



INSTAHOOK

JUST HOOK IT. FORGET IT. WE WON'T



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PROBLEM STATEMENTS

All right! So picture this (*I know you have been there!*)

You're scrolling Instagram.

You find the perfect reel — a gift idea, career advice, travel hack — and you think:

“Ooh, I’ll need this later!”

So you save it. *Future you = SORTED!* 👍

But *fast forward* to that *“later”* moment...

You're searching. You're stressed. You're swiping through the abyss.

Was it a reel? A post? A story? A comment on a meme?

You've saved so much, and Instagram?

Yeah, it's *not reminding you* of any of it.

That amazing thing you saved?

It's just sitting there quietly in your Saved folder, collecting dust, whispering:

👻 *“Remember me?” (No. You Don’t.)*

And so you start from scratch. Again.

The real problem? Not saving.

It's *Finding it at the Right Time!*

No nudges. No reminders. Just pure, forgotten gold — *stuck in Saved Hell.* 🔥





SO ... YOU GOT A SOLUTION?

InstaHook is your intelligent Saved Manager — powered by Meta AI — that doesn't just store your saved Reels, Posts, and Stories...

It reminds you of them at the exact moment you need them.

Found a reel you want to revisit later?
Just Hook it!
Yes, it's that simple.

Whether it's career advice, a gift idea, or a trip plan,
InstaHook brings your forgotten saves back to life —
right when they matter most.

