

Download How To Turn Down A Billion Dollars

The Snapchat Story

Evan Spiegel, 23, and Bobby Murphy, 25, have turned Snapchat and its disappearing photos into the hottest app in America for teenagers. Hot enough, in fact, to spurn a \$3 billion offer from Facebook. Snapchat's new photo filter that allows users to change into a man or woman with the tap of a finger is not necessarily fun and games for transgender... Instagram (also known as IG or Insta) is a photo and video-sharing social networking service owned by Facebook, Inc. It was created by Kevin Systrom and Mike Krieger, and launched in October 2010 exclusively on iOS. A version for Android devices was released a year and half later, in April 2012, followed by a feature-limited website interface in November 2012, and apps for Windows 10 Mobile and ... Browse articles featuring eMarketer's latest data and insights on digital marketing. Topics include mobile, video, search, ecommerce, social, ad spend and more.