Tennessee v. Meta
Case No. 23-1364-IV
PX-10172

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H1 •2024 Instagram Priorities Progress Review

Live Deck • Published Monthly

https://fburl.com/igpriorities

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* Owners for each slide shown in footer.

* Holdout: Dashboard



	Overall	Communities - Growth	Communities - Notifications	Communities - Product Foundation	Communities - Trust	Communities - WB Viewer	Home	Home - Experiences	Home - Ranking	Home - Recommendations	Sharing	Sharing - Creators	Sharing - Entertainment	Sharing - Friend Sharing	Sharing - Sharing Platform
DAU	1.39	0.37	nas	0.22	nas	0.02	0.71	0.11	0.22	0.43	0.06	nas	0.02	nas	nas
MAU	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Core Sessions	3.32	0.13	nas	0.22	nas	0.06	2.53	0.26	0.93	1.44	0.32	nas	0.09	0.19	nas
Core Sessions Cap 15	2.82	0.21	nas	0.19	nas	0.04	2.14	0.22	0.7	1.34	0.13	nas	0.04	0.09	nas
Time Spent	9.43	0.12	nas	0.22	nas	0.25	8.25	0.36	1.76	6.27	0.46	nas	0.22	0.18	0.05
Overall Post Impressions	6.36	0.09	nas	0.34	nas	0.13	5.55	0.27	1.6	3.77	0.2	nas	nas	0.15	nas
Feed Impressions	6.68	0.18	nas	0.47	nas	0.08	5.13	nas	5.64	nas	0.32	nas	0.19	0.1	nas
Stories Impressions	-0.73	nas	nas	0.25	nas	nas	-1.25	0.16	-0.3	-1.2	0.36	nas	nas	0.37	nas
Creator Producer DAP	1.64	nas	nas	nas	nas	nas	nas	0.41	nas	nas	1.26	0.76	nas	0.48	nas
Original Feed Producer DAU	-0.83	0.25	nas	nas	nas	nas	-0.4	0.19	nas	-0.23	-0.91	nas	-0.66	-0.38	nas
Original Stories Producer DAU	2.52	0.1	nas	0.16	nas	nas	-0.22	0.38	-0.18	-0.44	2.57	0.17	-0.11	2.44	nas
Original Broadcast Producer PR	1.92	0.13	nas	0.19	nas	nas	-0.34	0.31	-0.12	-0.48	2.04	nas	0.21	1.68	nas
Reels Producer DAU	4.11	0.24	nas	0.46	nas	nas	-0.73	0.41	nas	-0.88	3.67	nas	4.37	-0.83	0.32
Reels Watch Time	16.15	0.32	nas	nas	nas	nas	13.65	0.71	2.25	12.87	nas	nas	nas	nas	nas
Direct Sends	3.0	nas	nas	0.22	nas	nas	1.76	nas	0.63	1.04	1.07	nas	0.19	0.92	nas
Communication DAU	2.21	0.14	nas	0.1	nas	nas	1.77	0.17	0.6	1.04	0.08	nas	0.08	0.04	0.04
Normalized Power	4.16	0.11	nas	0.6	nas	-0.13	4.17	0.63	2.52	0.17	0.23	nas	nas	0.2	0.06
SWOP	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

- This view is an early read of final holdout impact numbers for H2 '23. Given coverage for some holdouts is low, some impact will be added back in the final readout with backtests or holdouts outside this GK structure. The final H2 '23 Holdout Readout will be ready January 31st.

The following are the largest drivers of DAU & Sessions:

- **Growth:** Changes to notification send logic and a full revamp of the unified actor ranker on graph were the largest DAU drivers.

- **Product Foundation:** The launch of Grand Central was the largest DAU driver, with performance improvements playing a role as well.

- **IGX:** Improvements on SERP quality from search and Profile PREQ in particular had an outsized impact on DAU. Improvements to RIFU bidding, reworking comment replies, and UI changes to Reels led to large session wins.

- **Ranking:** Connected Feed Ranking drove the most DAU and Sessions impact.

- **Recommendations:** Reels relevance (qualified signals, Masterbrew launches, several retuning launches, especially around p(follow)) & IFR (deprecation of density, blending and quality improvements) wins were the largest drivers of Sessions impact.

- **Entertainment:** Roughly 25% of DAU impact is driven by the Close Friends launch, with the rest a result of several launches across the pillar.

- **Friend Sharing:** Various Stories launches, especially Music Toolbar and Supershare share sheet iterations contributed to DAU and Sessions gains.

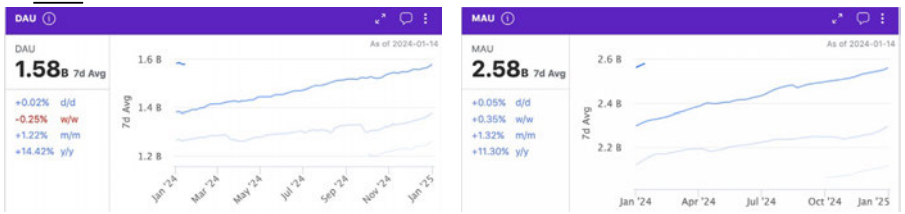
Snapshot from 2023 H2 Holdout Dashboard | Last Update: **1/8** Owner: **Aashna** [redacted] | Ongoing Key Holdout Updates

1. Ecosystem

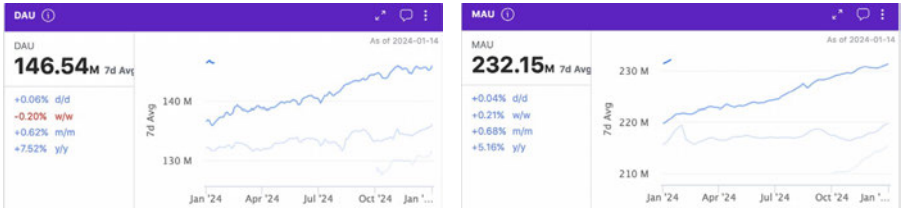


1.1 Growth

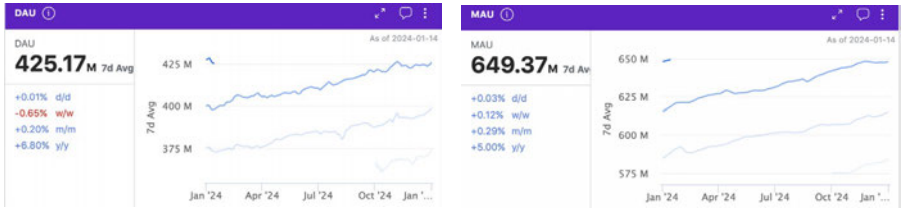
Global



US



DM



*xAU definition change on 8/16/23 to exclude accounts in UFAC drove a one-time step down. Forecasts were adjusted.

Pull chart snapshot from Instagram Growth Overview | Data as of 1/16 Owner: Jessica [redacted]

GLOBAL

- DAU: 1.58B, +1.2% m/m
- MAU: 2.58B, +1.3% m/m

H1 2024 xAU GenPop forecasts are ready and coming to dashboards soon.

