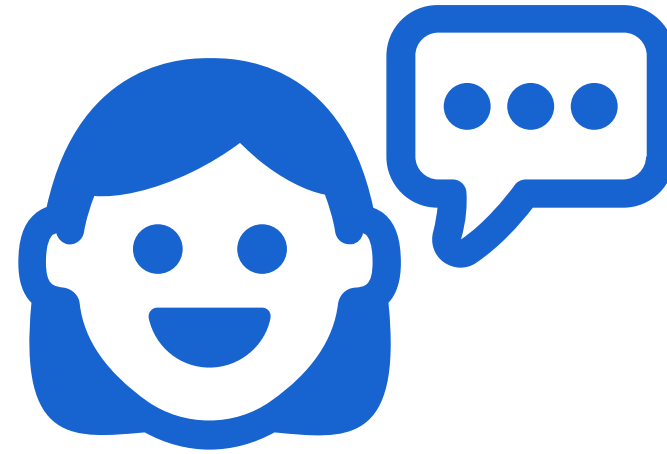


Why is unified comment important?



Value to businesses

- Locate the newest comments quickly



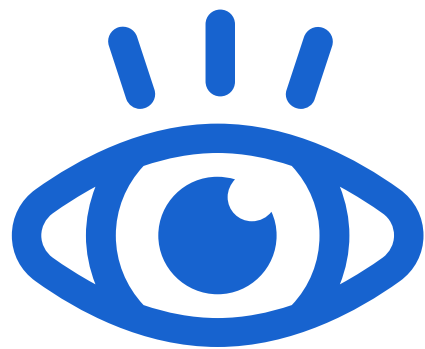
Value to people

- 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