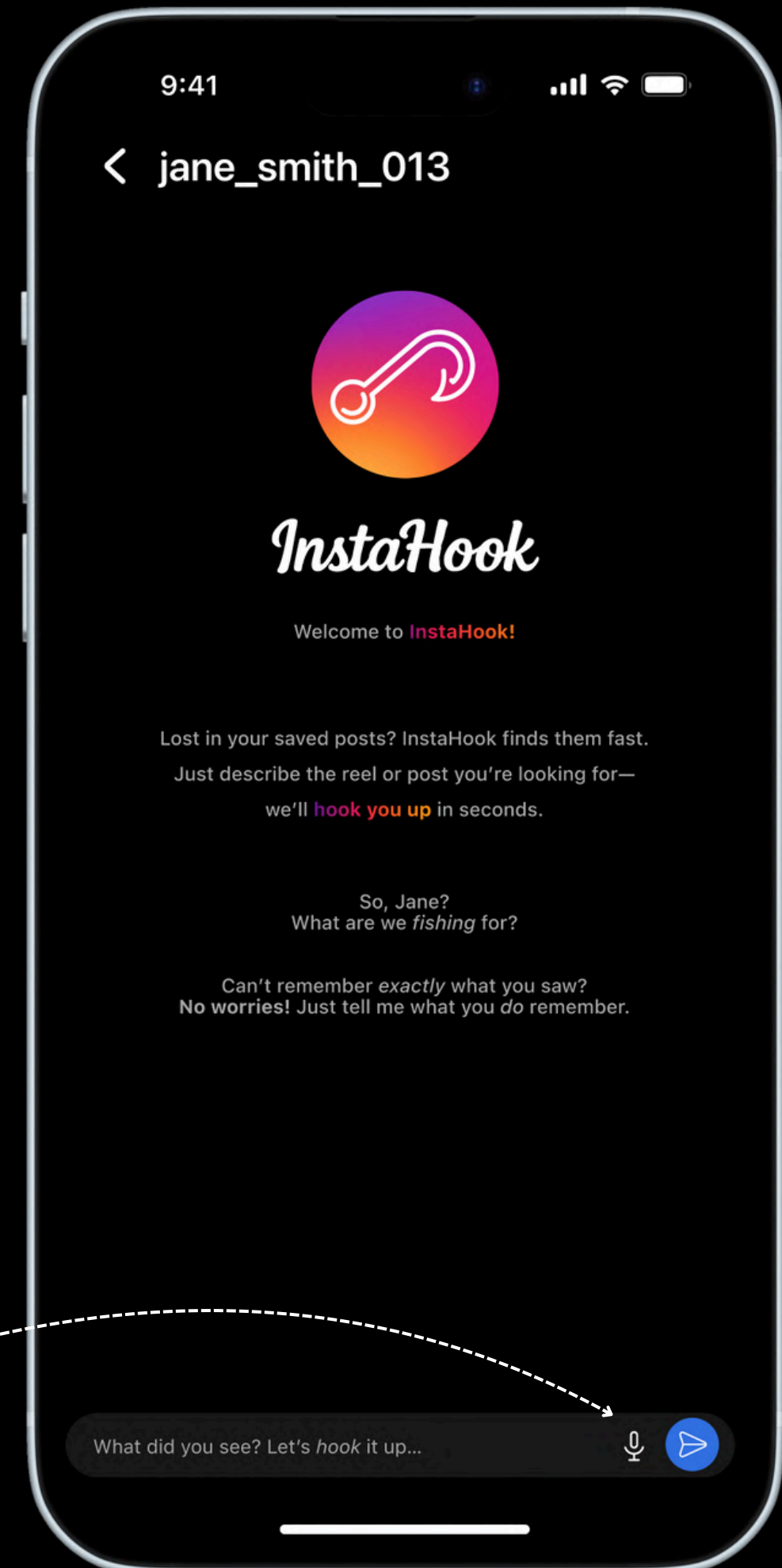


FLOW OF WORK

Seamless Entry from Home to Smart Recall



Quick Access from
Home Page Navbar

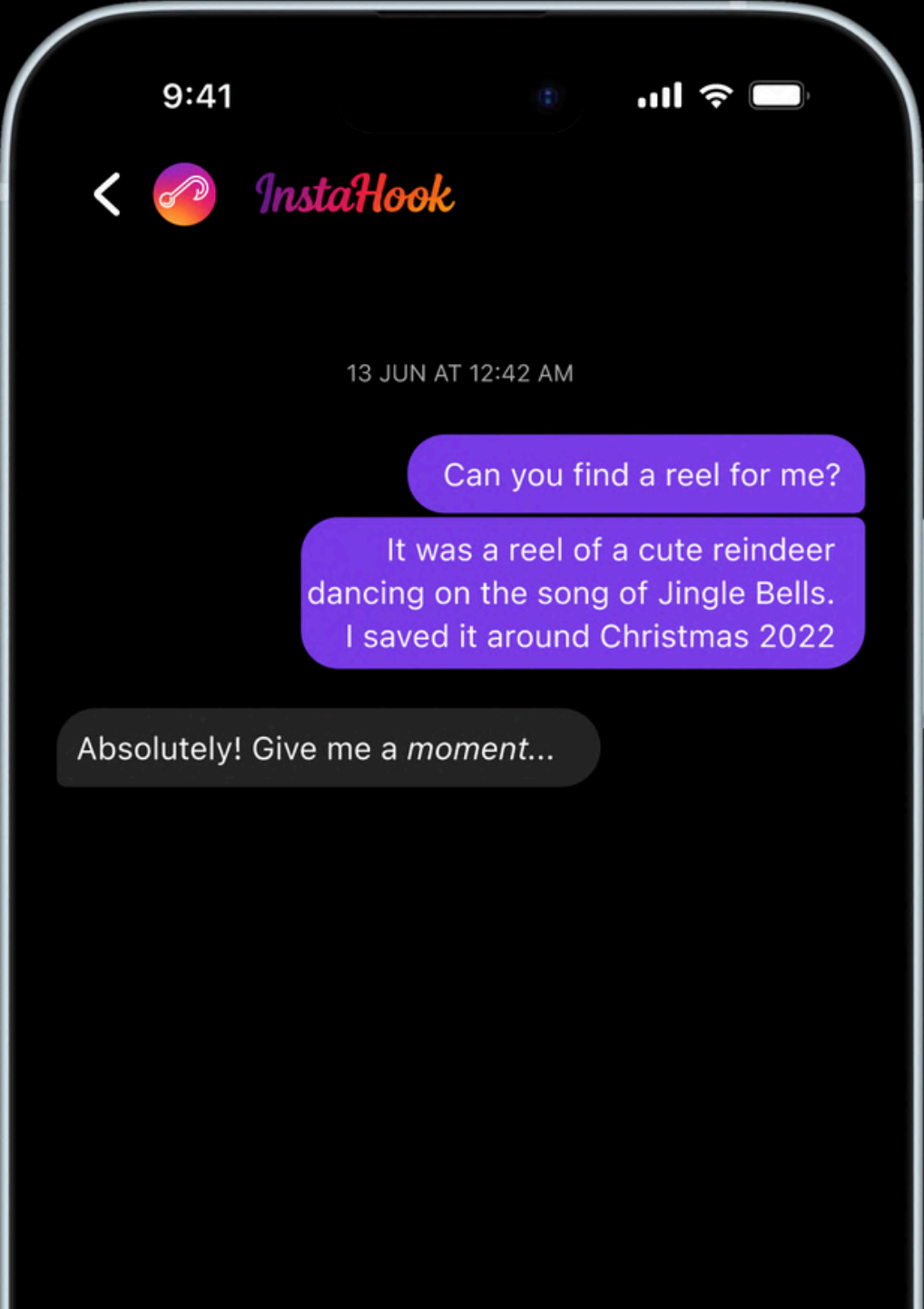


Voice-Powered Input
for Effortless Recall

FLOW OF WORK

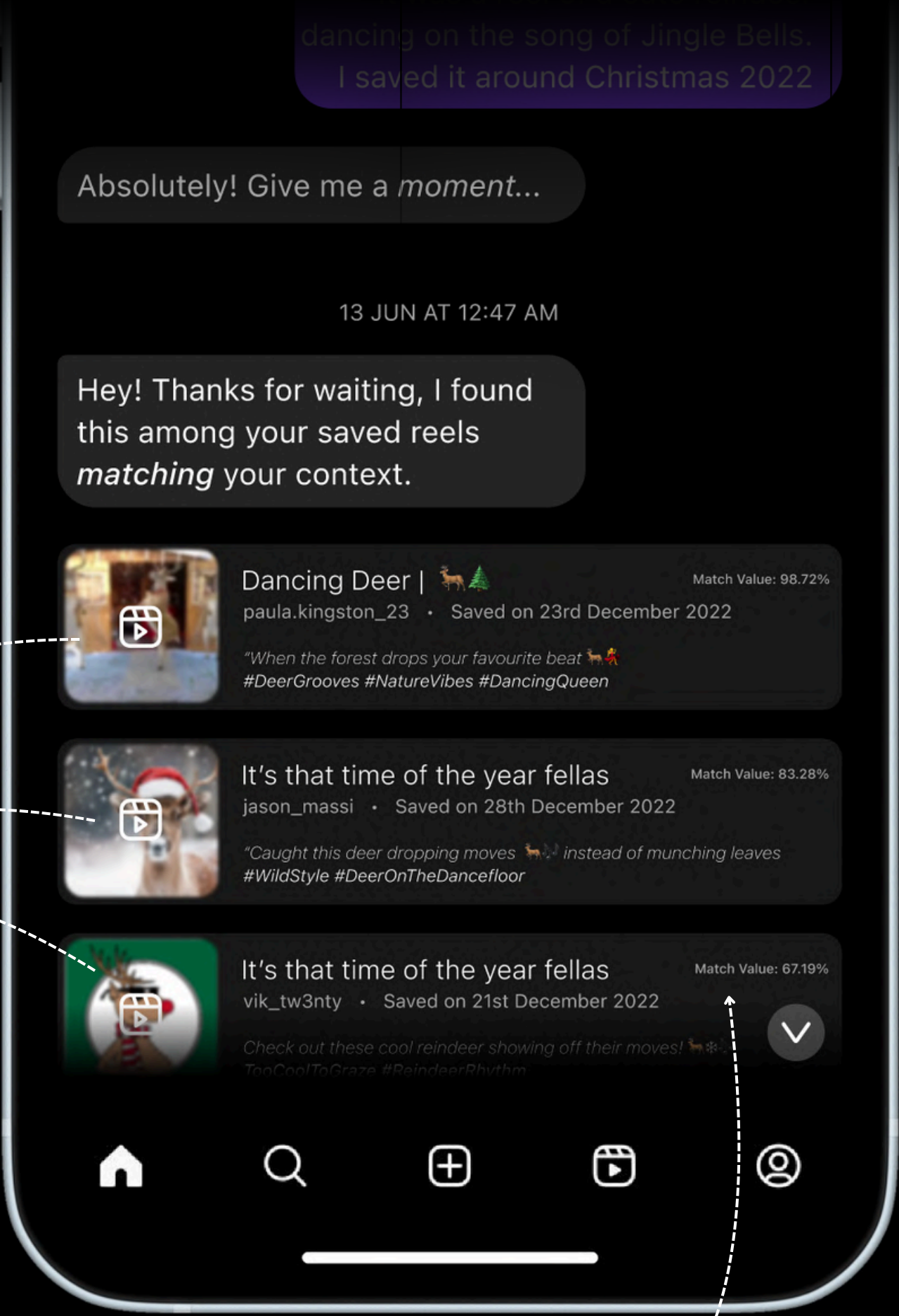
Frictionless Recall, Triggered by Intent, Not Effort!

Powered by  Meta AI
finds your saved reels, contextually



Context Aware
Result Fetching

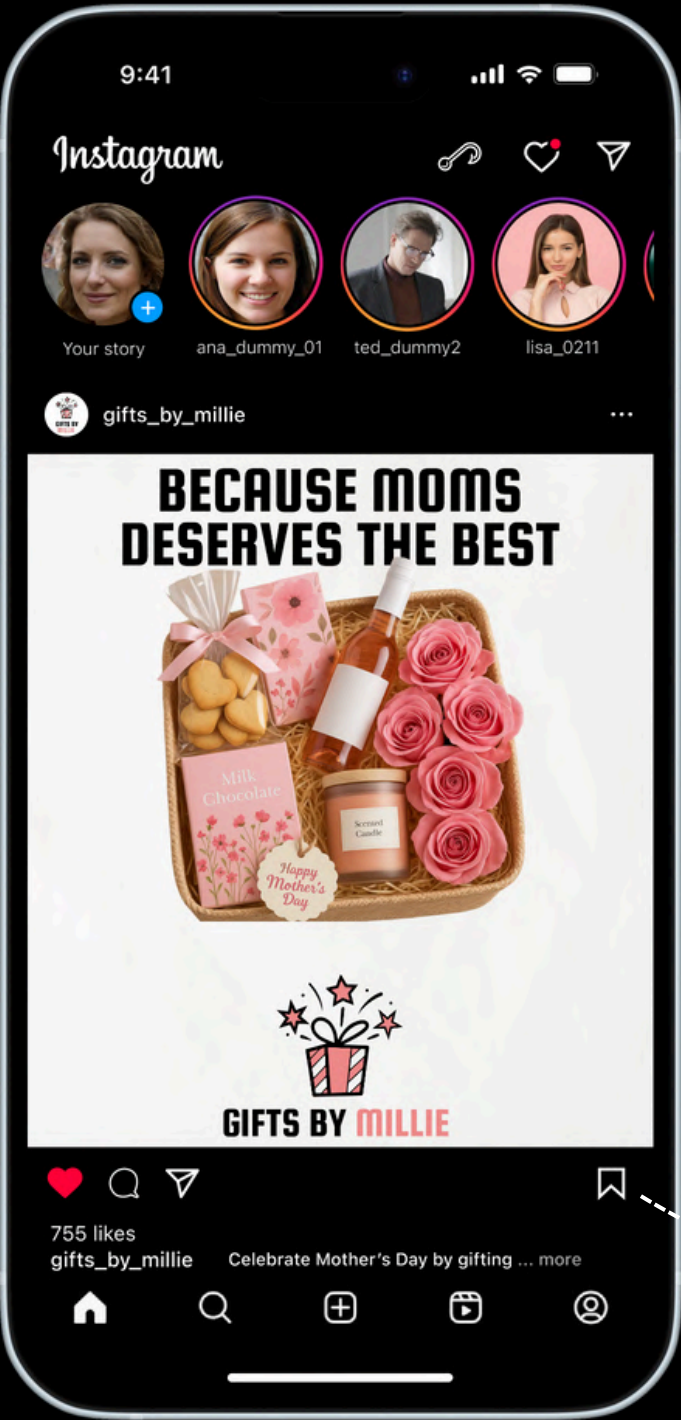
- Around Christmas
- 2022
- Reel
- Dancing Reindeer