H2 2023 Recap

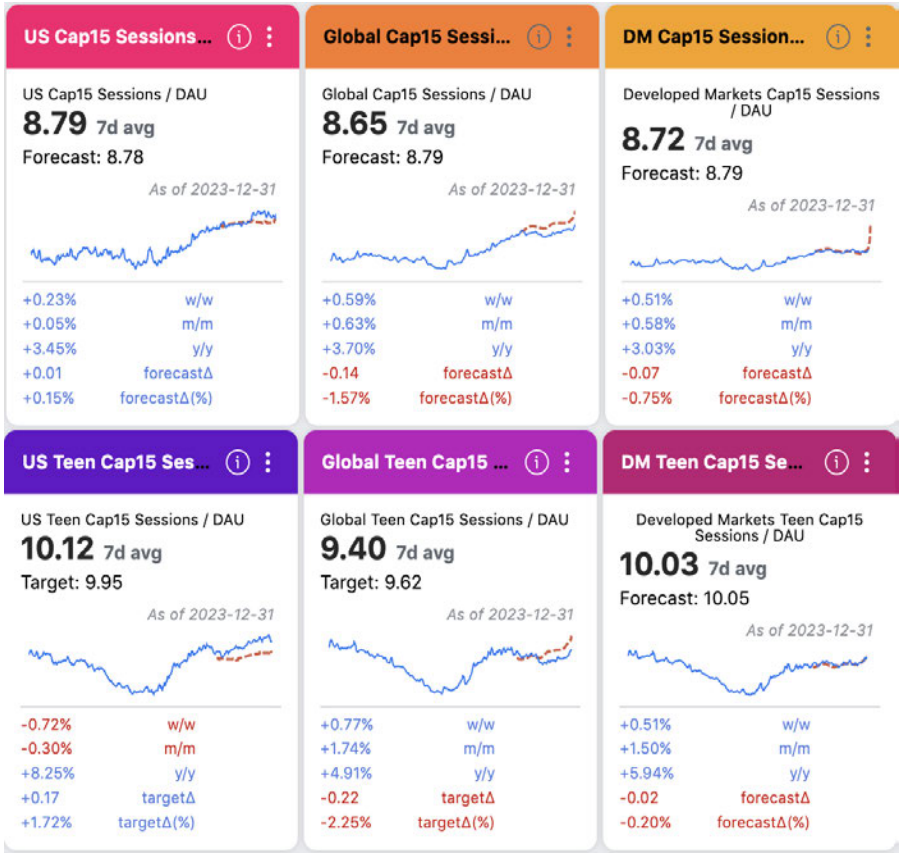
- DAU +1.85% ahead of forecast (+28.61M)
- MAU +2.14% ahead of forecast (+51.68M)
- Our understanding of key DAU overperformance drivers remains unchanged: pessimistic forecast stemming from a weak H2'22 (50%), continued Reels tailwinds (esp in India), notifications (Android heads up + Grand Central), and geopolitical recovery.

On a country/regional level:

- Top 5 country contributors to DAU and MAU overperformance were (in order by DAU contribution): India (24%), Iran (17%), US (13%), Brazil (8%), and Russia (5%).
- All regions overperformed DAU and MAU forecast, with the exception of W. Europe, which underperformed by -0.3% DAU and -0.4% MAU. This half, we will start to monitor more closely & investigate Western Europe trends due to observed weakness in both GenPop and Teen growth.

	DAU		MAU	
Region	vs fcst (%)	vs fcst (abs)	vs fcst (%)	vs fcst (abs)
Asia Pacific	1.7%	10.54 M	1.7%	18.34 M
Middle East	6.6%	6.23 M	6.0%	9.17 M
US	2.7%	3.83 M	2.9%	6.42 M
Latin America	1.3%	3.49 M	2.0%	8.34 M
Africa	4.1%	2.70 M	5.3%	7.10 M
Central & Eastern Europe	1.4%	1.95 M	2.1%	4.55 M
Canada	2.3%	384.06 K	3.2%	804.21 K
Western Europe	-0.3%	-487.67 K	-0.4%	-918.90 K

1.2 Engagement (Sessions)



Pull chart snapshot from Overview Dashboard | Last Update: **1/17** Owner: **Joe** [redacted]

Global, DM and US Capped15 Genpop sessions/DAU finished H1 2023 up between 3 and 4% year over year. US Cap15 sessions/DAU slightly beat forecast, while DM and Global Cap 15 sessions/DAU lagged forecast. In the case of DM, sessions/DAU were at forecast on 12/30, and the forecasted 12/31 spike proved overly aggressive.

For teens, the story was largely parallel to genpop, though the year over year growth was higher: roughly 5% globally, 6% for DM and over 8% for US. US teens outperformed forecasts by almost 2%, Global underperformed by over 2% and DM was roughly in line with forecast.

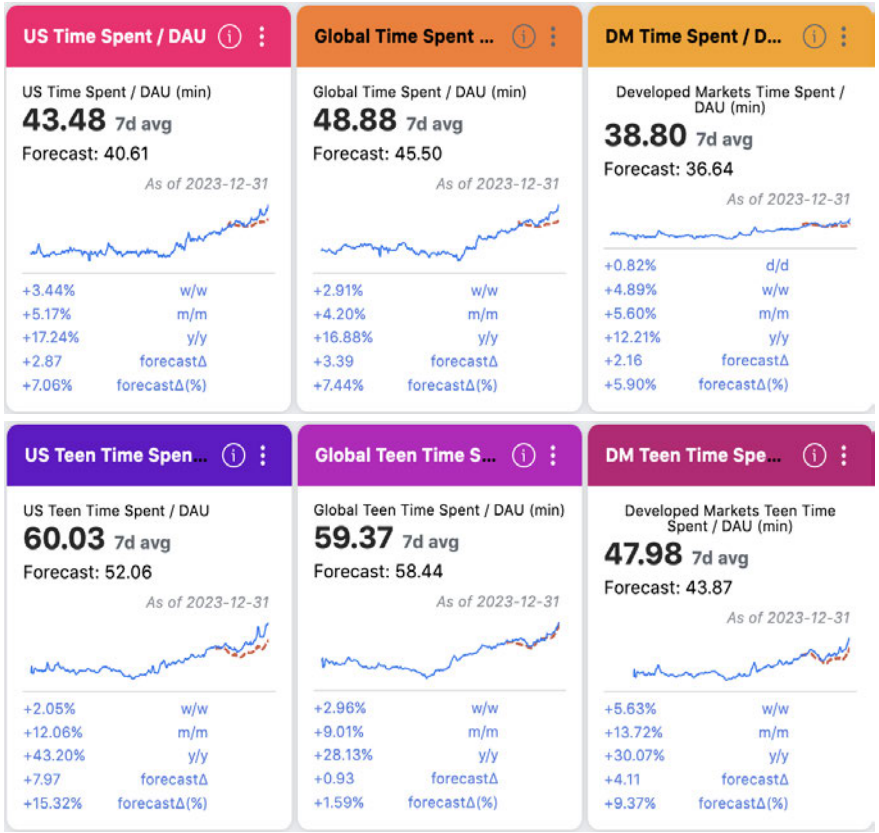
India was the primary driver in global session/DAU underperformance, as we saw stronger than expected DAU growth, especially compared to MAU growth. Still Cap15 sessions/DAU in India grew by over 4% in H2, though this is down from the peak of over 7% at the end of H1 2023. Cap15 sessions/DAU for teens in India ended the year +2% compared to the end of 2022, down from 5% at the end of H1 2023.

Interestingly, we saw fairly similar product contributions for genpop and teens as well as Globally and in the US totalling roughly 2.5% (slightly higher for global Genpop, and slightly lower in the US, but likely not statistically different). By far the biggest contributor to product contributions totaling roughly half of the global product impact came from Recs. Ranking was the next bigger contributor, but we also saw positive contributions from Communities Growth, Communities Graph, and Product Foundations as well as Entertainment and Friend Sharing.

Our y/y growth of 3-4% slightly outpaces the cumulative normalized product contributions for 2023 of roughly 2.8% (~5.4% sessions growth from H1 + H2 minus ~2.6% DAU growth from H1 + H2).

More detail here

1.2 Engagement (Time Spent)



Pull chart snapshot from Overview Dashboard | Last Update: **1/17** Owner: **Joe** [redacted]

Across the board, time spent/DAU metrics outperformed forecasts, and even accelerated for much of H2 2023 until late Q4 when y/y growth began to lap positive growth. Time spent/'DAU ended the year growing in double-digits (+12% y/y for DM and +17% y/y for US and global), and well ahead of forecast +7% for Global and US, +6% for DM.

