


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

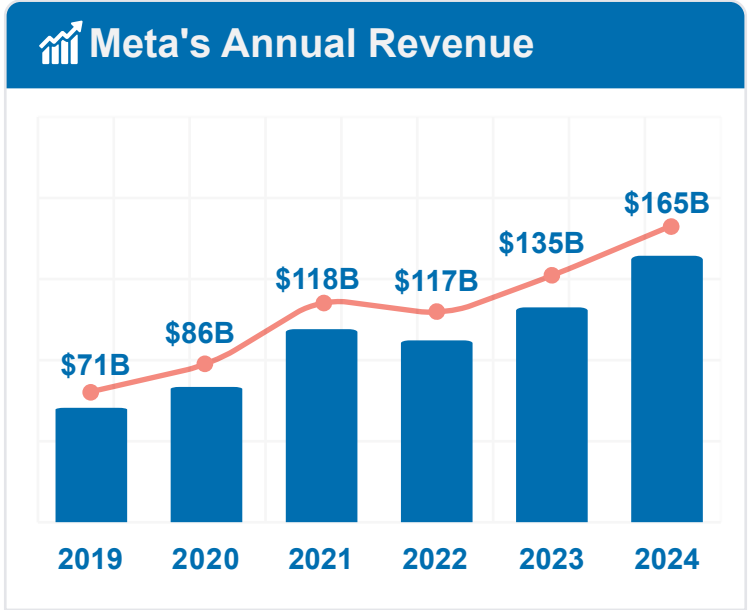
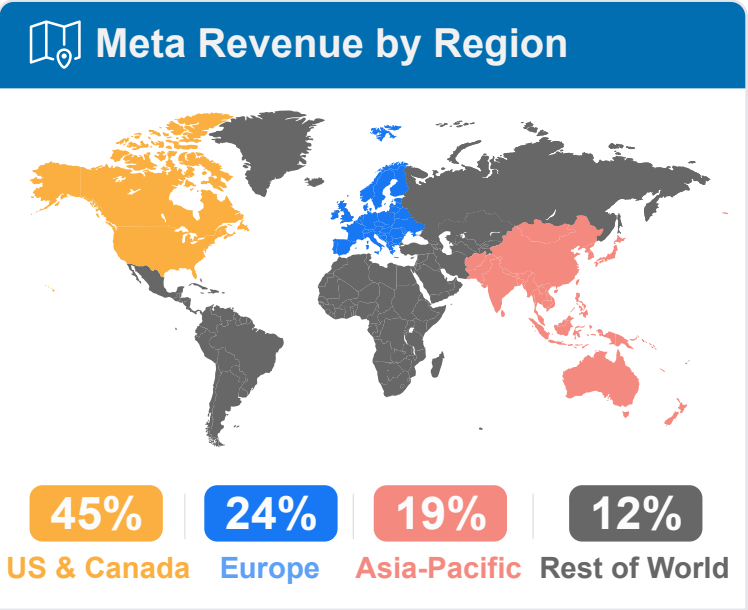
+5% YoY



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




Interviewing at Meta? Practice with ex-Meta interviewers at [IGotAnOffer.com](https://www.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@igotanooffer.com

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

Meta Interview Fact Sheet

DETAILED PLATFORM OVERVIEW & CHALLENGES

 **Facebook**

3B+
Monthly Active Users

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


COMPETITORS


YouTube

TikTok

Reddit

Snapshot

 **CHALLENGE**
Ageing user base and struggling to connect with younger audience

 **Instagram**

2B
Monthly Active Users

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


COMPETITORS


TikTok

YouTube Shorts

Pinterest

Snapshot

 **CHALLENGE**
Scaling and integrating more social commerce features

 **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

 **Facebook Messenger**


1B
Monthly Active Users


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

COMPETITORS

WhatsApp

Telegram

 **CHALLENGE**
User trust is declining


 **Threads**


350M+
Monthly Active Users

COMPETITORS

X

Bluesky

 **CHALLENGE**
Struggling to build engagement features

 **Llama**


650M+
downloads


COMPETITORS

ChatGPT

Gemini

DeepSeek

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

 **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

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