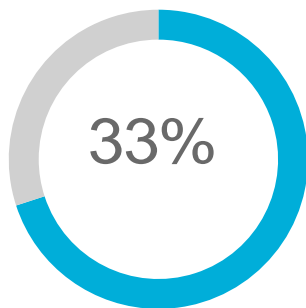


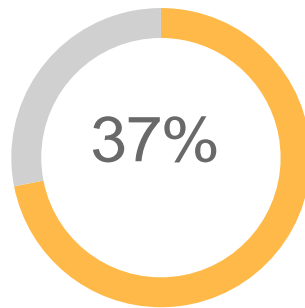
CARVANA

Platform Usage



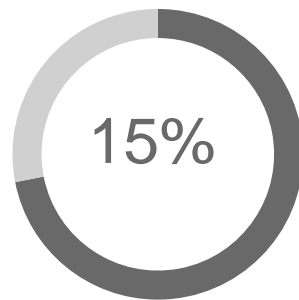
0-10 Times

Check 11-20 times per day.



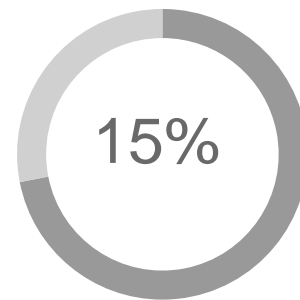
11-20 Times

Check 11-20 times per day.



21-30 Times

Check 21-30 times per day.



More than 30

Check more than 30 times per day.



Which Platforms Are Used the Most?



Facebook



Snapchat



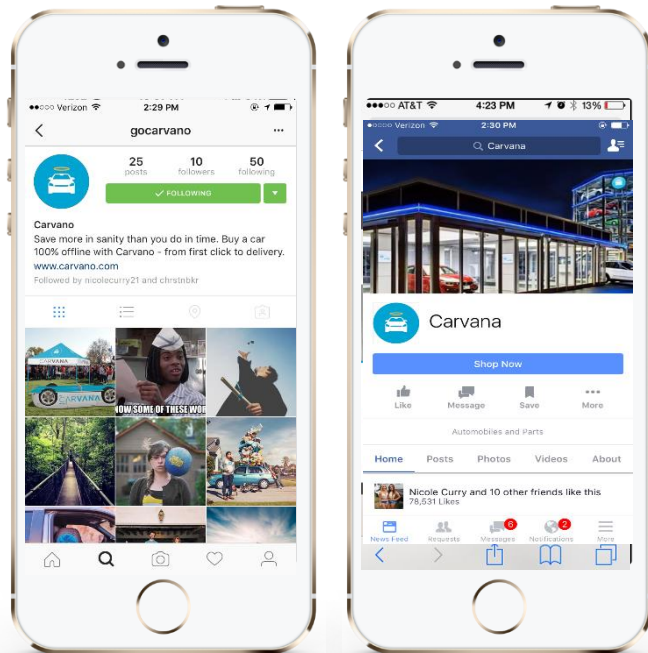
Instagram



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

Who's doing a good job?



CARVANA

Carvana Current Practices



Twitter: 3 posts a day

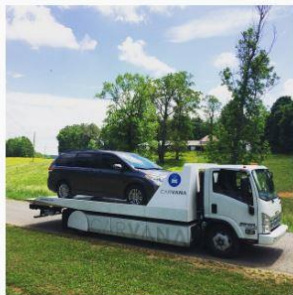
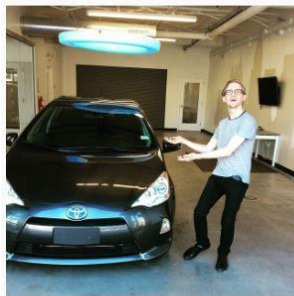


Facebook: 3 posts a week



Instagram: 2-3 posts a week





CARVANA
What are we currently doing?





CARVANA
Where are we headed?



*Where Will
Carvana Take You?*



Platform Approach



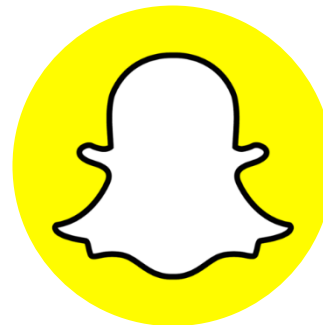
Instagram

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





CARVANA