
day



21-30 times a  
day



More than 30  
times a day

# So Which Platforms Are Being Used the Most?

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Facebook

Ranked #1 by 39%



Instagram

Ranked #1 by 26%



Snapchat

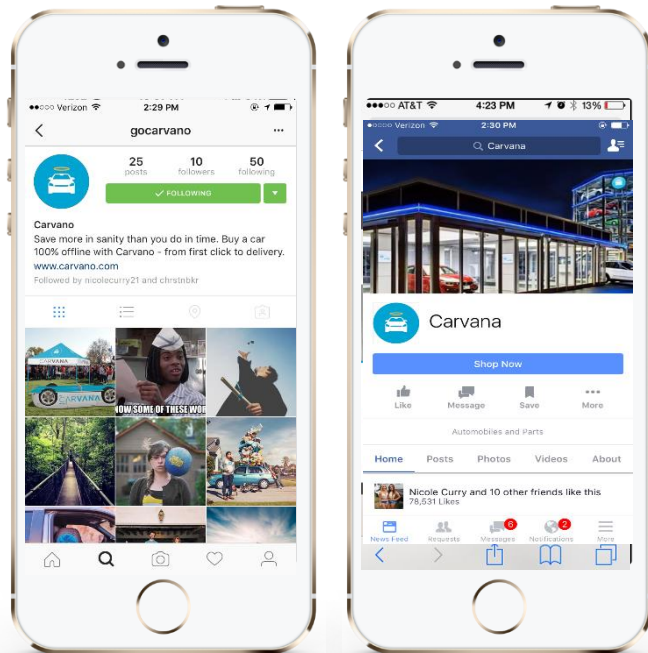
Ranked #1 by 16%



CARVANA

# 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

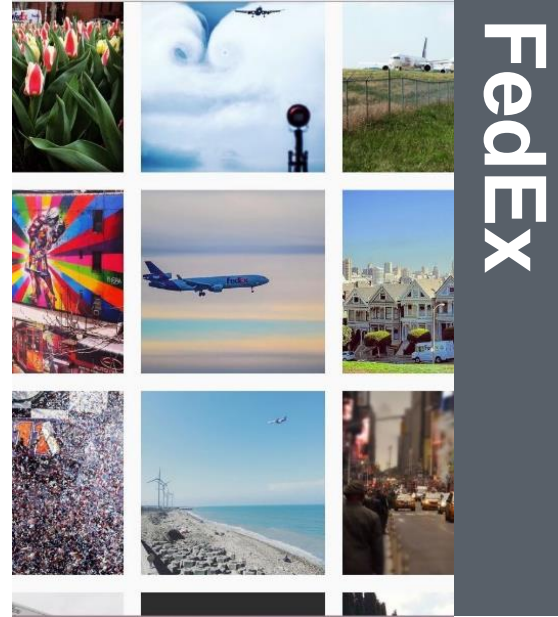
## Snapchat

14% selected Snapchat

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# Who's doing a good job?

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CARVANA

# Carvana Current Practices

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Twitter: 3 posts a day

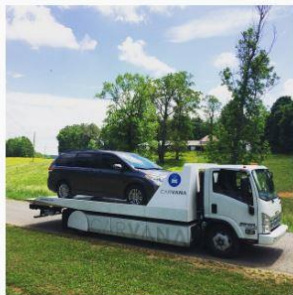
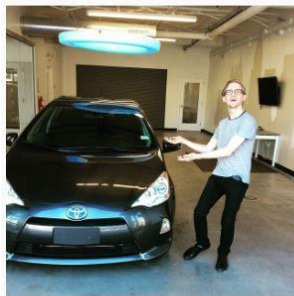


Facebook: 3 posts a week



Instagram: 2-3 posts a week





CARVANA  
What are we currently doing?







CARVANA  
Where are we headed?



*Where Will  
Carvana Take You?*





# Platform Approach

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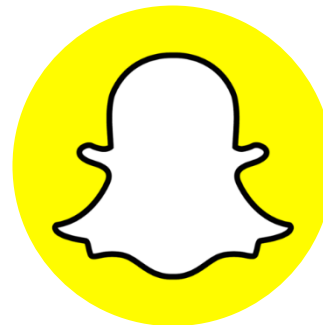
Instagram

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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