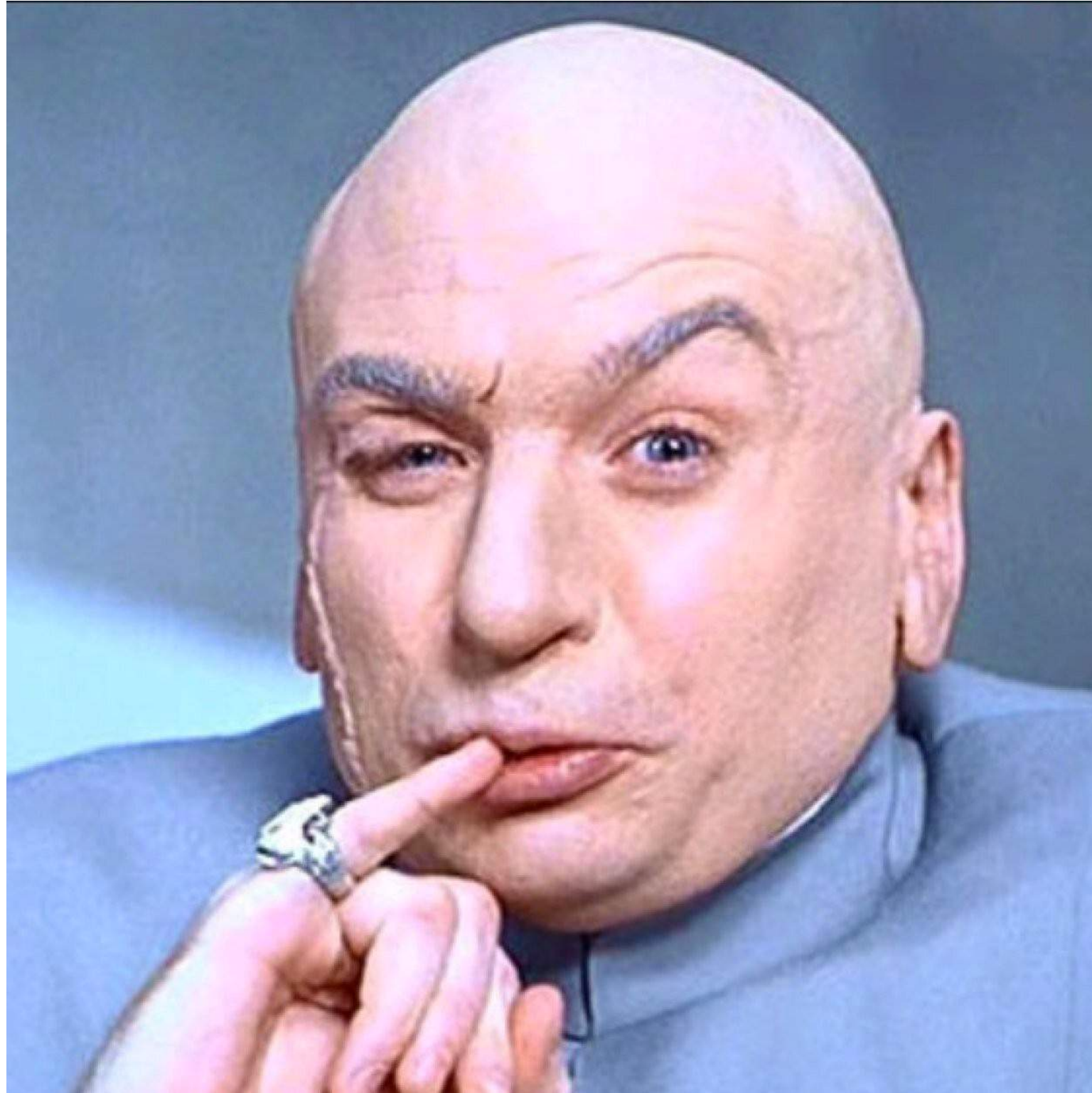