Match Confidence
Builds trust in the result

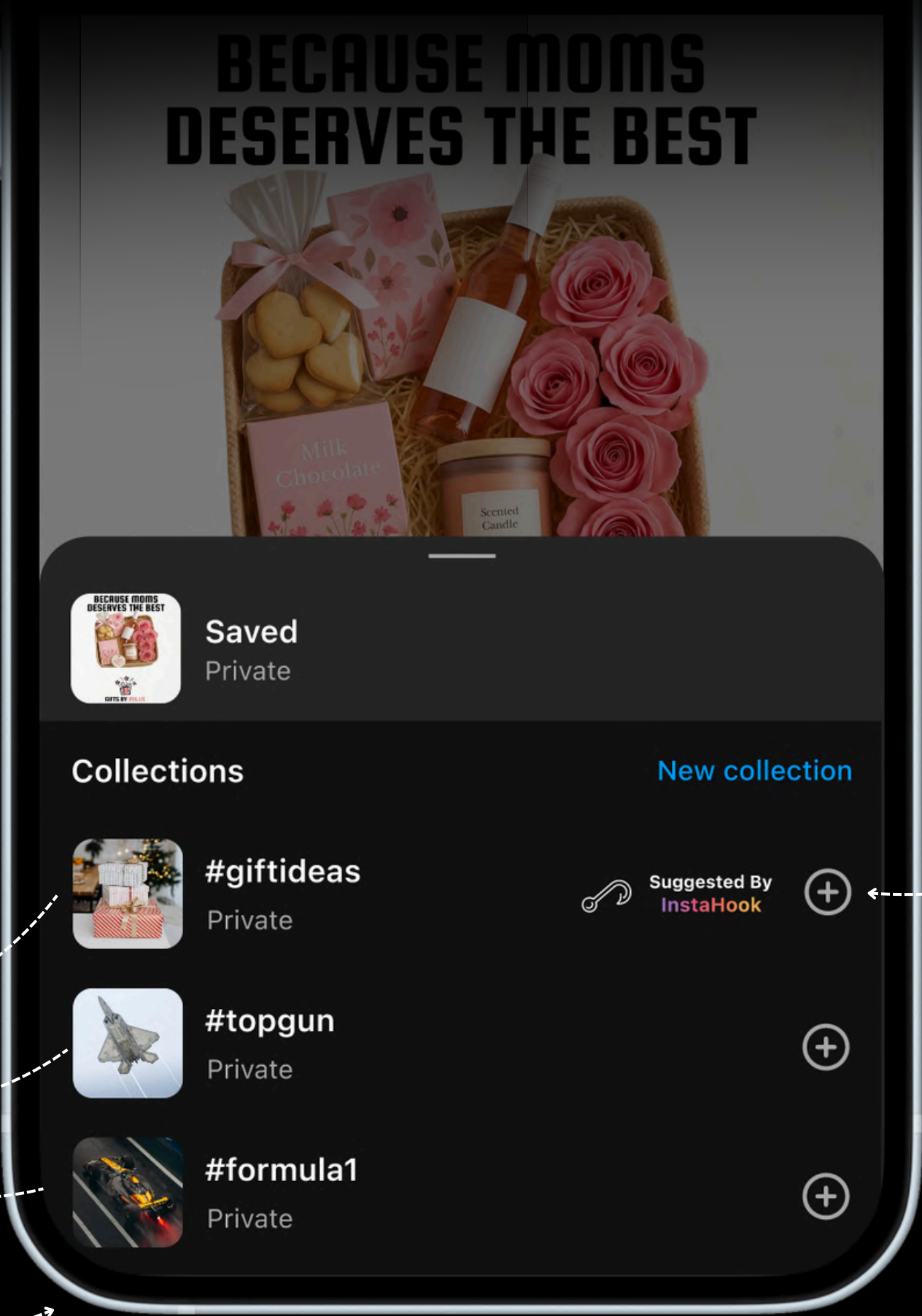
FLOW OF WORK

Minimal UI shifts. Maximum Organizational Value



Organized by
hashtags for
Precise Recall

Enhances functionality with
near-zero learning curve



Automatically
grouped using AI-
suggested collections



FLOW OF WORK

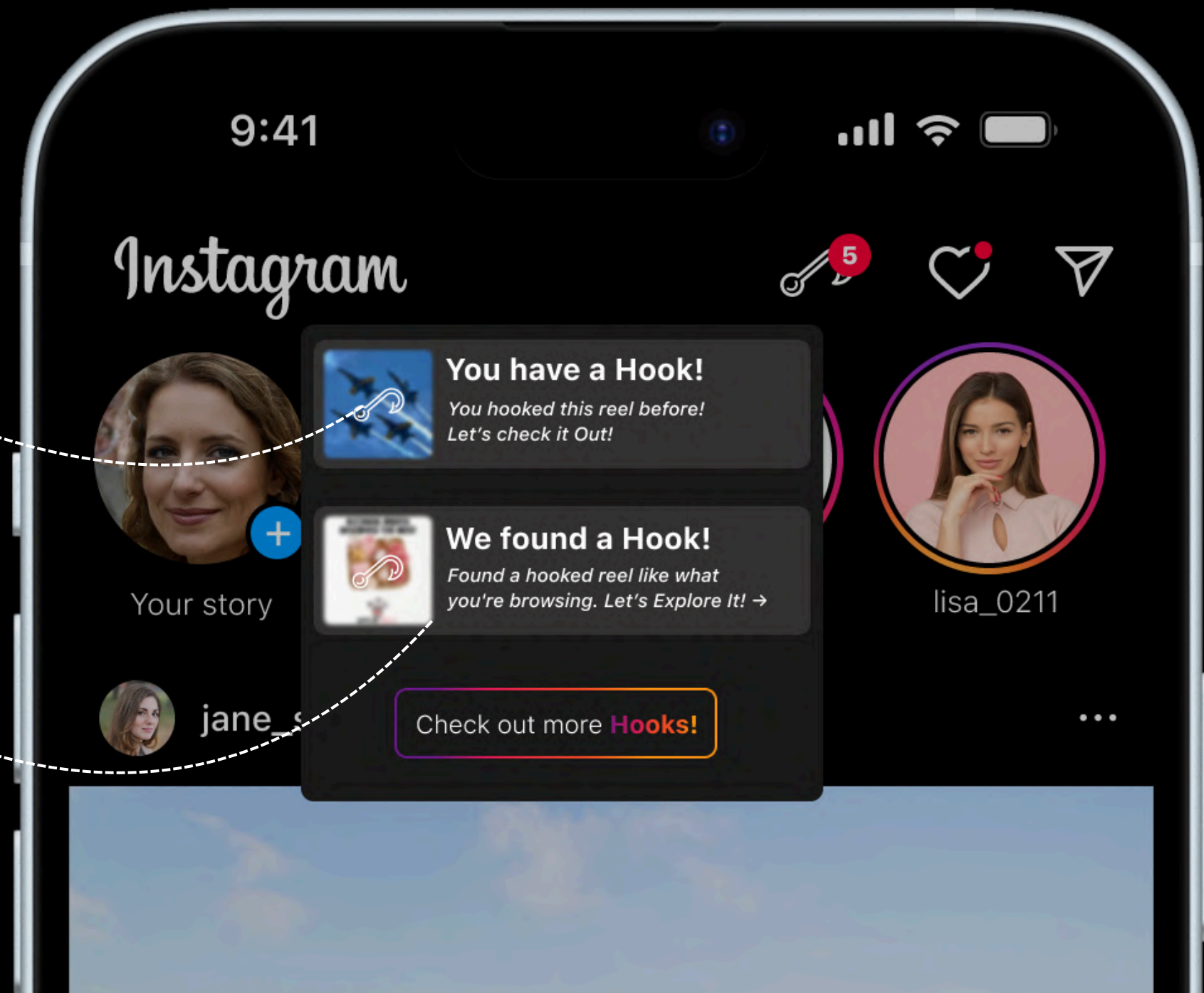
Notification to remind you of saved reels

