

Instagram

FOUNDED IN 2010 BY
KEVIN SYSTROM AND
MIKE KRIEGER



FOLLOW YOUR FRIENDS'
LIVES THROUGH
PHOTOGRAPHY.

Facebook bought Instagram in April 2012 for \$1 billion

300 MILLION
USERS



LARGEST DEMOGRAPHICS
AGES: 18-29
WOMEN AND MINORITIES



Facebook does not disclose Instagram's financials, however a large amount of revenue comes from advertising.



Photos



Video



Live Streaming



Stories



Messaging

Users can post photos and videos using a variety of filters and editing options.