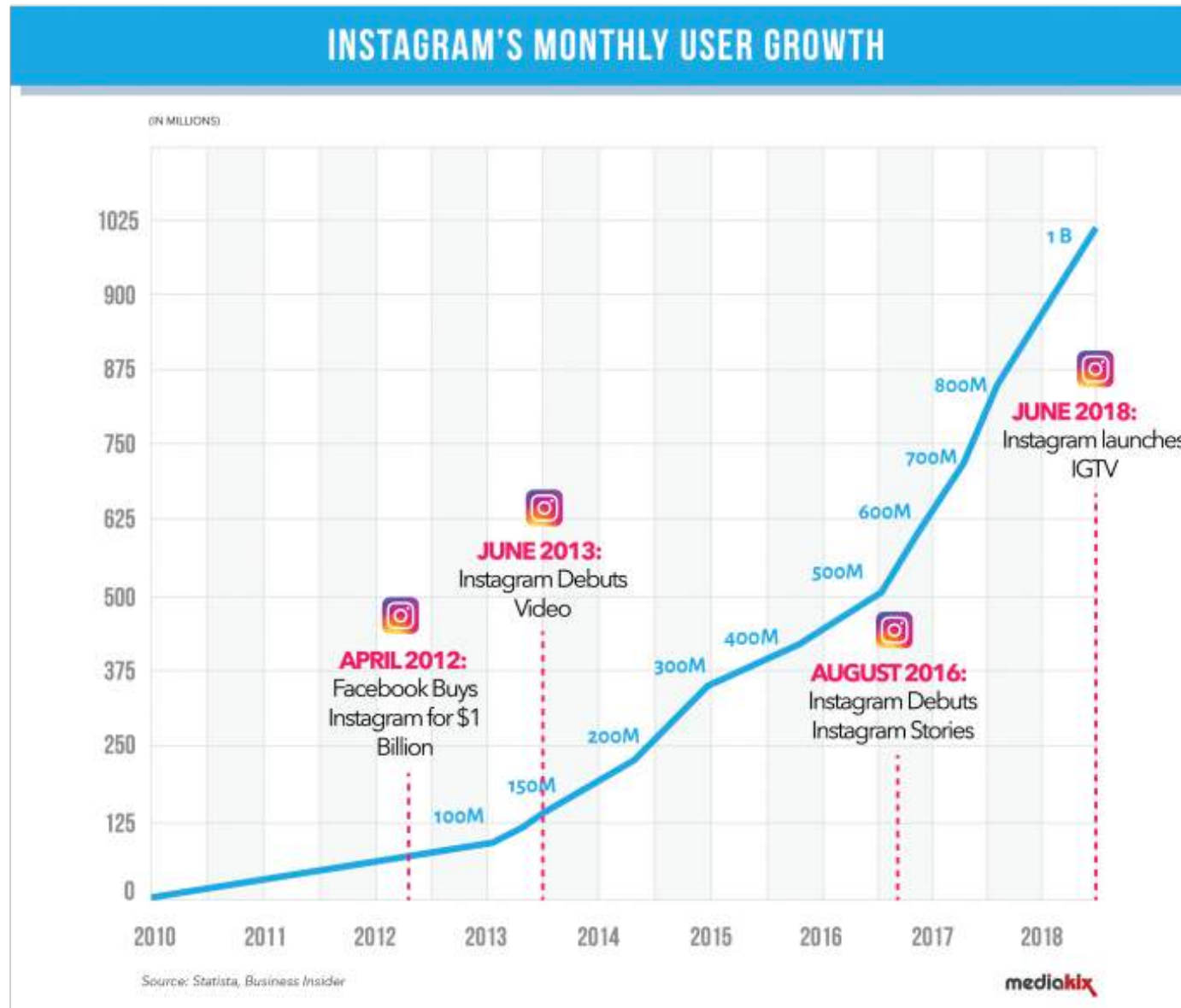


