



What We Can Learn From PayPal's Abandoned Bid for Pinterest

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PayPal may have nixed potential plans to acquire Pinterest, but there's still much to learn by examining why PayPal was interested in shelling out \$45 billion for the social media platform. The payments titan saw the opportunity to build out its super app and e-commerce capabilities and was possibly prepared to make its most expensive acquisition ever, flying past the \$4 billion it spent on Honey, offering insights into PayPal's growth strategies. And PayPal's interest in Pinterest and apparent willingness to pay a hefty fee for it should inform numerous payment firms' strategies going forward since a deal like this one could come to fruition at any moment.

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