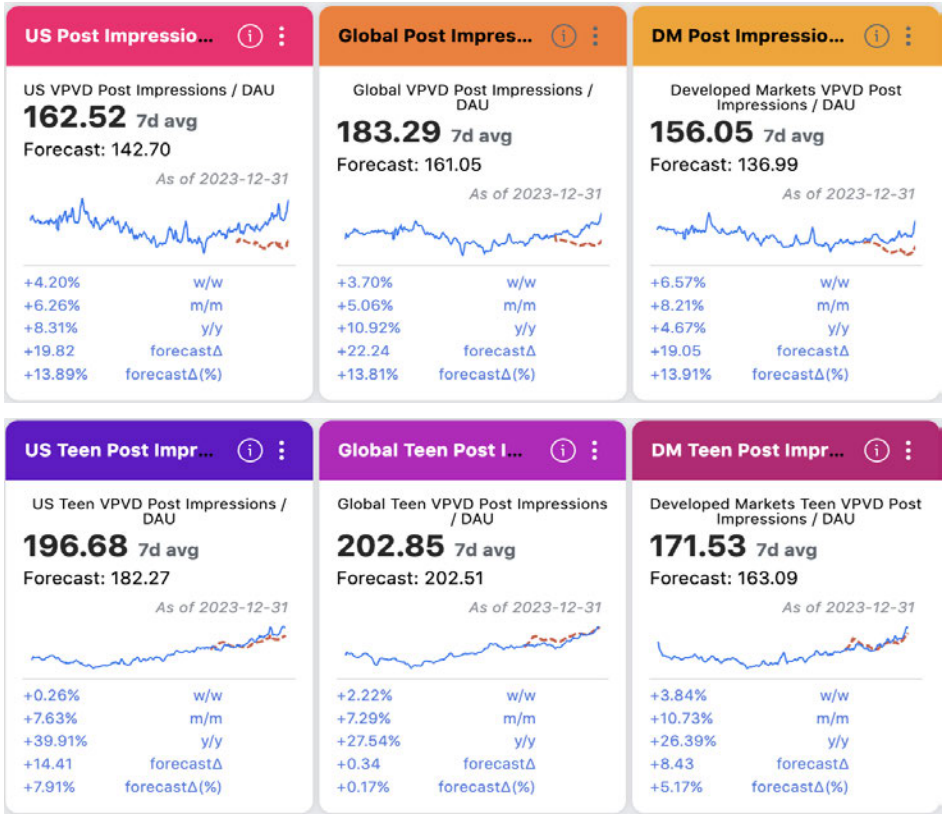
Teen time spent growth was even faster than genpop: +43%y/y in the US, +28% globally and +30% in DM.

Product contributions outpaced forecasts and were primarily driven by Reels growth. And like sessions we saw fairly similar results for teens/genpop, as well as the US and globally. Recs was by far the biggest contributor to time spent growth in H2, totaling roughly 6% growth for genpop and over 7% for Teens. Ranking was the next bigger contributor adding roughly 1% Time spent growth for teens and 2% for genpop. Overall we had roughly +9% impact on time spent from IG product contributions compared with a projected impact of +2.3%. While Reels (IV + Tab) accounted for the majority of the total time spent growth at +18% for Genpop and + >20% for teens, Home Feed saw contributions of +10% for Genpop and +8-9% for Teens.

Our y/y growth of 17% for US and Global slightly outpaces the cumulative normalized product contributions for 2023 of roughly 13.8% (~16.3% sessions growth from H1 + H2 minus ~2.6% DAU growth from H1 + H2). Teen time spent growth far outpaces product contributions from 2024, which are similar to global.

More detail here

1.2 Engagement (Impressions)



Pull chart snapshot from Overview Dashboard | Last Update: **1/17** Owner: **Joe [redacted]**

Post Impressions/DAU returned to positive y/y growth in H2 across Global, US and DM regions. While impression growth was slower than time spent growth and generally single digit (global is growing +11% y/y with US at +8% and DM at +5%), results outperformed forecast by more than time spent/DAU due to forecasted decline. Global, US and DM all finished +14% against forecast.

Teens, which had generally returned to growth in Q1 of 2023 (Q2 for DM) beat forecast but by less than genpop (+8% for the US, +0.2% for Global and +5% for DM), but is growing much faster than Genpop (+40% y/y in the US, +28% globally, and +26% in DM).

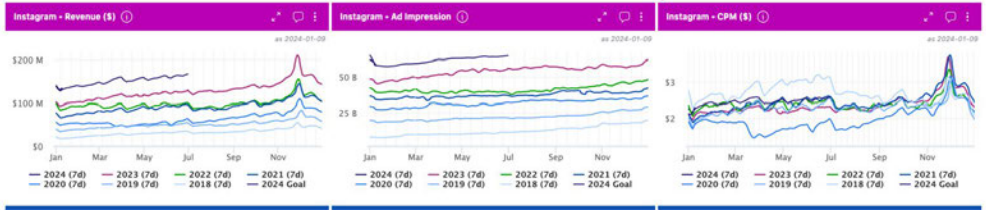
Like Timespent, Reels accounted for the vast majority of the growth, with the biggest increases coming from Reels Tab which ended the year growing +70% globally, +103% in the US and +68% in DM.

Product contributions mirror time spent, with the majority of the impact coming from Recs, followed by ranking. We saw a sizable split between genpop and teen results (bigger than most metrics) with global genpop +6.5%, teen genpop +8.6%. US genpop +5.8% and US teens +10.7%.

Our y/y growth of 11% globally slightly outpaces the cumulative normalized product contributions for 2023 of roughly 9.8% (~12.3% sessions growth from H1 + H2 minus ~2.6% DAU growth from H1 + H2). Teen impression growth far outpaces product contributions from 2024, which are slightly higher than global.

More detail here

1.3 Monetization



Updates
POC: Tong Wu
[Final Report] 3.99% iRev

- Ranking: 1.05%
- Delivery: 0.55%
- Product: 0.78%
- Supply: 1.04%
- Quality: 0.45%
- New Demand: 0.12%



Pull chart Revenue from here and goals from here | Last Update: **01/16 for data through 12/31** Owner: **Ashley [redacted]**

Dec Summary

[SotB] Revenue for Dec closed at +1.3% vs goal, which represented a considerable +36% YoY growth. This represents -6.5pp MoM reduction in variance to goal. Outperformance to goal was driven by CPMs (+9.4% vs. goal) partially offset by softer supply (-7.4% vs. goal). During Dec, Stories (+13.8% vs goal) was the best performing surface, while Reels missed the goal (-24.4% vs. goal) on the back of lower supply due to lagging ad load and softer than expected CPMs primarily due to advertisers preferring certain objectives for ads during the holiday period, which perform better on ex -Reels surfaces. On a regional view, the US missed goal by -4.2%, which represented a MoM reduction of -11.1pp. US underperformance was primarily driven by Reels, which underperformed goal by -35.0% and to a lesser extent Feed, which underperformed by -0.6%.

[iRev] IG delivered 3.99% iRev in H2'23 exceeding the p50 goal of 2.9% and p20 goal of 3.36% ! It's mainly driven by outperformance in Ranking, Delivery, Product and New Demand.

[Reels$] IG RME exited the half at 19.1%, which was 4.1pp absolute below goal. The primary gaps to goal were 1/ EOH Ad Load was lower than the target of 15.2%, due to reducing Teen Ad Load and 2/ Reels <> Stories CPM ratio was lower than expected, due to strong organic Reels impression growth putting downward pressure on Reels CPMs and strong Stories CPM growth from ads/organic launches and a decline in Stories consumption. RME is now at 18.6% as of 1/7.