WHY INSTAGRAM?



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1 Billion Monthly Users

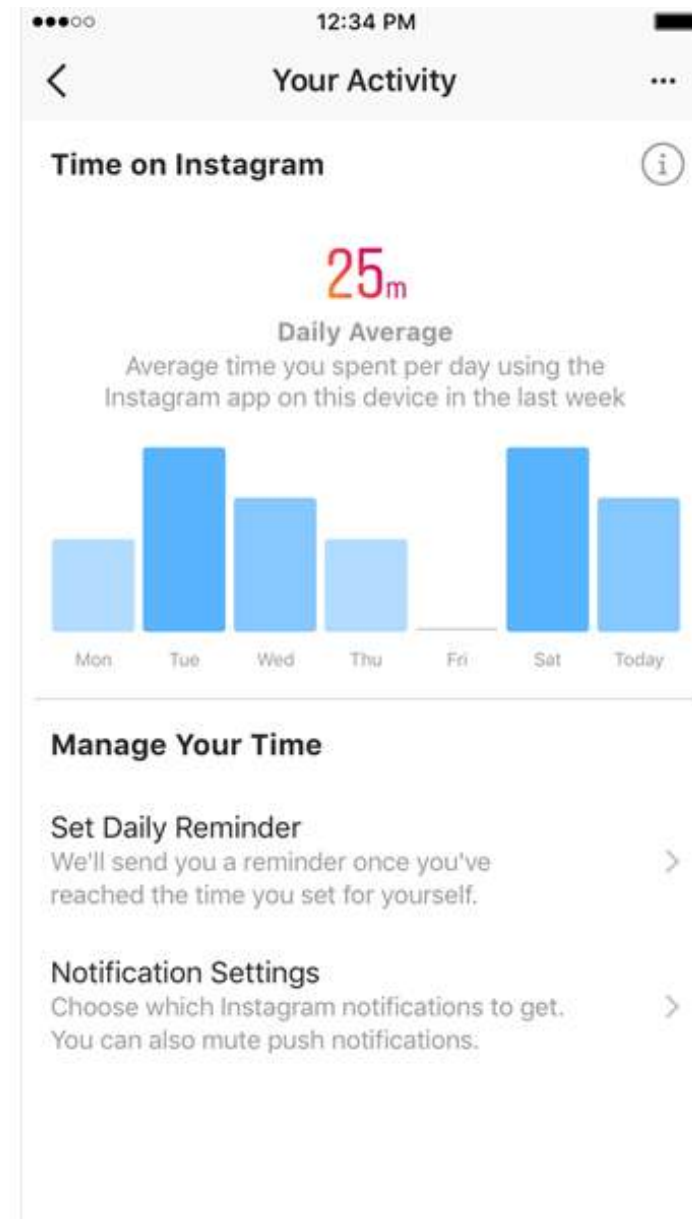
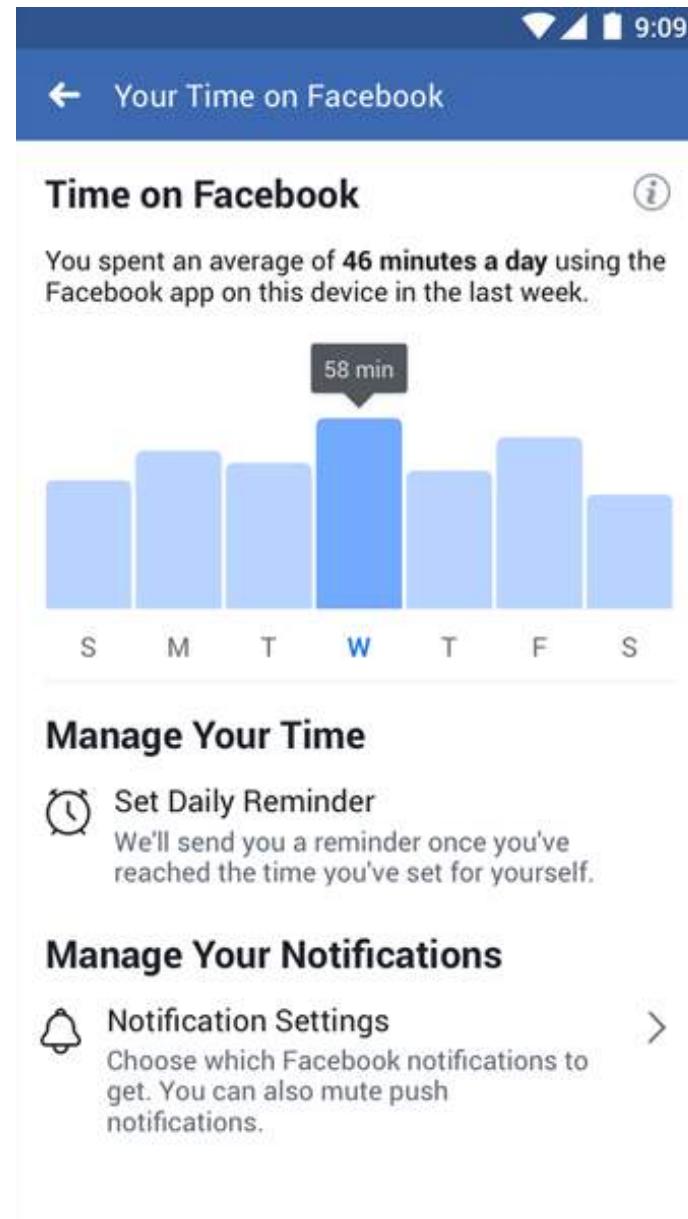


