







Instagram Comment

7:08



Messages ▾



Nicolas Vilabos

You: Hi Nicolas, it's been a ... · Tue



Natalie Page

Awesome, thanks! · Tue

● VIP



Marco Muji

Yes it comes with a cotton... · Tue

● New Customer



Emily Gregson

You: Take a look and let ... · Mon



Sarah Pei

You: Sorry they're a limit... · Mon



Amy Barber

You: Thank you! · Sun

● VIP



Lila Dudley

You: Thank you! · Sun



Bruno Frisk

... ..





Background

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Bruno Frisk



Instagram Comment



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