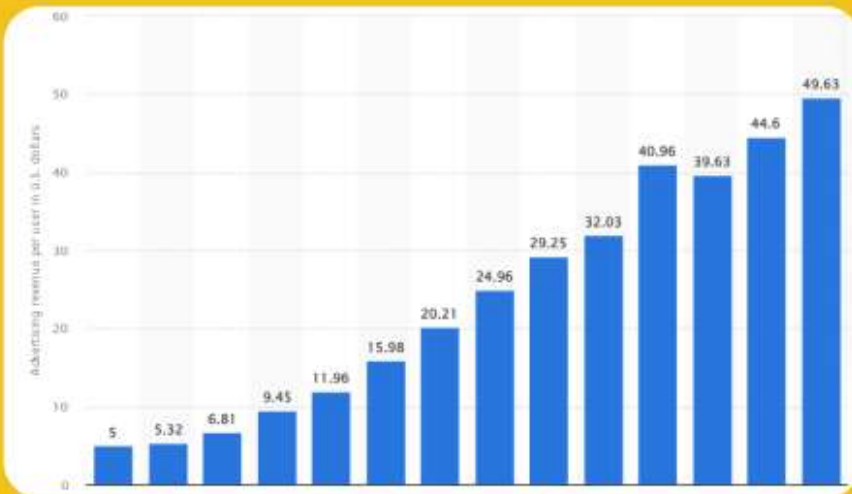




Meta Platforms – Product Portfolio Overview (2024)

A deep dive into Meta's metrics, product strategy, and business insights



Average revenue per user (ARPU) of Meta Platforms from 2011 to 2024 (in U.S. dollars)

🔑 Key Figures

- Daily Active People: 3.3B
- Revenue: \$164.5B
- Net Income: \$62.4B
- Employees: 74,067
- Operating Margin: 42%

🧠 PM Insights

- ARPU up 21% in 3 years
- Ads still = 97% of total revenue
- Reality Labs posted \$16.1B loss in 2024
- Meta AI + Threads growing as new pillars



✓ 4/6 Users said they'd recommend Meta to a friend exploring AI tools

✓ 4/6 Users discovered at least one agent that helped with a real-life task

✓ 3/6 Users appreciated the easy plug-and-play feel of trying agents

✓ 5/6 Users found the concept of AI agents on Meta exciting and potential

Customer Attended the Survey

"I think the idea of agents is cool, but honestly I had no clue what each one was supposed to do at first."

— Sanvi, 23yrs, Product Intern

"Too many features, too little clarity. Felt like walking into a tech playground without a guide."

— Priya, 26yrs, Research Analyst

"I found one agent that actually helped me summarize my meeting notes. That was a win. The rest felt more like experiments."

— Kunal, 25yrs, Grad Student

"Tried 4–5 agents. One helped. The rest just gave me anxiety."

— (Anonymous)



Aarav, 24yrs, Design Intern

About:

Aarav is a curious builder who loves experimenting with AI tools. He's interested in productivity hacks and tools that enhance personal workflow. Not deeply technical but quick to adapt.

JTBD:

I want to automate small tasks in my day (like summarizing, drafting, or organizing notes) using AI so I can save time and focus more on creativity.

Pain Points:

- Finds it hard to know which agent does what just by the name or description.
- Gets overwhelmed when trying to evaluate multiple agents quickly.
- Struggles with agents that don't remember or adapt to his past preferences.



Nikita Sharma, 26yrs, Junior PM

About:

Nikita enjoys exploring new tech but prefers tools that "just work" without too much setup. She's outcome-driven and values intuitive UX.

JTBD:

I want to use AI agents that help me brainstorm campaigns and create drafts quickly, without needing to explain too much context every time..

Pain Points:

- Feels agent onboarding lacks examples or guidance for first-time users.
- Gets frustrated when output is too generic or lacks brand voice.
- Wishes there was a rating or curation system to quickly find top-performing agents.