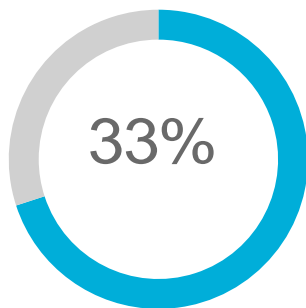


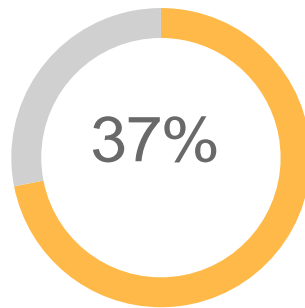
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Platform Usage



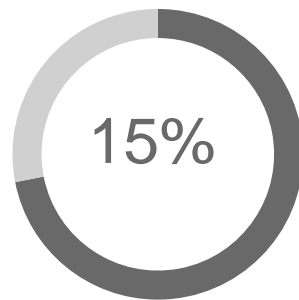
0-10 Times

Check 11-20 times per day.



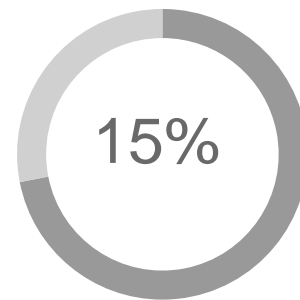
11-20 Times

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

83% of our respondents claimed Facebook was among their top three most used platforms



Snapchat

75% of millennials claimed Snapchat to be among their top three most used platforms



Instagram

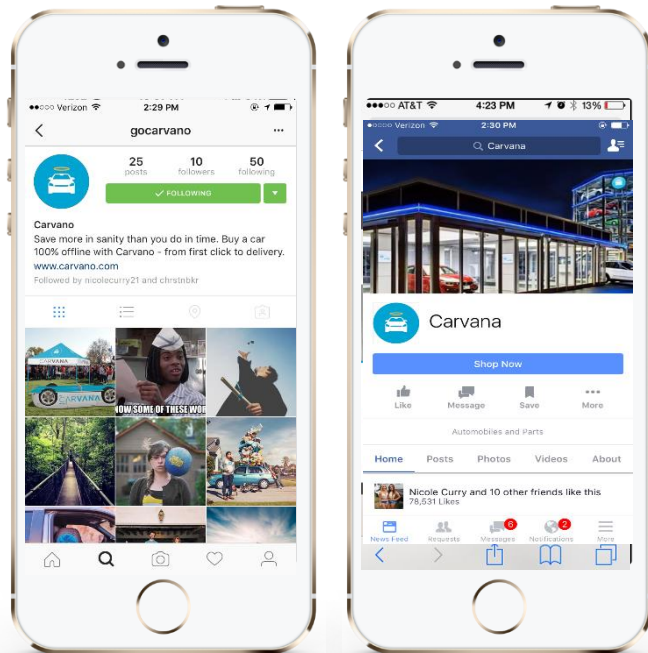
68% claimed Instagram to be among their top three most used platforms



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Company Interaction & Social Media

Which social media
platforms do you
use to follow
companies?



Instagram

70% chose Instagram

Facebook

50% chose Facebook

Twitter

36% chose Twitter

Snapchat

14% chose Snapchat

Who's doing a good job?



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Carvana Current Practices



Twitter: 3 posts a day

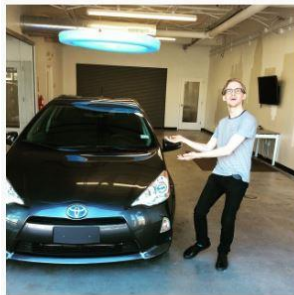


Facebook: 3 posts a week



Instagram: 2-3 posts a week





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What are we currently doing?





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Where are we headed?



*Where Will
Carvana Take You?*



Platform Approach



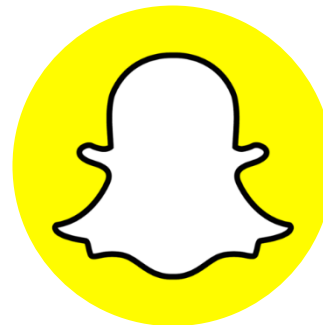
Instagram

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





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