Native Style of Notifications
for familiar experience



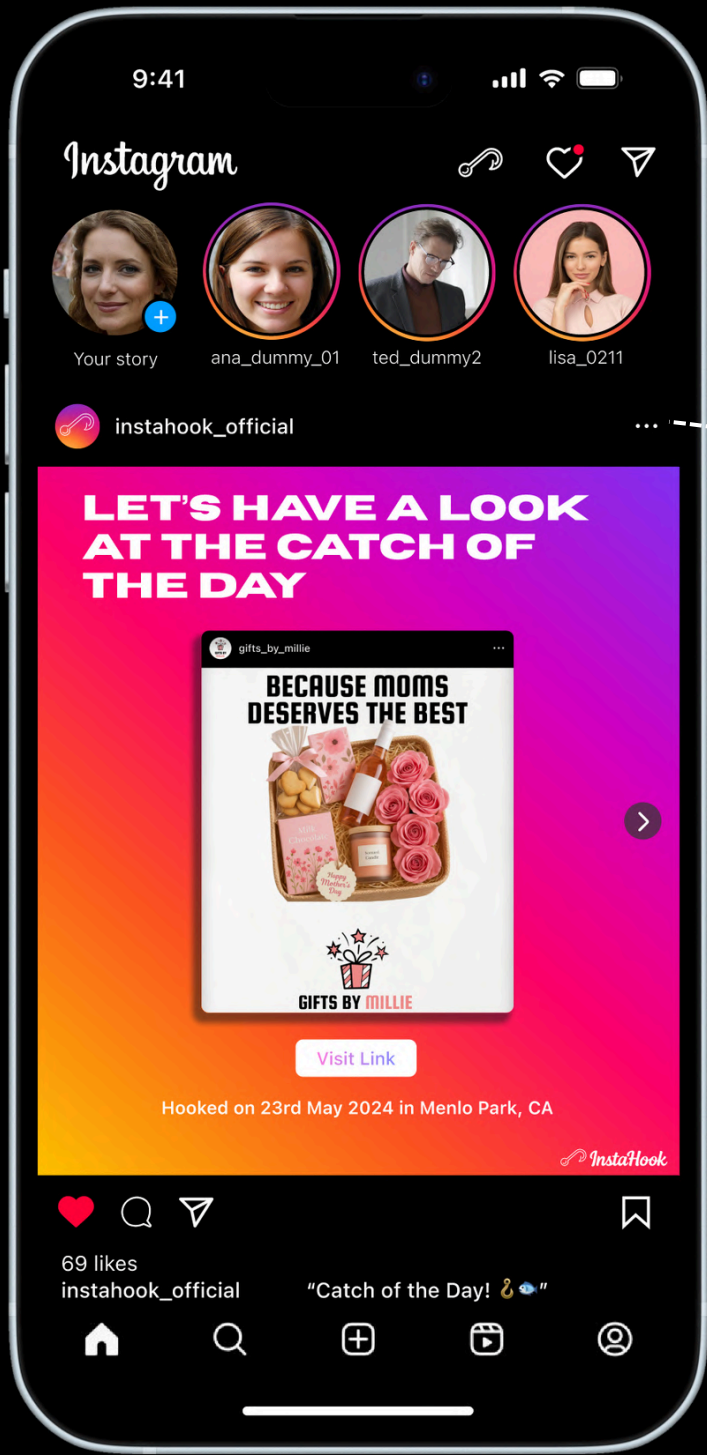
Simple
Notification

Previous Hook on
Browsing History



FLOW OF WORK

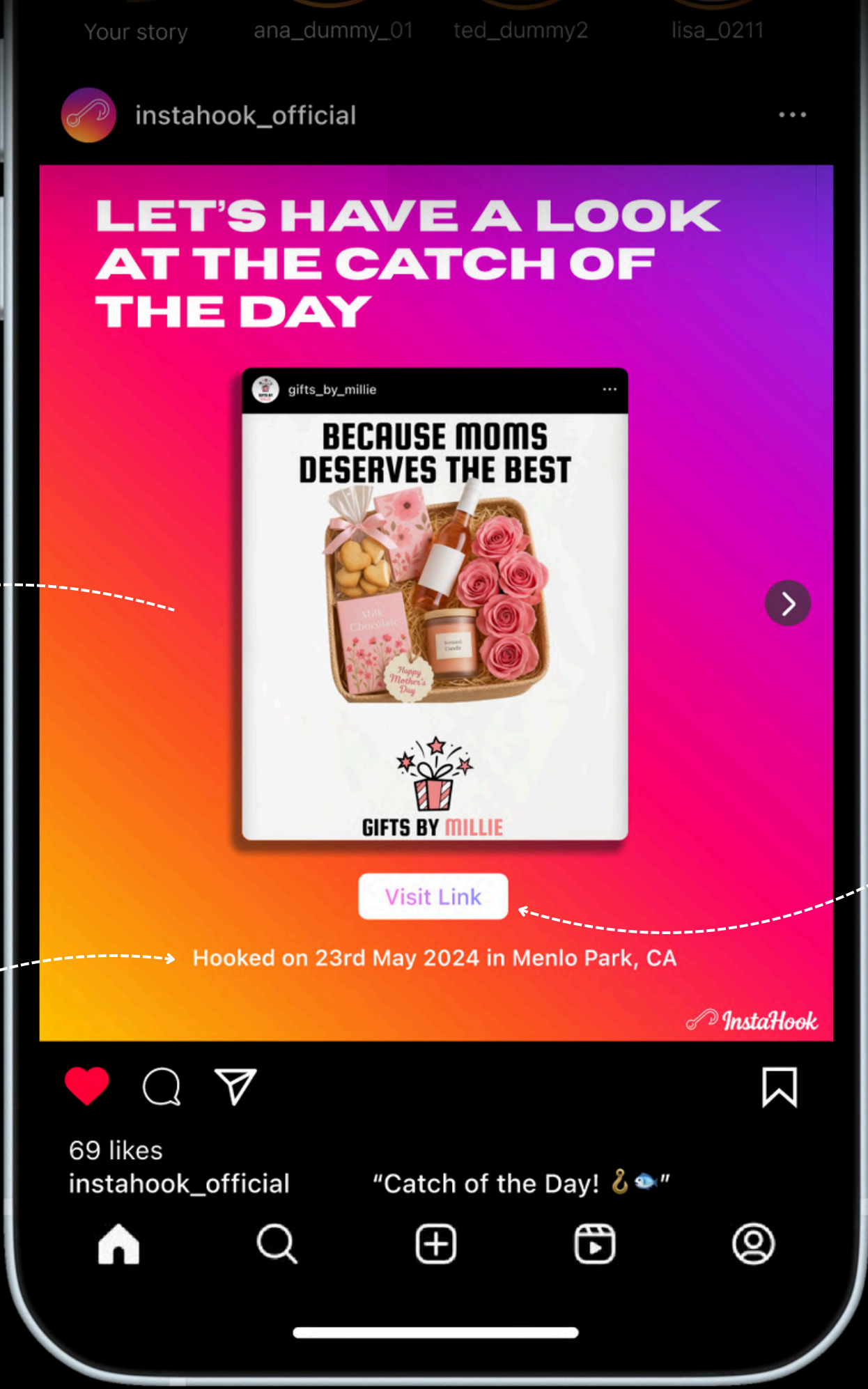
Resurfacing high-intent content from your saved posts



