



Why Facebook & Facebook Ads?



2.789 bil

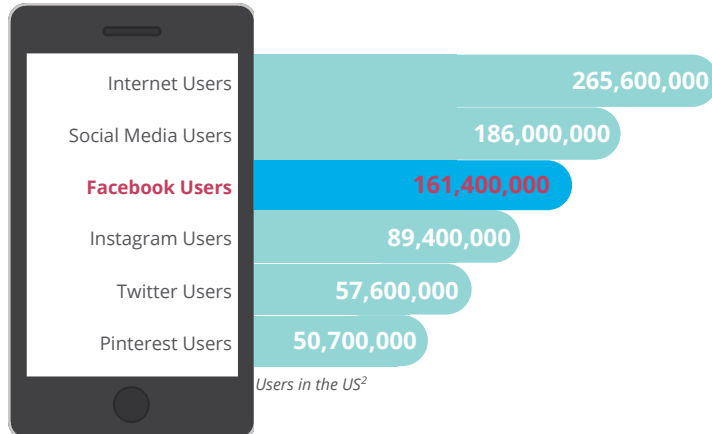
Total number of active SM users



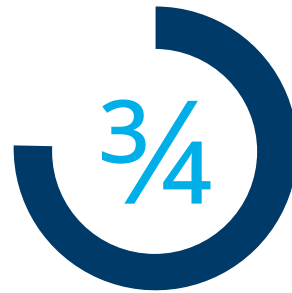
37%

of the global population¹

Facebook Leads The Market



Social Media Can't Be Ignored



of Facebook users visit the site at least once a day³



per day is spent by users on Facebook, Instagram and Messenger⁴

2.01 billion
Monthly Active Users

1.32 billion
Daily Active Users⁵

25%
of website traffic is generated by Facebook⁶

Organic Content Isn't Good Enough

less than 3% of a page's fans will see an organic post.

People spend all their time in their newsfeed

To get in the Newsfeed, more than 95% of the time you need to be actively advertising to be seen.