[1PD HVS] . We have surpassed our H2 -23 IG 1PD HVS cumulative revenue goal target ending the half at $2.54B (+2% vs p50 pacing) thanks to strong product impact across IG LG and CTX. Despite IG CTX missing cumulative IG -CTX revenue target due headwinds from FX movements, and BI SEVs, IG -CTX has surpassed LRP for 2023. In addition, **We hit our IG 1PD HVS p20 Lift goal** [ref]

1.4 Production



Trends (as of 01/09)

Sharing Type (Participation Rates)	Producer/Sender PR		m/m			y/y	
	US	Global	US	Global	Global ex-IN/BR	US	Global
Overall Broadcast Sharing	18.41%	21.01%	-5.78%	-2.92%	-4.23%	4.23%	3.68%
Original Broadcast Sharing	13.69%	15.99%	-6.13%	-2.46%	-3.66%	4.57%	5.66%
Original Stories Production	9.96%	12.01%	-7.62%	-3.15%	-4.68%	-4.85%	-3.91%
Reshared Stories Production	9.30%	9.67%	-5.69%	-4.59%	-6.98%	3.85%	0.82%
Feed Single Photo Production	1.36%	1.20%	-7.94%	-3.04%	-4.96%	-24.20%	-28.72%
Carousel Production	1.02%	0.72%	-11.72%	-4.01%	-5.84%	-15.61%	-16.49%
Reels Production	0.99%	2.06%	1.19%	-0.87%	-1.05%	-8.18%	14.75%
Notes	3.01%	3.07%	0.30%	0.21%	0.37%	35.60%	54.01%

- Holiday effect is in the play. As expected, sharing metrics spiked over the New Year followed by a pullback causing the steep decline in the following week. Stories, feed photo and carousel metrics dropped to lower levels than pre-holiday, hence negative m/m changes, but are recovering, which is consistent with trends from prior years. Reels PR stabilized at a similar or higher level compared to pre-holiday.

Launch Highlights

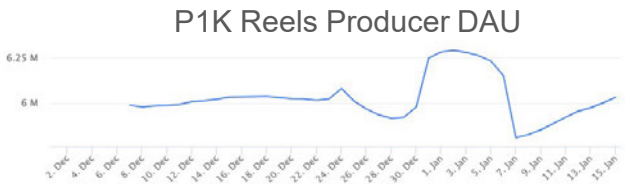
- Add Yours Templates launched globally on 12/15 and is driving +1.94%±0.10 topline global original story production (as of 01/08).

Holdouts

- Sharing is driving 2.04% Original Broadcast Producer PR, +3.67% Reels Producer DAU, 2.57% Original Stories Producer DAU, and -0.91% Feed Producer DAU.
- Home is showing -0.34% impact to Original Broadcast Producer PR and -0.22% to Original Stories PR, driven mostly by recommendations. Home is showing significant reductions of -0.73% Reels Producer DAU, with decreases in recommendation offsetting increase in experiences.

1.5 **Reels** Metrics





Pull chart snapshot from App-Level Ecosystem Dashboard | Last Update: 01/14
Owner: **Jack [redacted] / Michael [redacted]**

Metrics (data as of 11/27):

- Global Reels WT/DAU +1.05% m/m to 23.37 mins/DAU
- US Reels WT/DAU -4.53% m/m to 18.46 mins/DAU
- Global Reels Producer PR +0.67% m/m to 2.10%
- US Reels Producer PR -3.19% m/m to 0.99%
- Global Reels Producers with > 1K Followers +5.83% m/m to 5.78M (+6% w.r.t. forecast)

Reels Consumption

- **Trends:**

Reels Production

- **Trends**: P1K Reels Producer DAU has been mostly flat in the past month (-0.08% m/m). On January 8th, P1K+ Reels Producer DAU exceeded the H2 target (5.83M against a target of 5.73M). Reels Production from dynamic high incremental producers grew for both creators (HIPC, +4.8% m/m) and original producers (+5.3% m/m). Full HIP details are in the Creators slide later.
- **Attribution:**

Holdouts

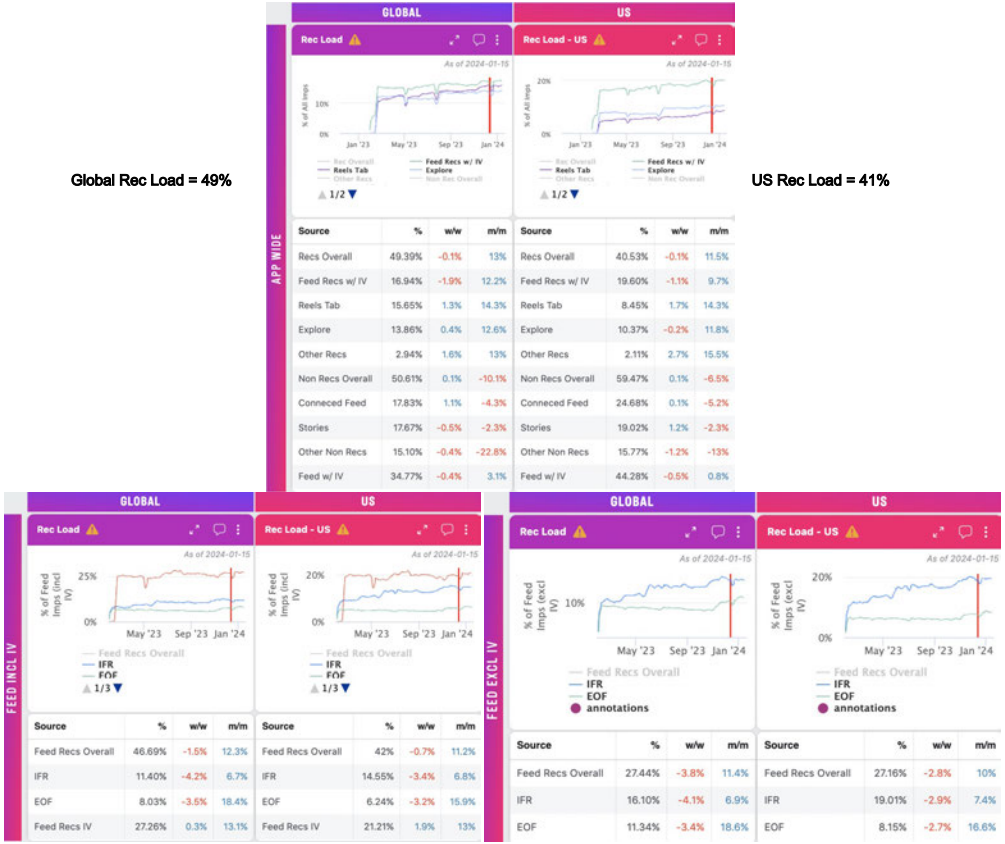
Impact from Holdouts (as of 01/08)	**Ranking**	**Recs**	**IGX**	**ES**
Cap15 Sessions	+0.70%	+1.34%	0.22%	+0.04%
Time Spent (Global)	+1.76%	+6.27%	+0.36%	+0.22%
Reels Watch Time (Global)	+2.25%	+12.87%	+0.71%	NSS
Reels Producer PR (Global)	NSS	-0.88%	+0.41%	4.37%*

2. Priorities

2.2 IG Recommendation Load

Global Rec Load = 49%

US Rec Load = 41%



App-wide rec load

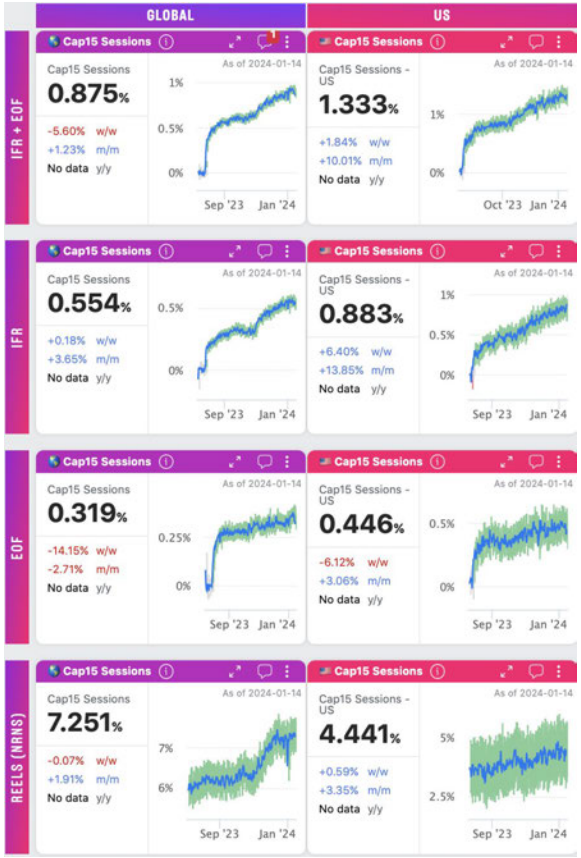
- **Rec load flat globally and up +0.7pp in the US over the past 6wks.**
  - **Tab load rose +0.3% globally and +0.7% in the US**
  - Feed Recs load increased +0.2% globaland +0.4% US. This was the offsetting effect of decreases in IFR load (-0.9% globaland US), increases in EOF load (+0.8% global, +0.3% US), and increases in Feed Recs IV (+0.3% global, +1.0% US).

