

Meta Interview Fact Sheet

KEY STATISTICS & PLATFORM OVERVIEW

If you're interviewing at Meta, it's useful to have a general understanding of their products and user base. We hope you find this helpful!

Family of Apps

3.35billion

Family Daily Active People
(number of people
using at least **one** Meta app daily)

Growth

+5% YoY



Top growth driver:

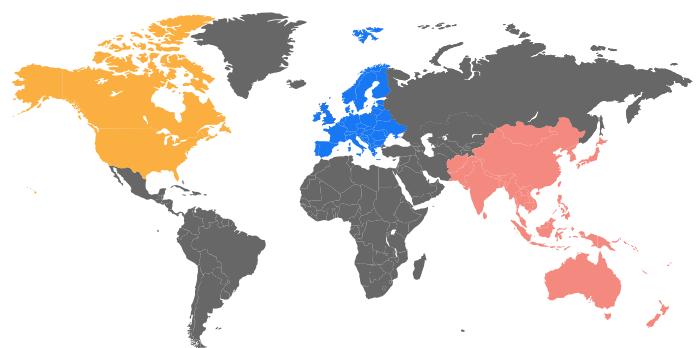


Online commerce
ads

Rank by Usage

| RANK | PLATFORM | ACTIVE USERS (ESTIMATES) |
|------|--------------------|--------------------------|
| 1 | Facebook | 3 billion |
| 2 | WhatsApp | 3 billion |
| 3 | Instagram | 2 billion |
| 4 | Facebook Messenger | 1 billion |
| 5 | Threads | 350 million |

Meta Revenue by Region



45% | 24% | 19% | 12%
US & Canada | Europe | Asia-Pacific | Rest of World

Meta's Annual Revenue



Interviewing at Meta? Practice with ex-Meta interviewers at IGotAnOffer.com

Note: metrics are estimates as Meta does not publish user stats per product. If you think we've got something wrong, let us know at contactus@igotanoffer.com

Sources: Meta Investor Relations, DataReportal.com, TechCrunch.com, Wikipedia

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DETAILED PLATFORM OVERVIEW & CHALLENGES



Facebook

3B+

Monthly Active Users

REACH: 41% (ad reach vs total internet users)

COMPETITORS YouTube, TikTok, Reddit, Snapchat

CHALLENGE

Ageing user base and struggling to connect with younger audience

WhatsApp

3B

Monthly Active Users

REACH: 3B monthly active users in 2025, up from 2B in 2020

COMPETITORS Signal, Telegram, Session

CHALLENGE

Balancing AI innovation with security and user privacy

Threads

350M+

Monthly Active Users

COMPETITORS X, Bluesky

CHALLENGE

Struggling to build engagement features

MetaAI

600M

Monthly Active Users

GROWTH: Projected \$2-3B in revenue in 2025

COMPETITORS

OpenAI, Google, Anthropic

CHALLENGE

Lagging behind competitors like OpenAI and DeepSeek

Instagram

2B

Monthly Active Users

REACH: 31% (ad reach vs total internet users)

COMPETITORS TikTok, YouTube Shorts, Pinterest, Snapchat

CHALLENGE

Scaling and integrating more social commerce features

Facebook Messenger

1B

Monthly Active Users

REACH: 17% (ad reach vs total internet users)

COMPETITORS WhatsApp, Telegram

CHALLENGE

User trust is declining

Llama

650M+

downloads

COMPETITORS ChatGPT, Gemini, DeepSeek

CHALLENGE

Stalling developer adoption amid Llama 4's poor performance vs competitors

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