

## Twitter Thread by Josh Constine



**Josh Constine**

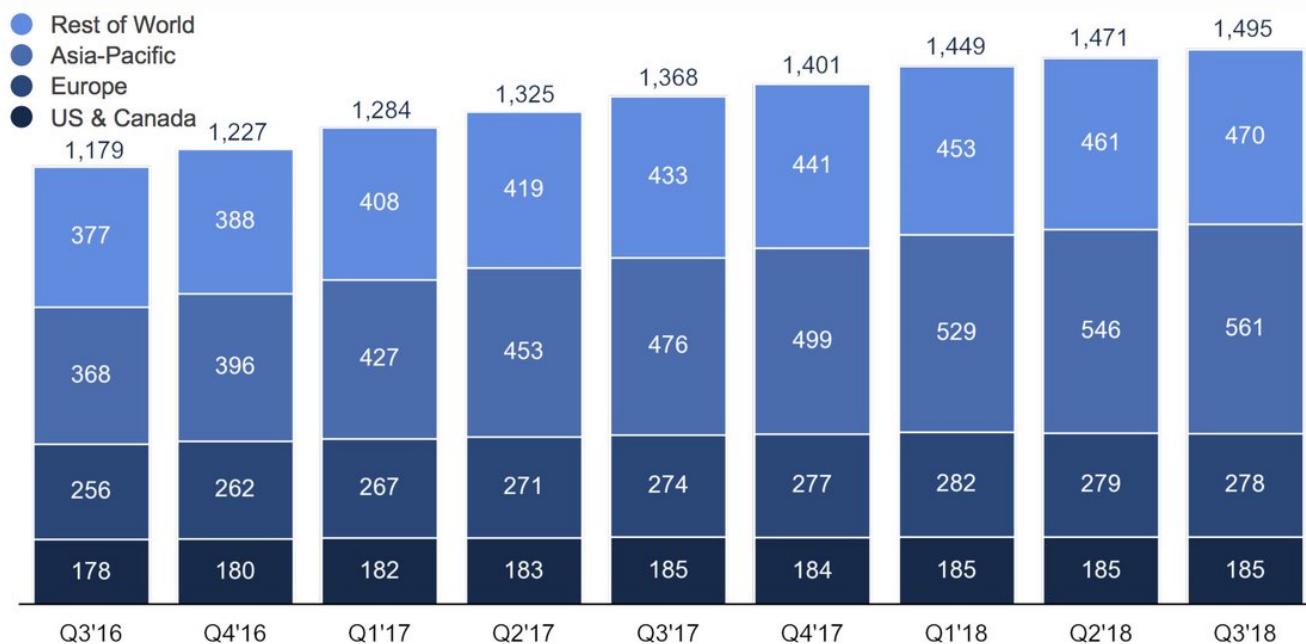
@JoshConstine



Facebook lost another 1 million daily users in Europe and stayed flat in North America as scandals and low engagement with teens come back to bite its business <https://t.co/O7tfylw7Fd> tip @Techmeme

### Daily Active Users (DAUs)

In Millions



DAUs / MAUs

| Q3'16 | Q4'16 | Q1'17 | Q2'17 | Q3'17 | Q4'17 | Q1'18 | Q2'18 | Q3'18 |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 66%   | 66%   | 66%   | 66%   | 66%   | 66%   | 66%   | 66%   | 66%   |

Facebook still added 37M monthly & 24M daily users thanks to big gains in the Asia-Pacific region, but those users earn it 1/10th as much as US/Can users

# Average Revenue per User (ARPU)

- Payments and Other Fees
- Advertising



The real story dragging on Facebook's share price is that yearly revenue growth has fallen from 59% 2 years ago to 33% today. It's run out of lucrative Western users and News Feed ad space.

## Revenue

In Millions

- Payments and Other Fees
- Advertising



Let's remember that Facebook doubled its security staff & cut back on viral videos/clickbait. That drags on its profits & revenue, but are crucial to society. And while Twitter shares soar, it has made no such commitments to fighting harassment & misinfo. <https://t.co/XfV2g81BWv>