Recalled Hooked Post with Creator Info

Sponsored
Recalls from Your
Hooked Posts

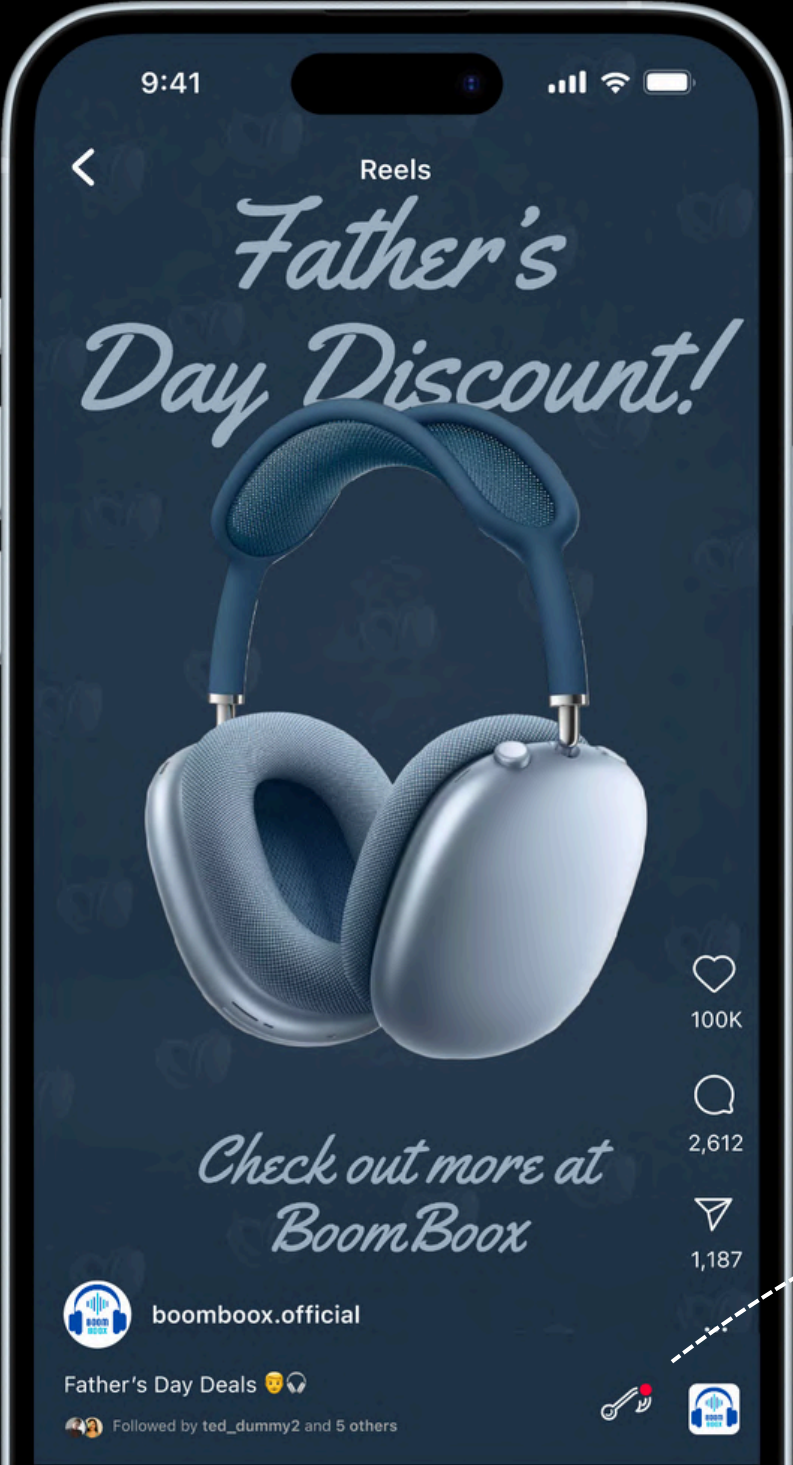
Hook Information on
Date and Location



One-Tap Return to
What You Saved !

FLOW OF WORK

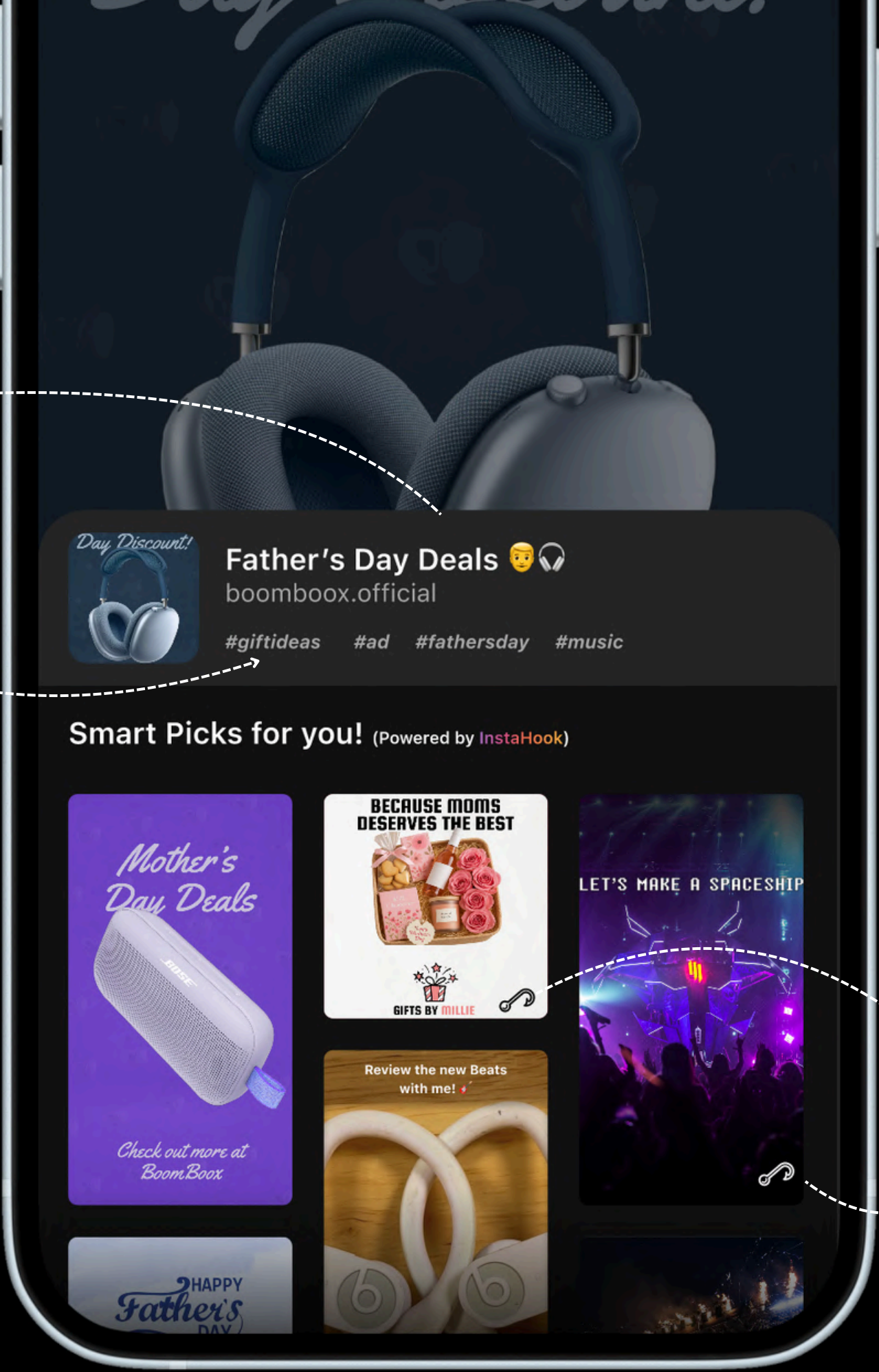
Contextual Recommendations Based on Hooked Posts



