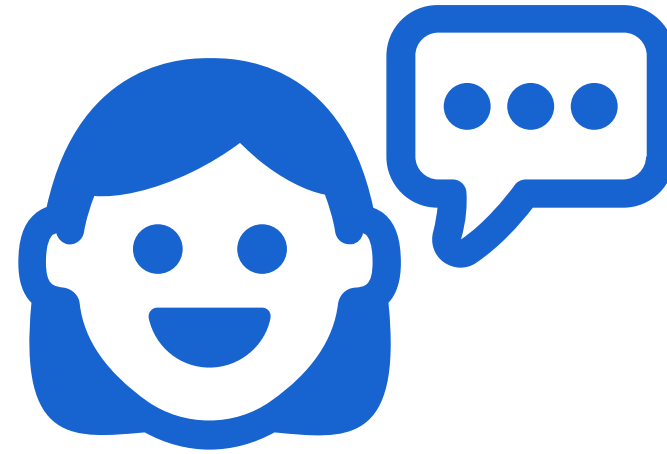


# Why is unified comment important?



### ***Value to businesses***

- Locate the newest comments quickly



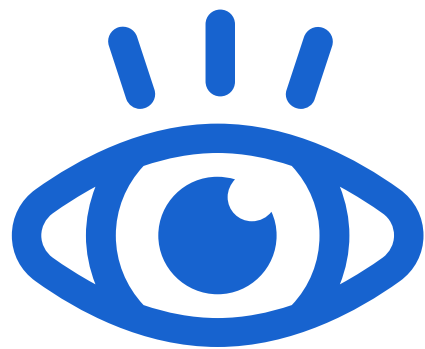
### ***Value to people***

- 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