

Why is unified comment important?



Value to businesses

- Locate the newest comments quickly



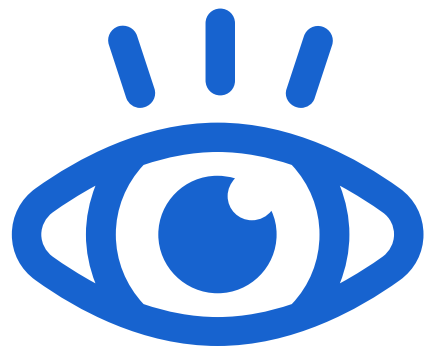
Value to people

- Get a faster response
- Increasing the likelihood of receiving a response



Value to Facebook

- Engagement on the platform



Find

***Locate** Instagram **comments**
within Inbox*



Understand

*Help business **efficiently**
locate the **latest +**
important comments*



Action

***Encourage** businesses to
interact with customers
through comments*