

A FACEBOOK-FIRST AGENCY

100% dedicated to building businesses & brands by marketing on Facebook.

FACEBOOK AT A GLANCE Q1, 2018

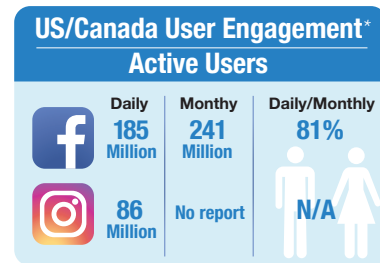
1) USER ENGAGEMENT – US/CANADA

Defined as a registered Facebook user who logged in and visited Facebook through its website, mobile device, or used the Messenger application on a given day / month.

Percentage of US adults who use Facebook:

- 81% of 18-29-year-olds use the platform
- 78% of ages 30-49-year-olds use the platform
- 65% of ages 50-64-year-olds use the platform
- 41% of ages 65+ year-olds use the platform

Source: Pew Research Center; Feb 2018



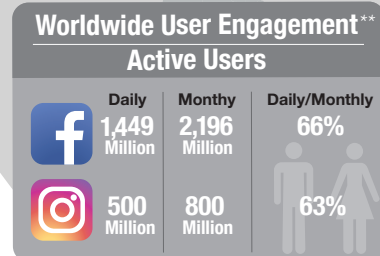
USER ENGAGEMENT – WORLDWIDE

Defined as a registered Facebook user who logged in and visited Facebook through its website, mobile device, or used the Messenger application on a given day / month.

In comparison to other social platforms, Facebook dominates in worldwide monthly activity.

- YouTube has 1.5 billion monthly active users (68% of Facebook)
- WeChat has 889 million monthly active users (41% of Facebook)
- Twitter has 328 million monthly active users (15% of Facebook)
- Snapchat has an estimated 255 million monthly active users (12% of Facebook)
- LinkedIn has an estimated 125 million monthly active users (6% of Facebook)

Sources: TechCrunch, Business Insider; Q2 2017



*Sources: Q1 2018 Facebook earnings presentation; Statista 9/2017; US & Canada census

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2) FREQUENCY OF USAGE

According to comScore, Facebook is accessed at an average of 8 times per day, followed by Instagram (6), Twitter (5) and Facebook Messenger (3).

Source: SproutSocial; Feb 2018

3) TIME SPENT

According to Facebook, the current amount of time spent on Facebook, Instagram and/or Facebook Messenger averages 50 minutes per day.

Source: New York Times; May 2016



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