500+ Million Daily Active Users

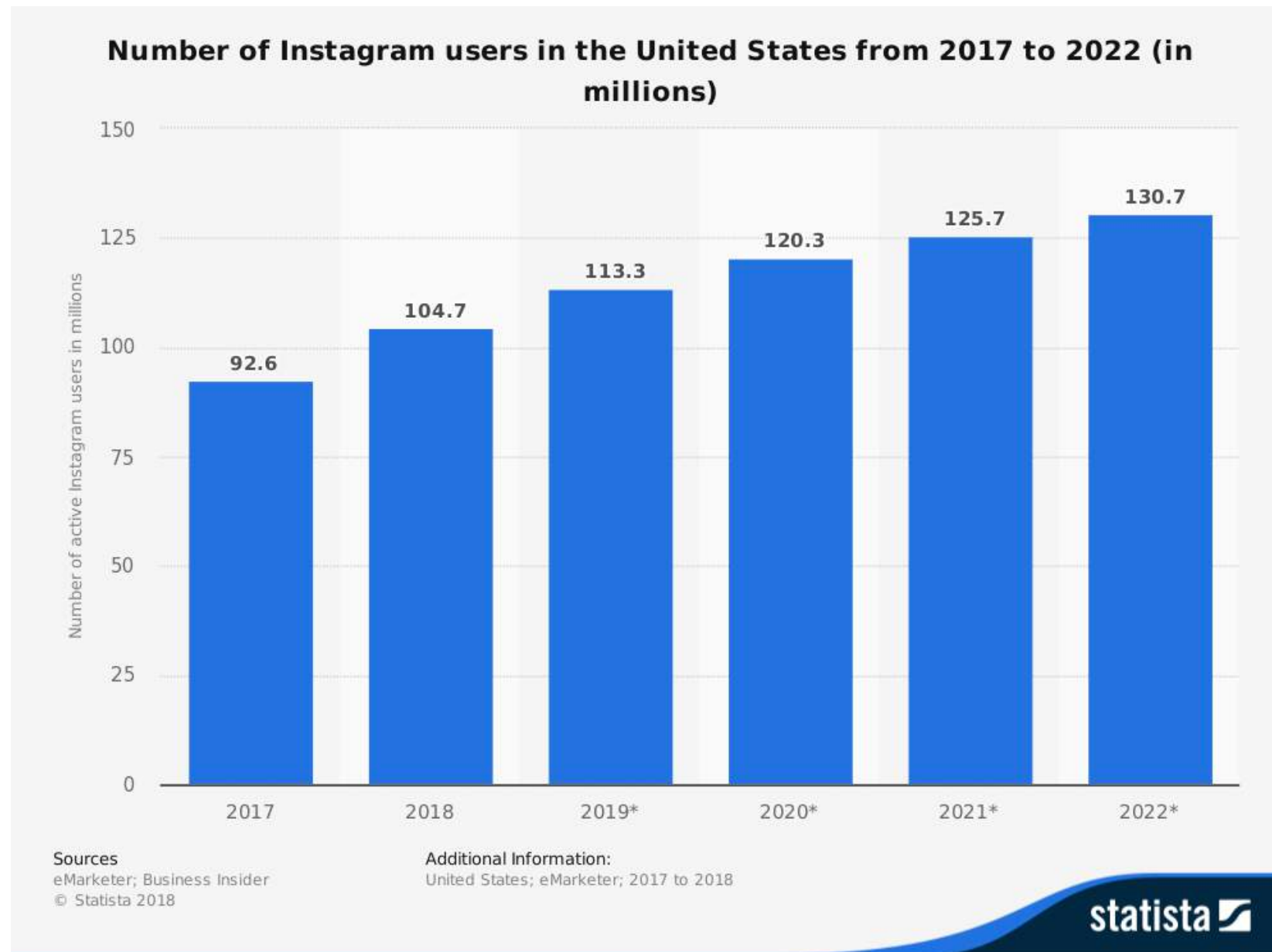


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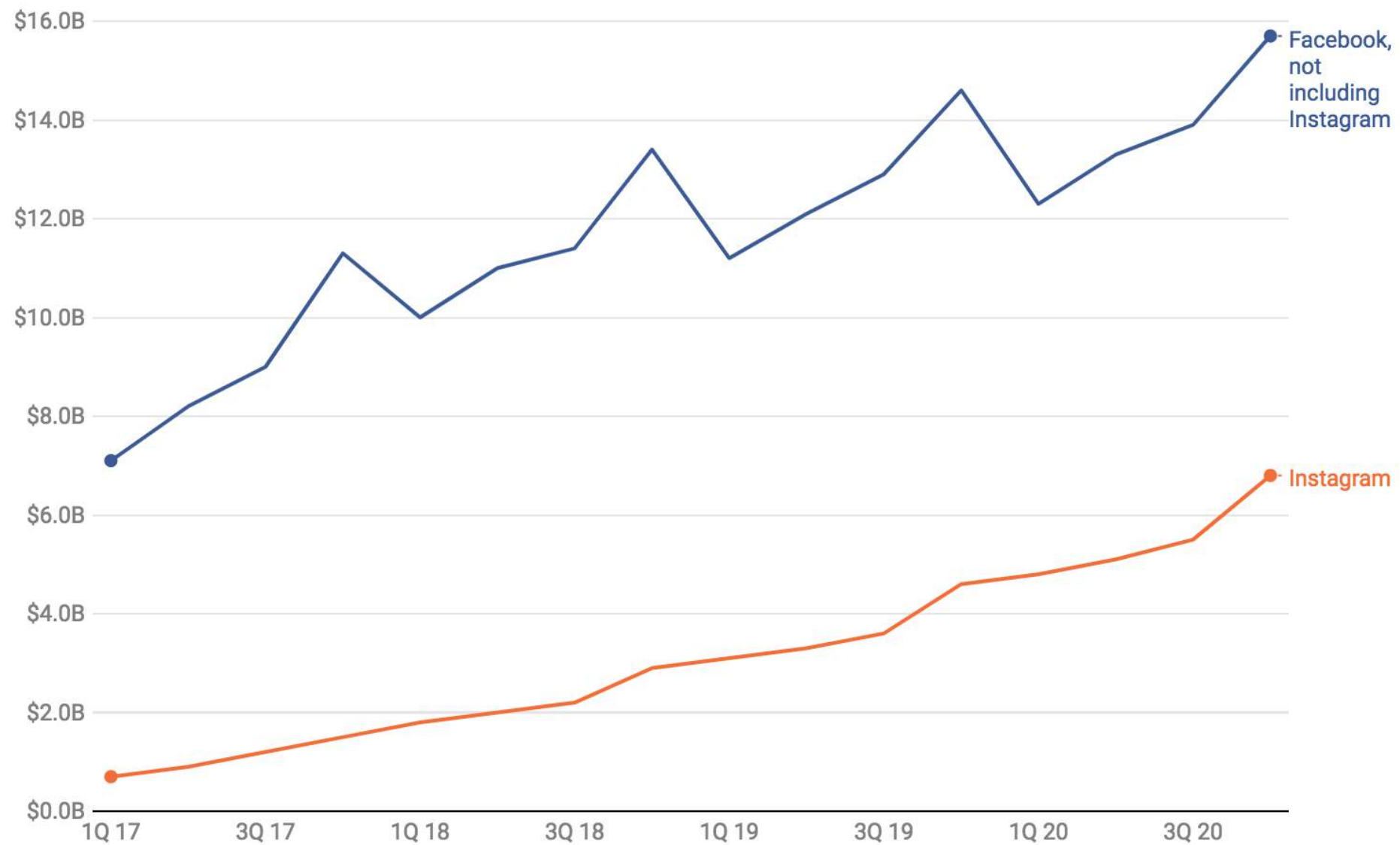
50 Minutes/Day on Facebook and Instagram



Over 30% Of The Total U.S. Population Use Instagram



Instagram drives the growth of Facebook



80% of all users follow a business



**60% of all users
discover new
products on Instagram**



**72% of users has
purchased items
discovered via
Instagram**



600 Million Story Users