Feed rec load

- **H2'23 holdout deallocations are contributing to early -Jan movements in IFR/EOF load, as is**S388990 (major mixshift towards Reels media in Feed Recs)
- **Sessions Efficiency remains at all-time highs**. Feed Recs overall is at 0.032% cap15 sessions per topline % of Recs load, with IFR at 0.033% and EOF at 0.031%.

Pull chart snapshot from Business Review - Recommendations Dash | Last Update: **1/16/24** Owner: **Tomás Kabbabe**

2.2 Recommendations



Feed Recs:

IFR impact has continued to grow since recovering from S372557, while sessions efficiency and quality scores reached all time highs.

- **Cap15 Sessions- LTH:** IFR went from +0.46% to +0.55% (global) and from +0.62% to +0.88% (US). End-of-half launches contributed to strong growth in sessions impact over the past 6wks.
- **Efficiency:** IFR load is at 16.1% (against H1'24 guardrail of 21.0%). Current cap15 sessions efficiency is 0.033, up from 0.027 6 weeks ago and vs. H1'24 goal of 0.040.
- No launches yet in H1'24

Reels Relevance:Reels Ranking impact stands as 0.52% cap15 sessions, with an additional 0.06% coming from notifications, exceeding start of half target (0.35%)

- **Cap15 sessions– NSNR:** +10.26% m/m, 11% m/m in the US. This sudden acceleration in sessions impact largely driven by an update the holdout on Nov 6 to also measure the impact of Star Search and Trends, which together make up 30% of chaining impressions (ead more)
- **Rev+ Holdout was deprecated on Nov 15** Since deprecated we've kept the holdout out as an A/A to assess recovery and long-term negative impact. DAU is recovering slowly with 15% recovered as of 11/27, resulting in +0.009% top-line impact (ead more)

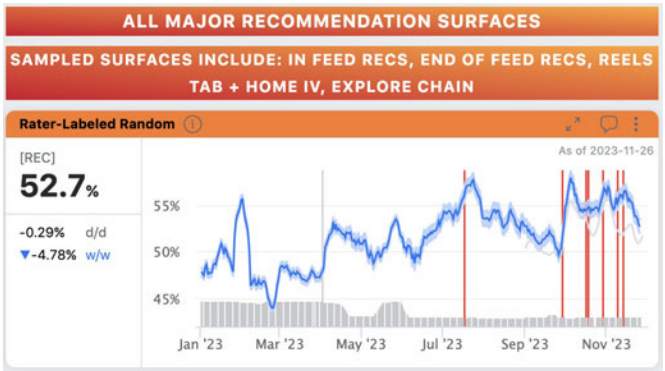
Pull chart snapshots from Biz Review Dash | Last Update: **1/16/24** Owner: **Tomás Kabbabe**

2.2 Recommendations (Content)

%vpvs < 2d Media Age:



Unoriginality prevalence:



Content Ecosystem

- We have the new IG Content dashboards up here (bunnylol "igcontent"). Some metrics are still in development, see the list of metrics here and the tracker here.

Recency: Recs Recency increased by +2.2pp m/m to 22.1%, driven primarily by gains in Organic Reels Chaining (77% of gain) and EOF (25% of gain), offset by losses in Explore. Biggest tailwind to Organic Chaining was 11/9's Add Connected Home Tab VM Team launch, which increases Organic Chaining recency by +33% to 10.5%, up from <3% when measurement began. EOF gains are driven by the Seamless Feed Masterbrew launch, which further unifies IFR/EOF and allows EOF recs to benefit from IFR's recency boost. EOF recs recency has doubled m/m to ~20% now.

Originality: Recs unoriginality prevalence decreased 2.8pp m/m to 52.7%. On 11/14, when unoriginality prevalence was at 54.7%, we opened SI379981, and were able to attribute the prior increase to a few small (originality-wise) launches, as well as to a high number of QEs started before the code freeze. We're now holding teams to a hard guideline on regressing originality (vs t) and hoping to end the half at 50% or below.

Pull chart snapshots from Recency and Originality dashes | Last Update 11/29/23 Owner: Matthew [redacted]

2.2 Recommendations

All status marked "At Risk" until some impact has shipped

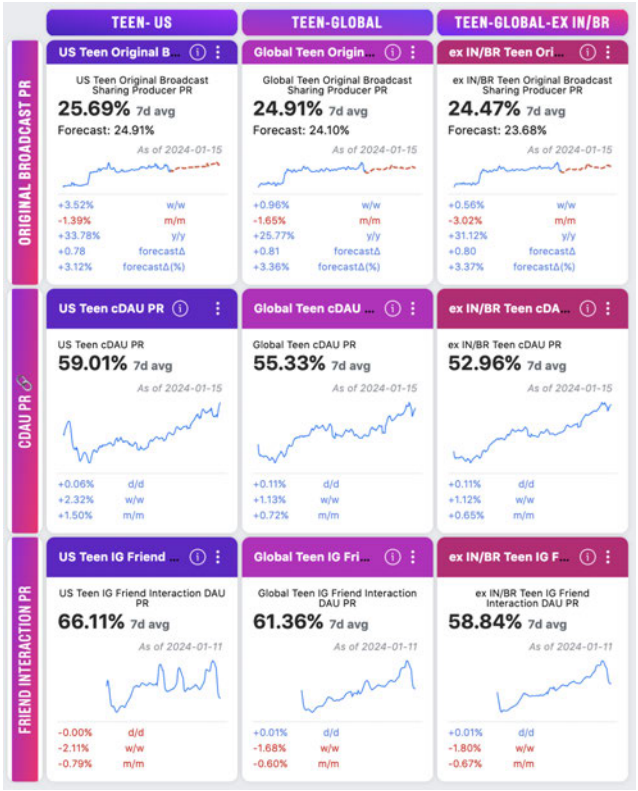
Last week highlights (write in prose to copy -paste to IG HPM):

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	Priority	*As of*	*Status*	*Current*	*Target*	*Expected*		*Update*
1	DM Teen DAU	1/20	At Risk	NSS	0.44%	0.44%		
2	US Original Rec Prevalence	1/20	At Risk	54.01 %	60%	60%		At Risk: We are finalizing the pillar-wide originality guardrails this week and plan to launch 1 sourcing and 1 ranking originality treatment within the next 2 weeks that will increase originality by ~2.5% (relative).
3	Unify Star Search and Organic (tracker)	1/12	On Track	0	6	6		On Track: Making progress on execution of LSR and ESR mileston Defining retrieval operational principles on current vs. new sources needed for this half. Designing detailed gantt for workstreams.
4	Recommendations Recency	1/20	At Risk	19.91 %	24%	24%		At Risk: We are investigating a drop in recency over the past week, which have occurred across surfaces of Star Search, Explore, and IFR. There are engagement-related SEVs on Explore (S389805) and IFR (S88990) that appear to also be causing drops in recency.
5	1. Improve Feed Recs relevance and blending (tracker)	01/24	At Risk	0.00 %	Global (goal): 0.35% Teen (tracking): 0.13%	Global (goal): 0.35 % Teen (tracking): 0.13 %		At Risk: IFR has an active metrics sev due to declines in time spent & key metrics in our LTH starting Jan 10th therefore all launches are paused. We are continuing to run experiments: IFR & EOF VM unification, trending in IFR, improving interest representation in ranking and content diversity understanding. In partnership with IGX, we: (a) completed joint experiment to remove IFR header and ready to launch pending sev mitigation, (b) are running EOF demarcator removal experiment.
6	Teen Cap15 Sessions	1/20	At Risk	NSS	0.51%	0.51%		At Risk: We will be on track when we ship our first changes by 1/31 On Chaining, we plan to launch a change that qualifies our time spe signals to better reflect user intent (+0.047% Cap15 Sessions), as well as improvements to how we predict external share events. On Feed Recs, we've paused launches to facilitate an investigation int LTH declines, but we are continuing to run experiments.