Hooked Reel
Details

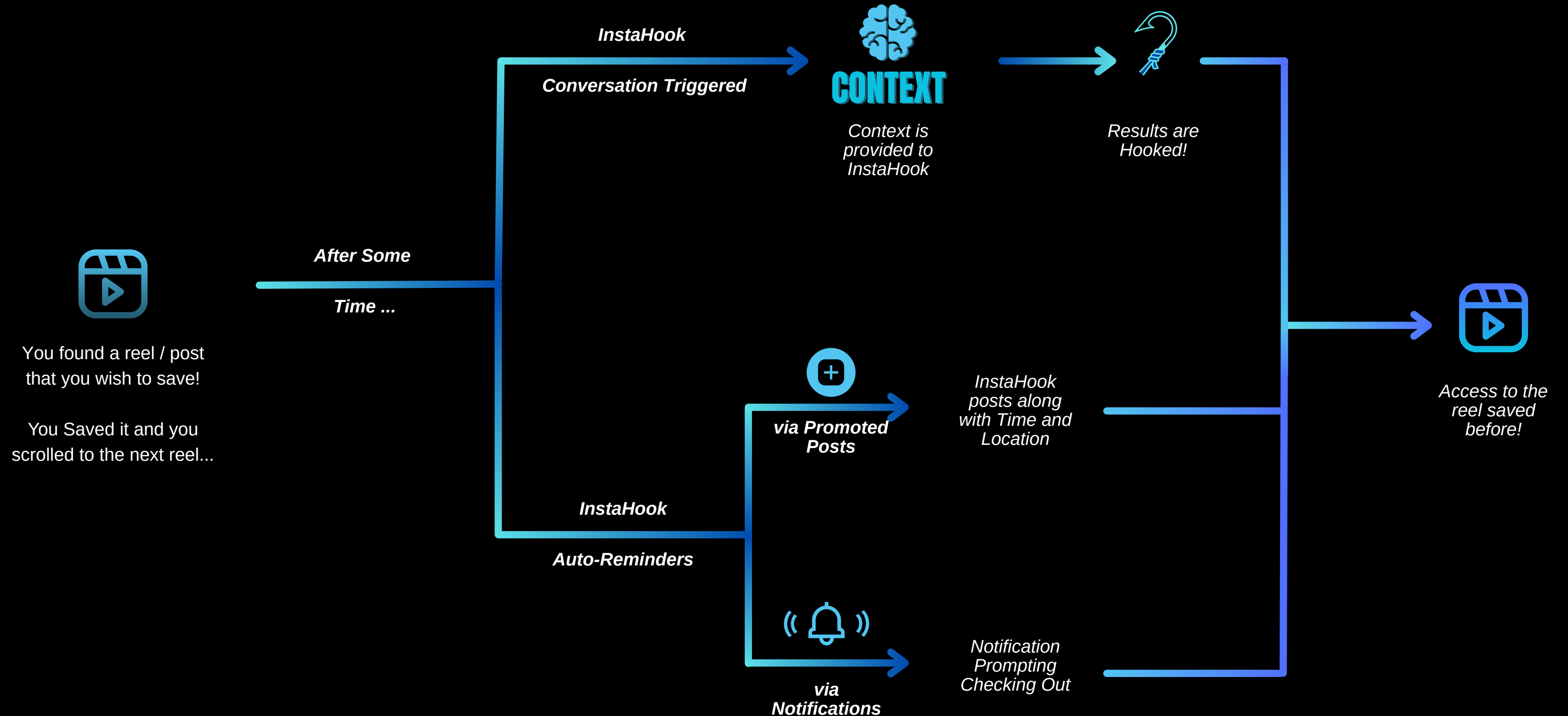
Hashtags used by InstaHook
for smart retrieval

Hook icon moved
beside post info
for cleaner UI.



InstaHook icon
on Saved Posts

BEHIND THE SCENE FLOW CHART





SUCCESS METRICS

To gauge for Instahook's success, we will focus on a few success metrics. The **primary KPI** focuses on **increasing DAU** in Instagram along with **maintenance of high D1 and D30 values**. The **secondary KPI** focusing on **outreach and user sentiment**

- **Instahook Activations** → Number of times users engaged with InstaHook (any of below method):
 - **Conversation Queries**: AI-powered search queries initiated
 - **Hook Reminders Tapped**: Smart reminder notification opened
 - **Promoted Hooks Viewed**: Resurfaced posts from past saves interacted with
- **Engagement Metrics**
 - **Instahook Suggestions CTR**: % of users who clicked on InstaHook suggestions within the Saved section.
 - **Catch of the Day CTR**: Click-through rate on re-surfaced Hooked content in feed/stories.
 - **Avg Session Time (Instahook)**: Time spent interacting with Hooked content, overlays, or AI recall.
- **Lift in Ad CTR (on Hooked Content)** → % increase in ad engagement for content previously saved
- **Social Intelligence**
 - **Social Listening**: User sentiment analysis on InstaHook's reviews to identify potential issues and generate upgrade ideas.
 - **Hook Trend Velocity**: Speed at which topics get "Hooked" across users
 - **HashTag Analytics**: Measure Reach of Marketing Campaigns through Click Through Rates and marketing strategies





COUNTER METRICS

There are some *Counter Metrics to look out for!*

- **Rage Quits** → **Performance Issues** could cause Rage Quits among Instagram users, which can **potentially cannibalise** on other Instagram Functionalities. These issues could include:
 - **Performance Latency**: Monitoring *performancy latency* and *resource consumption* during InstaHook trigger to prevent Rage Quits
 - **Broken UX**: A Broken user experience leads to *frustration* ultimately leading to a prompt *switch to competitors*
- **Ad Density Sensitivity** → *Overuse of promoted content* can *reduce perceived utility*, leading to *user fatigue* and *degraded user experience*
- **Long TTFA**: A long *Time To First Action (TTFA)* indicates *need of better onboarding strategy*
- **False Positive Rates** → *Repeated False Positives* on *Hooked Results* and *Fetches Results* can lead to *poor sentiment* of *InstaHooks accuracy, reliability and relevancy*, driving new users away from signups





INITIAL MVP (IMPLEMENTATION)

TEAM SET UP

Set up a *meeting with other PMs, Design Leads, Tech Leads, Marketing Leads* to further develop and *refine the MVP* and the *production strategy*, keeping everyone in the loop. Some points of discussion could be as follows:

- *Design Leads* → UI Development, User Experience Flow, Interactive Design (IxD) etc.
- *PM Leads* → OKRs, KPIs, Metrics for Success Tracking, Retention Graphs
- *Tech Leads* → Latency Reduction utilising Caching Strategies, Conversational AI Implementation, AI-based Smart Reminder System Strategy
- *Marketing Leads* → Marketing Strategy, Competition Monitoring, Trends CTR

INITIAL MVP

Initial *Focus on Low Cost and High Impact Feature* within InstaHook (for instance, *Technical Team can focus on simple AI based conversation and temporal reminders*. Begin with *Association Learning* based *Rec Systems*, while *Design* can work on *UI integration* and *UX Flow in a parallel sequence*, with *Marketing* experimenting and *refining the branding strategy*.

Begin with 4 Engineers (two per tasks), 2 Designers (For UI Integration and UX), 2 Marketing and 2 Testing (For Latency / Security and Accuracies / UX). Initial Results for base versions expected within 3-4 weeks, followed by Rollout-ready features in 8-10 weeks, aiming to improve retention by 5-10%.





INITIAL MVP (IMPLEMENTATION)

TESTING IMPLEMENTATION

- **DogFooding** → Internal QA and Testing to check for latency and Result Fetching Accuracy.
- **A/B + Shadow Testing for Premium Users** → Early on Access + Hype Build + Latency Testing (through Shadow Testing).
- **Pre / Post Testing** after mass rollouts for maintenance and future improvement points.
- **Quant v/s Qual Matching + NPS Feedback Loop**: Better insights of performance after matching user response and social media sentiment with statistical metrics. Utilise Customer Feedback through Net Promoter Score

ROLLBACK STRATEGIES

In the event of:

- **Latency ≥ 200 ms** → Rollback of Instahook Feature to simple AI based conversation, improve Caching Strategies, with Technical Team in the Loop
- **DAU Drop > 5%** → Rollback of Instahook and investigation through Social Listening and.
- **Prediction Inaccuracies** → Rollback to previous versions of model, investigation with Technical team to improve recommendations





DESIGN INSPIRATION

While exploring short-form content mechanics, I started prototyping how users interact with reels. As I was working on that logic, I paused on the term “**reel**” — and it clicked.

A reel *isn't just a video format*. It's *part of a fishing rod*. And what does a reel do? It *draws you in*. What's at the *end of it? A hook*.

That made me think — what if we *leaned into this metaphor*? When a user *saves a reel*, they're saying: “*This caught me. I'm hooked.*”

That's where *InstaHook was born*. A smart system powered by Meta AI to *promote your saved posts / reels, for when you need them*.



