



**Media Rating  
Council, Inc.**

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January 20, 2026

Ms. Asmita Ekbote  
Pinterest, Inc.  
808 Brannan Street  
San Francisco, CA 94103

Dear Ms. Asmita,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of Pinterest's Ads Manager platform ("the Service") for first-party measurement and reporting of Gross and Net of GIVT Display Impressions and Pin Clicks (excludes Outbound Clicks) in Desktop, Mobile Web and Mobile In-App environments.

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research*, and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0), inclusive of interim guidance*, published by the MRC; the *Display Impression Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and the *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); (2) the procedures described in Pinterest's answers to the MRC questionnaire; and (3) the procedures described in procedure manuals and textual materials included in reports of the Service

We congratulate you on maintaining this important Industry standard of quality, and look forward to continuing our work with Pinterest in the future.

Sincerely,

George W. Ivie  
Executive Director/CEO

Copy to: MRC Digital Committee, MRC Executive Committee  
Anthony Torrieri, Ron Pinelli, Laris Oliveri, Hannah Bolcar, Shadi Hamdan (MRC)  
Fernando Perez (EY)

Encl: 1 (Specific Accredited Statistics)

Pinterest Ad Manager platform: Specific Accredited Statistics:

- Display (Desktop, Mobile Web and Mobile In-App)
  - Impressions (Gross and Net of GIVT)
  - Pin Clicks (Gross and Net of GIVT)