Last Update: **1/23/24** Owner: **Angela** [redacted]

2.4 Friend Sharing Metrics



Global Teen excl BR/IN Original Broadcast Producer PR [24.47% | -3.02% m/m | +31.1% y/y]

Data as of 1/15

- As expected, sharing metrics spiked over the New Year, followed by a pullback causing the steep decline in the following week, followed by signs of recovery afterwards. This is consistent with trends from prior years.
- **Global Teen Original Stories Producer PR (ex IN/BR)** is down -3.93% m/m to 16.94%, but it is beginning to recover this week (+0.4% w/w) after the post-New Years decline. Original Stories Producer PR hit a high of 19.47% on New Years Eve.
- **Global Teen Notes Creation PR** is currently at 10.44%, down -2.36% m/m, but recovering this week (+1.38% w/w) after the post-New Years decline. On New Years Eve, teen Notes Producer PR hit an all-time high of 14.8%.
- **Holdout:** Teen Original Broadcast Producer DAU grew by +1.6% in the Friend Sharing H2 holdout, with a +2.4% lift in teen Original Stories Producer DAU and a +1.56% lift in teen Notes Producer DAU. This was mainly driven by the launch of Stories Add Yours Templates, along with the Notes Creation CTA, Stories Music Toolbar, and Stories Persistent Blue Plus.

Global Teen cDAU PR (exEPD)[55.33% | +0.72% m/m]

Data as of 1/15

- As expected, we observed a significant increase in messaging metrics on Christmas, NYE and New Years followed by a steep decline the following week. This is consistent with trends from prior years.
- **Teen Reshare Sender PR** continues to grow at an astounding pace of 4.61% w/w and 8.10% m/m and +37.92% y/y, now reaching a peak of 33.72% (1/3rd of daily active teens resharing on the platform), without seeing any decline post NYE. Overall Reshare Sender PR is also up 3.04% w/w and 3.33% m/m, at 29.61%.
- **Teen Original Visual Sender PR** grew by 4.56% w/w but is down -1.14% m/m, coming off of the decline post-New Years, now reaching 18.34%. We continue to see Teens massively over-index on original visual sending, as overall Visual Sender PR continue to be 6.90%, almost 3x smaller than Teen PR.
- **Holdout:** Teen cDAU grew by 0.28% in the Friend Sharing H2 Holdout, with a 3.82% lift to Teen reshares, 0.81% lift to Teen direct sends and 1.07% to Teen reciprocal conversations . The main launches driving this were Supershare iterations done by the Reshare flywheel team, which drove 0.34% Teen cDAU in total across H2, and the many Stories launches that drove production and increased conversations as a result (Stories Music Toolbar, Add Yours templates).
  .

Global Teen Friend Interaction PR [61.36% | -0.6% m/m]

Data as of 1/11

- As expected, we saw a steep increase in Friend Interaction DAU PR leading up to New Years followed up a steep decline the following week.This decline is consistent across Friend cDAU PR (messaging &calling) and Friend Lightweight Interaction PR (likes, comments, sticker interactions, etc.)
- **Holdout:** Teen FI DAU was not stat-sig in our Friend Sharing H2 holdout (+0.1±0.11%).

Pull chart snapshot from App-Level Ecosystem Dashboard | Data as of 1/15 Owner: **Nikila [redacted]**

2.4 **Friend Sharing** Project Status

📍 **Half Goal Metrics**
Global Teen Original Broadcast Producer PR
Global Teen cDAU PR

Last week highlights (write in prose to copy-paste to IG HPM):

We've kicked off execution across 6 Friend Sharing workstreams: Stories, Notes, Friend Messaging, New Sharing Experiences, Avatars and E2EE.

We ended the year launching Stories Add Yours Templates. They've been an especially big hit with Teens, lifting original producer PR by as much as +9% in testing. We're doubling down on them in H1 by integrating new expressive tools like Music Sticker, AR & GenAI effects, and enabling discovery by allowing accounts to share them to their Feed/Profile.

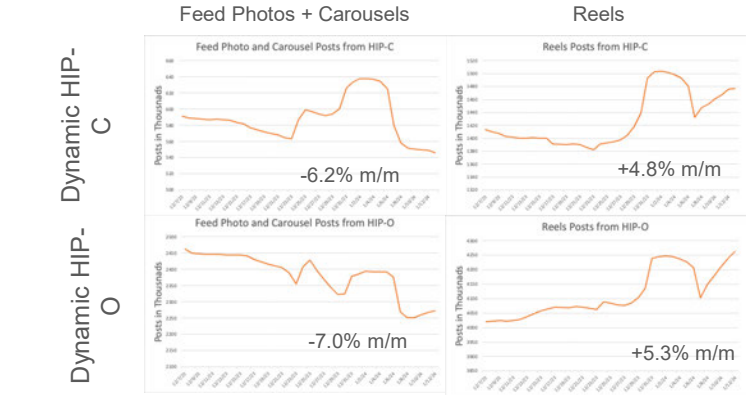
We paused the Notes Prompts test in December due to capacity concerns caused by Prompts going viral. We're restarting the test this month.

In Direct, the new groups creation flow is rolling out on iOS and location sharing will begin testing next week. We're kicking off iterations for h-scroll ranking on the IG Share Sheet.