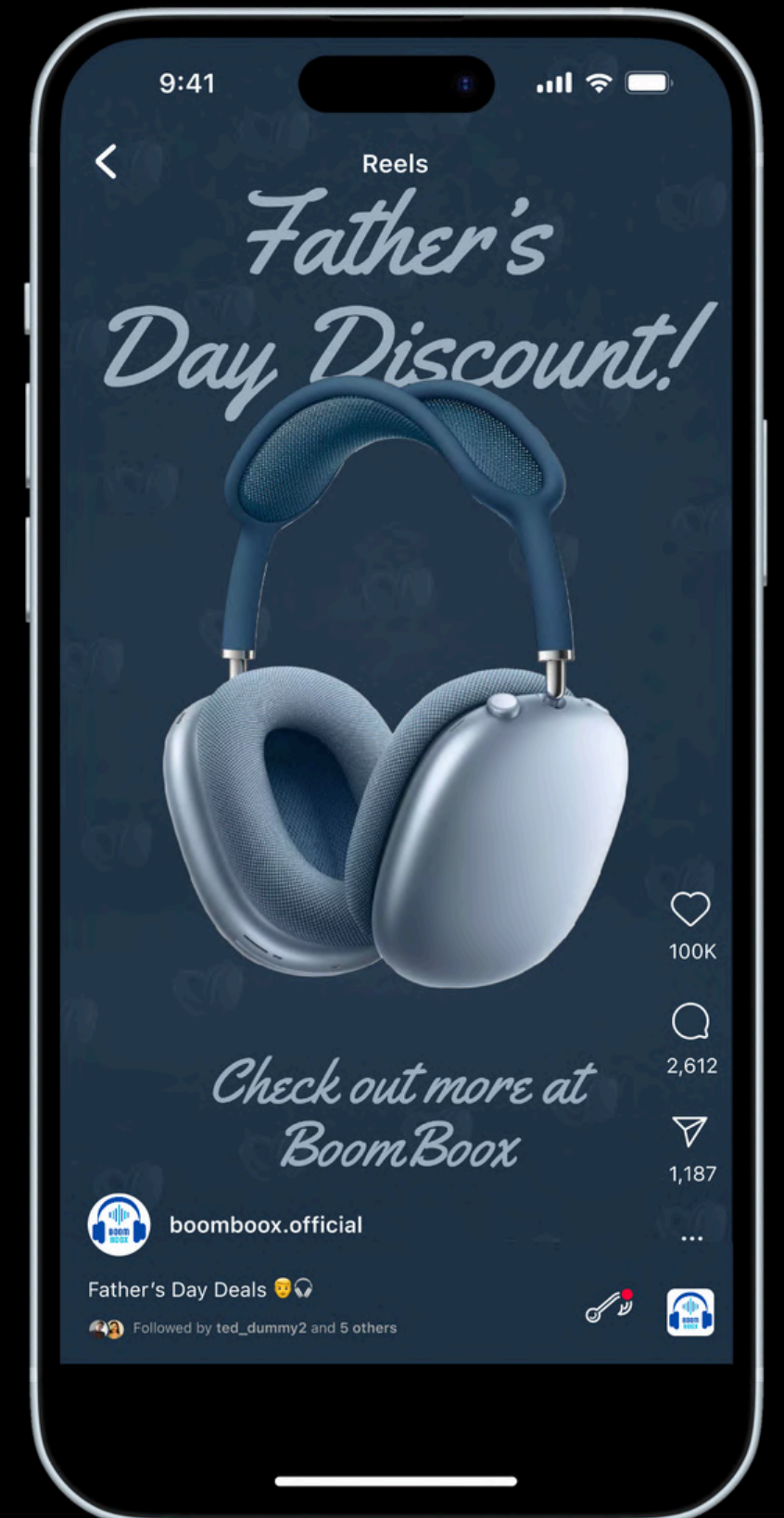
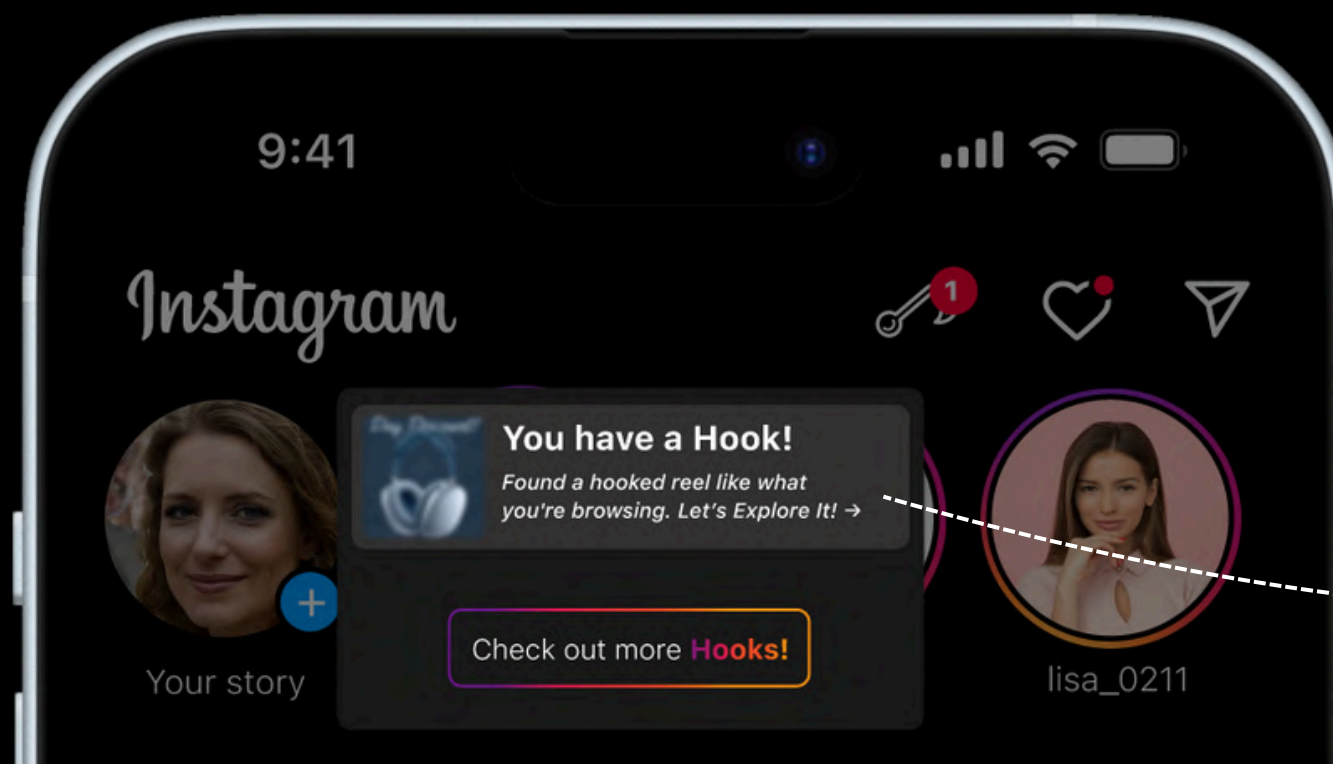


USER STORIES

InstaHook to the Rescue!

Father's Day was coming up and I had no idea what to get my dad. He's one of those guys who already has everything. Loves to work out. Super active. Loves tech. I kept scrolling and scrolling on Instagram, hoping for inspiration... and then it happened. A notification from InstaHook popped up. It was a reel I had saved last year — a gift idea I must've liked but totally forgot about. Turns out, it was for his favorite brand of headphones. I ordered them right away. When he opened the box, he lit up. Said it was exactly what he wanted but hadn't gotten around to buying. Not gonna lie — InstaHook totally saved me. Sometimes the best ideas are the ones you already had... you just need the right hook to bring them back

– Matt



USER STORIES

■ A Reel, A Laugh, A Moment I'll Never Forget ■

My mom passed away last year. I miss her every single day. During one of the toughest weeks, I was scrolling through Instagram, trying to distract myself.

