

What are you worth to Facebook?

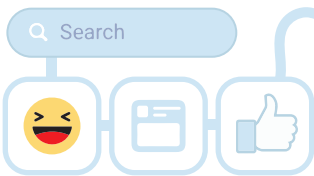
The social media giant makes more than 98% of its profits from advertising

"YOU ARE THE PRODUCT"

Data harvested from Facebook allow advertisers to carefully target their audience

Data revealed

Every time users react to a post by clicking "like", add an emoji, post or launch a search



Data given

Traits such as age, gender, relationship status, education and workplace

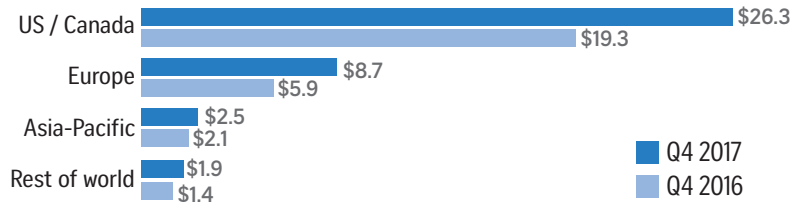


NOTE: *Popular marketing slogan: "If you're not paying, you're the product"

WHAT ARE YOU WORTH?

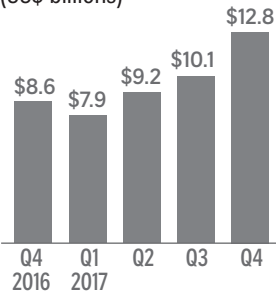
Average revenue per user, Q4 2017

(Based on revenue generated through advertising only, in US\$)



Advertising revenue

(US\$ billions)



Daily active users

(millions)