Last Update: **1/17** Owner: **Brett** [redacted] Tracker

Stories	**At Risk**	***OKRs: 3 of 3 At Risk| +0% vs +2% Teen Original Stories Producer PR | 0 of 4 Shots | 0% vs. 0.2% Cap15 Sessions (90/10)*** • Media Previews public testing: Media Previews is testing on Android excluding low end devices due to FAD issues. Test post here. • Vertical Scroll with ads public testing: This test is a key milestone to understand the impact of Vertical Scroll on monetization. See Vertical Scroll Q1 24 plan here. • No Ship decision on Mutuals Filter: We tested Mutuals Filter, a toggle to show mutuals in the Stories tray. The hypothesis was that giving users a way to see more friends would grow story consumption and interaction, and a more friend forward Stories tray would also drive healthy consumption and production. The test invalidated our hypotheses. Story mutuals impressions grew (+1% mutuals pog impressions) but at extreme tradeoff to overall Stories consumption (-6% Stories pog impressions) and regressed production (-0.5% Original Stories Producer PR.)
Notes	**At Risk**	***OKRs: 3 of 3 At Risk| +0% vs +3% Teen Notes Producer PR | +0% vs. +40% Teen Note Interaction DAU | 0 of 2 Shots*** • Prompts: Paused Dec. test due to unexpectedly high virality / capacity concerns. Restarting test this month with capacity improvements and additional country test [details]. • Lightweight feedback: concluding country test, will share readout with FS leads this week for ship decision. V2 execution started. • Mentions V2: execution started, estimated bug bash starting in 2 weeks • Notes in Feed: CSR approved, but need to align with Ads team on Netego budget and test plan • Valentine's day easter egg animation: execution started, on track to ship by V-day • Note chat: design is collaborating with NSX team to finalize experience for prototyping
Friend Messaging	**At Risk**	**OKRs: 2 of 2 At Risk | +0% vs. +0.18% Global (excl ePD) Teen cDAU | +0% vs. +1% Global (excl ePD) Teen Group Sender DAU** • Groups Participation Ideation Workshop: Holding a 2-day ideation workshop this week focused on identifying big bets that can meaningfully differentiate IGD Groups and drive incremental growth • Group Creation Flow: New creation flow rolling out on iOS (post) • Multi React on Open Threads: Began testing on 1/9 • Location Sharing: Scheduled to begin testing on 1/22 • Groups Tab: Design Review scheduled for 1/26 • Share sheet experience: We're kicking off iterations for h-scroll ranking and are restarting our CTR-based ranking experiment today. • Receiver experience in Direct: We're continuing to make progress on PXFN mitigations to unblock a test for Consumption v1 and Play Piles in the next few weeks.
New Sharing Experiences	**At Risk**	***OKRs: 2 of 2 At Risk| 0 vs. 2 Shots*** • Wrapping up PXFN for Music Pick test (ETA: Jan 23), building initial QuickSnap prototype (eta), determining if Stories team wants to take on Face Glitch concept (Studio)
Avatars	**At Risk**	***OKRs: 3 of 3 At Risk | Support Style 2.0 | Coin Flip Optin Test | 0 of 1 Shots*** • We wrapped up H2'23 Lookback and kicked off execution against our IG Avatars H1 2024 Roadmap • We launched new TAYA avatar stickers (+4.093K in Teen Avatar DAU) and new Avatar Glyph (+39K Teen Avatar DAU and +29K Teen Profile Adoption by 29K) • We aligned on Nudges Chapter 1 Strategic Foundation Product Review with FS + PS&A Leads and are working to iterate on feedback from Chapter 2: Early Design Exploration. • We are partnering with the IG Creation team to design a custom animation for nudging non-avatar users. We're excited to have Adrian Smith partnering closely with us on Nudges MVP
E2EE	**At Risk**	***OKRs: Pending*** • No new updates

2.5 **Creators** Metrics



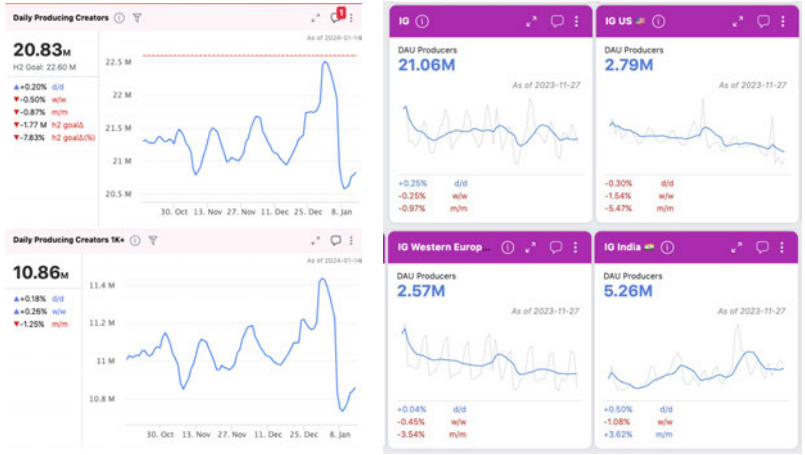


Chart snapshots from Goals Dashboard, CT email dash, HIP-O Dash | Last Update: **1/14** Owner: **Natalie** [redacted] **Jack** [redacted]

As of 1/12 - Feed + Reels Production from Dynamic High Incremental Creators (HIP - C) and Dynamic Original High Incremental Producers (HIP -O) have slightly increased in the past month at +1.4% m/m for HIP -C and +0.7% m/m for HIP-O.

- Feed Photos and Carousel production has been declining from these cohorts (-6.2% m/m for HIP-C and-7.0% m/m for HIP-O).
- Reels production has been increasing (+4.8% m/m for HIP-C and +5.3% m/m for HIP-O).

Daily Producing Creators, which includes all formats, has slightly decreased in the past month (-0.5% m/m for DPC and -1.25% m/m for DPC 1K+):

- We exceeded our 90/10 goal of +0.5% DPC and ended the half with +1.0% DPC, including +0.69% ± 0.29% DPC directly from the holdout and +0.32% DPC from a collaboration with IGB (outside of the holdout), reaching a total of + 205.9K DPC.
- Key launches include:
  - Increasing feedback: including replay in view counts (post, +0.32% DPC)
  - Awarding producers with achievements when they reach specific production milestones & prompt users to post stories in a streak as a challenge and award them with a badge when they complete the challenge. (Achievements & Daily Story Challenge +0.50% DPC)

2.5 **Creators** Project Status

Last week highlights (write in prose to copy -paste to IG HPM):

- We have completed our goal readout for H2. We exceeded our 90/10 goal of +0.5% DPC and ended the half with +1.0% DPC, including +0.69% ± 0.29% DPC directly from the holdout and +0.32% DPC from a collaboration with IGB (outside of the holdout), reaching a total of + 205.9K DPC. Key launches include: 1) Increasing feedback: including replay in view counts (post, +0.32% DPC) 2) Achievements & Daily Story Challenges: Award producers with achievements when they reach specific production milestones & prompt users to post stories in a streak as a challenge and award them with a badge when they complete the challenge. (Achievements & Daily Story Challenge, +0.50% DPC (2)) 3) Monetization (reels bonus and gifts), notification UI change, and new sharing format all have some production impact, but no stat sig impact on overall DPC. In addition, we now have a final readout of our experiment to open creator tools to non-pro creators ("Creator Experience") and see production impact with no regressions. We will continue to refine audience targeting criteria and ensure experience quality before we ship beyond the current test audience, but we see clear opportunity to increase impact of creator tool launches by opening top of funnel.

IG Creators Can't Fails [Full Tracker Here]		
WS1: Ecosystem		
WS2: GTM		
WS3: Guidance		
WS4: Monetization		
WS5: Distribution		
WS6: Connection		
WS7: Creation		

Last Update: 1/17 Owner: Allison [redacted]

Action Item Summary @Nelson Madubuonwu

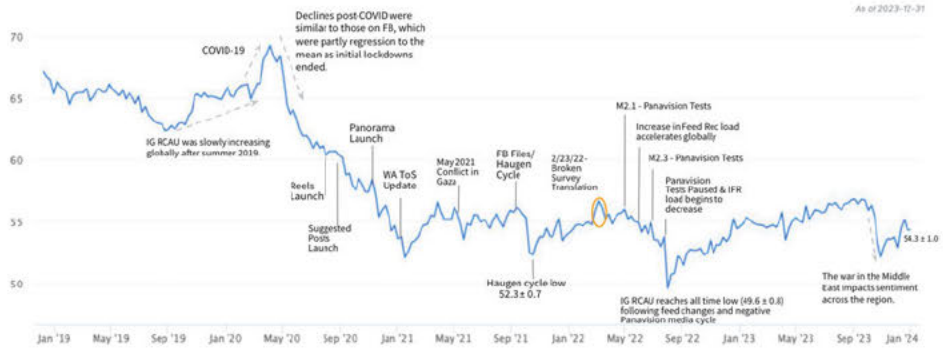
Priority Area	Follow-up	Date	Owner
Growth	Decompose DAU vs. MAU causes in growth over performance attribution exercise	Next two weeks	Jessica / Swati
Engagement	Why are we seeing a US / DM vs. Global TS divergence? [is India softness a contributor?]	Next two weeks	Joe
Monetization	Will forecasted impressions softness impact revenue?	Next monthly	Ashley
Reels	Follow up on India headwinds for Reels production understand if softness also on consumption side being hidden by overall strong Reels consumption trend	Next two weeks	Jack / Michael
Friend Sharing	Share out deeper dive on music notes	Next two weeks	Lyle
Sentiment	Follow up on what “Creation” covers in “What product features are most correlated with sentiment?”	Next monthly	Caroline
Sentiment	Largest items in “Other Surface” in “What product features are most correlated with sentiment?”	Next monthly	Caroline

