

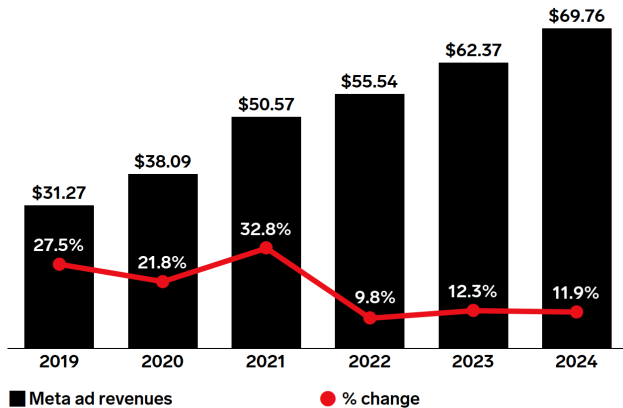
The Daily: Meta's mixed Q1 bag, influencers as brand ambassadors, and is Reels Facebook's future?

Audio

On today's episode, we discuss what to make of Meta's turnaround user growth and slowing ad sales. "In Other News," we talk about the most important thing to pay attention to when it comes to influencers this year and whether Reels is Facebook's future. Tune in to the discussion with our analyst Jasmine Enberg.

Meta Ad Revenues in the US, 2019-2024

billions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; includes Facebook and Instagram advertising revenues; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; excludes revenues reported under Meta's Facebook Reality Labs segment
Source: eMarketer, March 2022

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