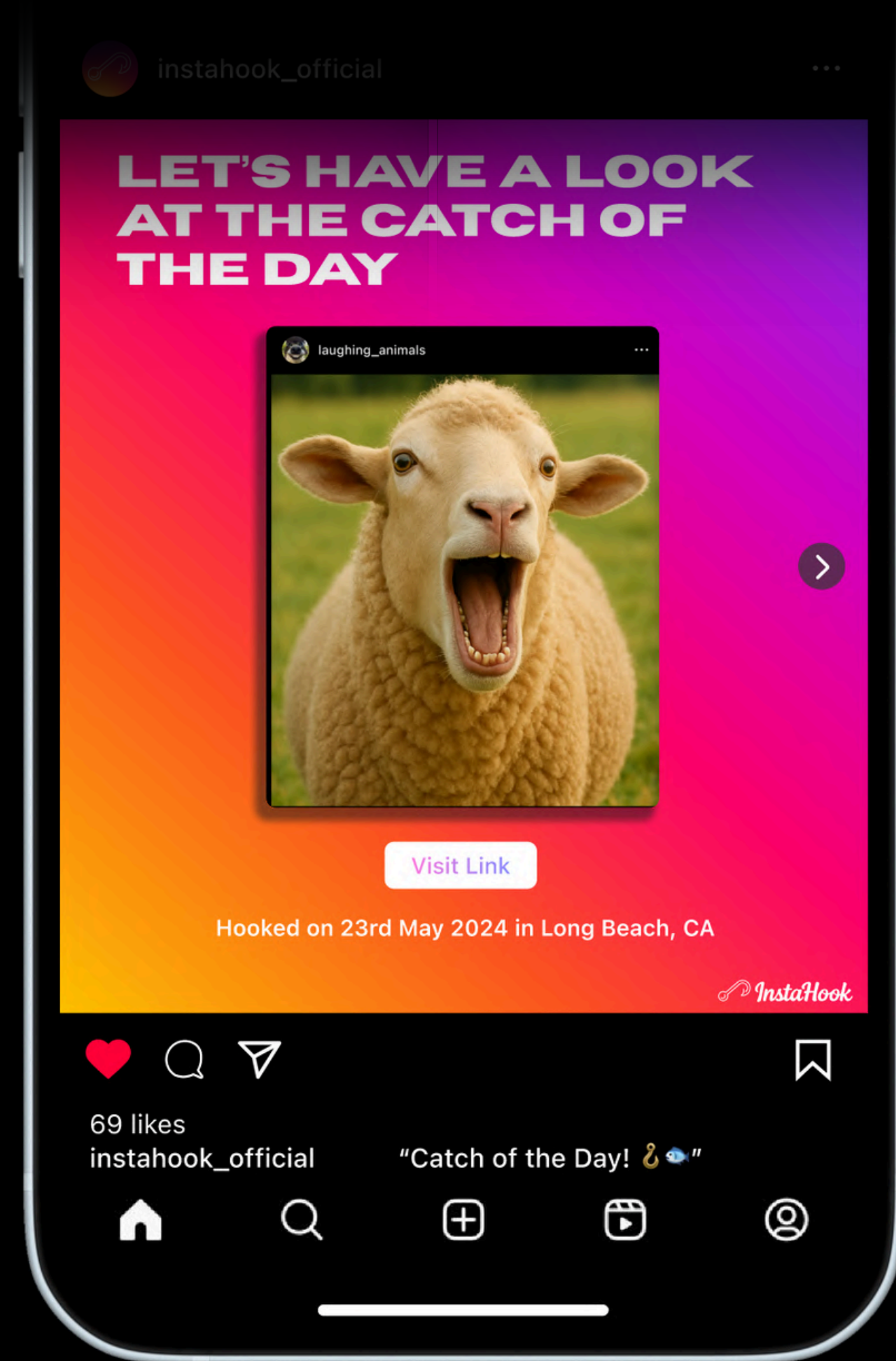
That's when I saw a reel of a sheep screaming — totally random, completely hilarious. It made me laugh out loud. I saved it right away, thinking, "I have to show this to Mom."

When I visited her in the hospital, I played it for her. And for the first time in weeks, she laughed. A real, full laugh. That moment — that laugh — is something I'll never forget.

So when InstaHook surfaced that reel again, it didn't just remind me of a funny video. It reminded me of her, and the last real joy we shared together.

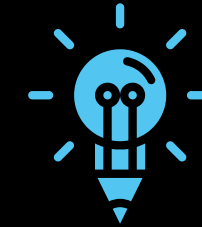
Thank you, InstaHook, for helping me hold onto that.

– Chloe





WHY ∞ Meta SHOULD CARE ?



THE PROBLEM NO ONE SOLVED (YET)

- Users save content with intent — but never return to it. Every platform, including LinkedIn, Instagram, TikTok ignores this. It's a black hole of missed engagement.
- InstaHook turns saved posts into a smart, resurfaced memory layer — unlocking recurring engagement and deeper user value.



UNLOCKING SMARTER, TIME-SENSITIVE ADS

- Saved posts reveal what users care about and when.
- By mapping interest over time, Meta can run high-intent, timely ads — turning passive saves into monetizable moments



META'S DOMINATION PUSH TOWARDS AI

- Meta is doubling down on AI — attracting top talent from across the industry and assembling a world-class AI team.
- InstaHook aligns perfectly: it solves a meaningful user problem and generates high-quality intent data for AI — showing what users care about, when, and why.
- It's a win-win-win:
 - Users get value from rediscovered content and saved intent
 - Meta drives deeper engagement and smarter monetization
 - AI systems get stronger with time-based behavioral signals



FUTURE IMPLEMENTATIONS

INSTAHOOK NOTES

- Allow users to add custom notes or tags when saving a reel.
- Enhances recall by letting users define their own memory hooks
- Improves AI accuracy through added context
- Gives users more control over their saved content



HOOKED CONVERSATIONS!

- Integrate InstaHook into Instagram DMs to enable:
- Context-aware messaging based on previously Hooked content
- Fetch saved posts based on who sent them
- Smart in-chat suggestions like: “You saved this product last time you chatted with Matt — interested again?”
- Quick resurfacing of Hooked content during relevant conversations





SUMMARY

TL: DR ? No Problem! Below is a summary of InstaHook!

KEY IDEAS

- Users save posts with intent — but never return to them.
- InstaHook turns saves into smart, retrievable “Hooks.”
- Meta AI powers recall through context, timing, and behavior.
- Hooks become re-engagement triggers and discovery surfaces.



WHY SHOULD META CARE ?

- Activates high-intent behavioral data from saved posts.
- Aligns with Meta’s AI-first personalization strategy.
- Creates new monetizable surfaces (e.g., promoted Hooks).
- Boosts retention, session depth, and content rediscovery.



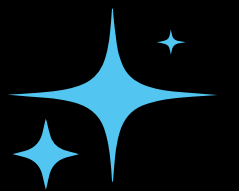
WHY IT MATTERS ?

- Saved content is currently lost, underused, and silent.
- Users want memory — not just content storage.
- Hooking adds real utility to an ignored feature.
- Rediscovered posts = higher trust, relevance, and ROI.



FUTURE CONCEPTS

- Custom Notes on Hooks: Users can add personal tags or notes while saving, boosting AI accuracy and memory recall.
- More Control & Personalization: Notes give users ownership over their saves — improving relevance and searchability.
- Hooked Conversations in DMs: InstaHook integrates into chats - suggest saved content based on context and sender.
- Context-Aware Resurfacing” Fetch previously saved posts mid-conversation – smart rediscovery at the perfect time.





LET'S CONNECT!

Wow! I did not even introduce myself. My apologies ...

HI! I AM SAMARTH

*pronounced (Sum . Earth), but you can **also call me "Sam"!**, **Pleasure to Meet You!***

*I'm an incoming Master's student at Duke University, majoring in Computer Science, and one thing about me is:
I. Love. Product!*

*I completed my **undergraduate degree** in **Computer Science and Artificial Intelligence** from the **Indian Institute of Information Technology, Lucknow** (yep, it's a bit of a mouthful!).*

I love connecting with people and having conversations about Tech, Product Management, and building for user convenience. So let's connect! I would love to hear about you too!

Reach me out on :



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