Last Update: **8/9** Owner: **Nelson** [redacted]

3. Cross-IG Initiatives & Addenda

3.1 Sentiment

Global IG RCAU (Relativized version of "Cares about Users")



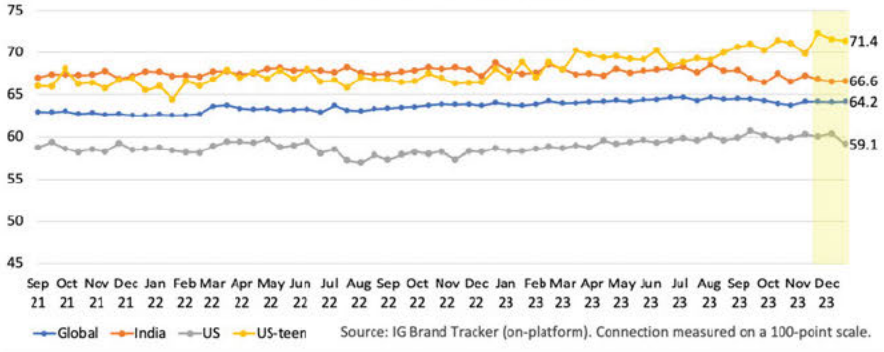
Global:

Δ1m	Δ2m	Δ3m	ΔEnd_H1_2023	Δy/y
+1.11 ± 0.7	+1.08 ± 0.69	-1.88 ± 0.68	-1.38 ± 0.64	+0.05 ± 0.63

Key points:

- **Global IG RCAU** trended up in the past month but remains below pre-war levels, recovering about 53% of its losses so far.
  - The declines following the start of the war – and partial recoveries since – are driven in large part by Egypt and other countries in the Middle East.
  - Overall, Global IG RCAU ends 2023 about even with its level from the start of the year.

Connection Metric ("*How well does Instagram help you to **connect to your friends**?*")
December 2021 - December 2023, Fortnightly



Connection Metric Trends:

Global:

Δ1m	Δ2m	Δ3m	ΔEnd_H1_2023	Δy/y
-0.02 ± 0.26	+0.29 ± 0.26	-0.22 ± 0.26	-0.36 ± 0.25	+0.24 ± 0.24

India:

Δ1m	Δ2m	Δ3m	ΔEnd_H1_2023	Δy/y
-0.48 ± 0.86	-0.43 ± 0.83	-0.11 ± 0.82	-1.41 ± 0.78	-1.41 ± 0.77

US:

Δ1m	Δ2m	Δ3m	ΔEnd_H1_2023	Δy/y
-0.41 ± 0.71	-0.02 ± 0.72	-0.67 ± 0.71	+0.21 ± 0.7	+1.34 ± 0.72

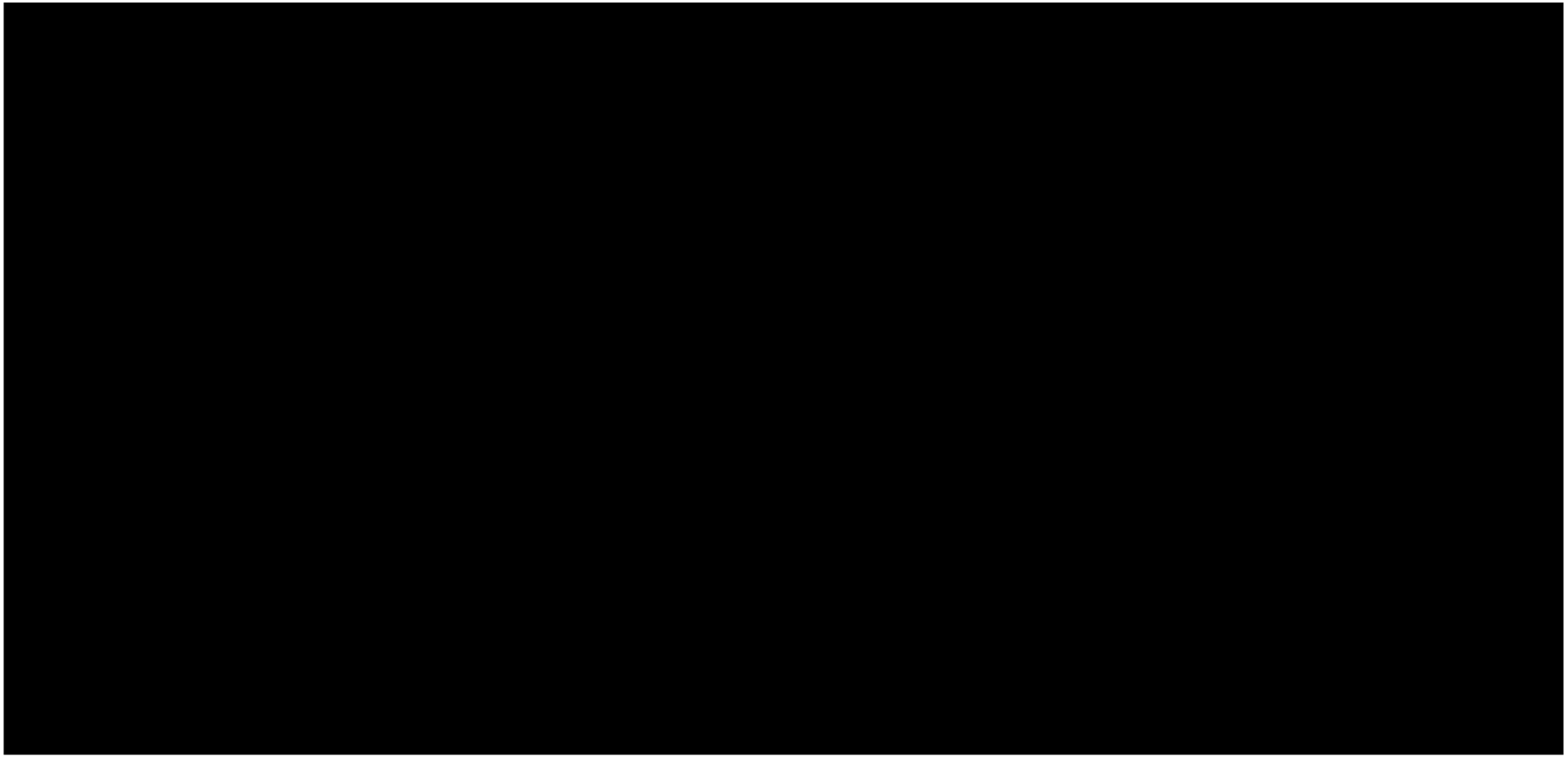
US teens:

Δ1m	Δ2m	Δ3m	ΔEnd_H1_2023	Δy/y
+0.45 ± 1.39	+0.19 ± 1.39	+0.86 ± 1.41	+2.16 ± 1.41	+4.25 ± 1.44

Key points:

- Globally and across US teens, there are **no stat.sig. changes in Connection** in the past month (Dec vs Nov).
  - **Connection perception for US Teens** continues to be higher over the past year (stat sig).
  - **Global Connection** remains relatively stable
  - **The US** sees a small decline (not stat sig) in the recent month (which may be seasonal), this will be monitored in the upcoming months.

Pull chart snapshot from IG Sentiment Monthly Newsletter (originally from SWAMP) | Data ending: **12/31/23** Owner: **Caroline [redacted]**



Last Update: ***1/25***
Owner: ***Amer*** [redacted] ***/ Bryan*** [redacted] ***/***
Neelima [redacted] ***/ Ganesh*** [redacted]

Tracker

3.3 **Labs** Key Project Status

Half Goal Metrics
DM Teen MAU
DM Teen DAU

Last week highlights (write in prose to copy-paste to IG HPM):			

Last Update: **11/29** Owner: **Marcie** [redacted]