

Facebook became the most lost market value company in America's history when it lost more than \$ 100 billion in a day

Facebook has just announced its second quarter business results and worse results than expected by many people. The market value of the world's largest social networking company plummeted to more than \$ 100 billion.

Facebook just announced its second quarter business results and this is a worse result than expected by many people. Less than a day later, the market value of the world's largest social networking company plummeted to more than \$ 100 billion.

Facebook announced \$ 13.23 billion in revenue and 1.47 billion daily active users. Both numbers are out of the expectations of analysts when they forecast sales of \$ 13.36 and users of 1.49 billion.

However, perhaps this result is not really surprisingly big. Zuckerberg and his leaders at Facebook have been warned for months that this social network changes the News Feed to encourage 'more effective time' and new rules of GDPR will lead to reduced growth.

'As I said, we are investing too much in security and it will affect profits. We will start to see that from this quarter,' Zuckerberg.

Even so investors are still shocked. Facebook share prices continued to fall sharply in calling for investors and they also put pressure on the public due to slow growth and advertising revenue.

Market Summary > Facebook, Inc. Common Stock

NASDAQ: FB

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217.50 USD +2.83 (1.32%) ↑

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After hours 172.94 -44.56 (20.49%)

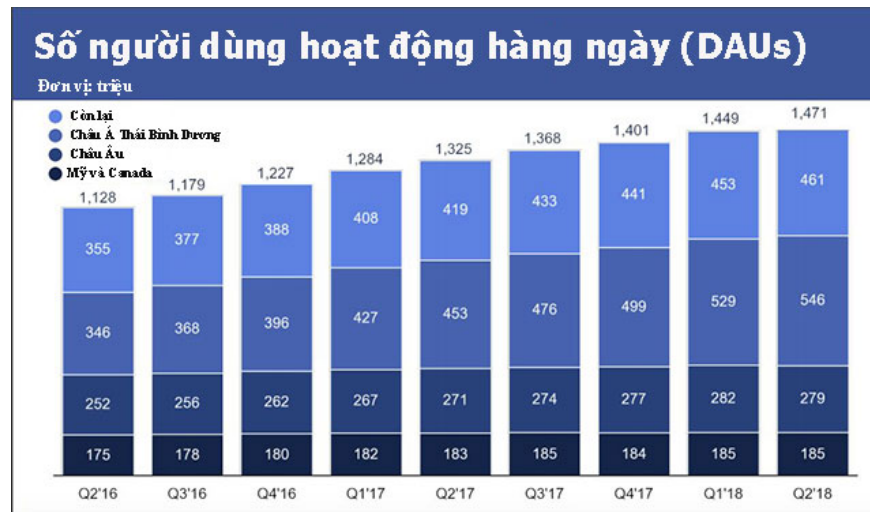
1 day 5 days 1 month 1 year 5 years Max



The market value of Facebook in this quarter has decreased

Investors not only have to worry about Facebook's business results this quarter. The number of daily active users (DAUs) in the US has not grown, while this is their most attractive advertising market. This social network also lost 3 million DAU in Europe due to the new privacy law. Even in other regions, the growth rate is much slower than in the previous quarters.

There's still something to care about: Facebook's COO Sheryl Sandberg says that Facebook is not sure whether Stories - Facebook's fastest growing feature - whether to make money like advertising on News Feed. CFO David Wehner said that revenue growth would drop 'double digits' in the next two quarters.



The number of users working daily is also not satisfactory

Instagram is still their bright spot when Zuckerberg said that the recent growth rate of this app proves that purchasing is a great success. He and Sandberg still mentioned IGTV and the growth of advertising on Stories.

Facebook also draws attention to other applications when sharing their 'app family' numbers. More than 2.5 billion people are using one of their apps - Facebook, Instagram, Messenger or WhatsApp - in June.

'We are still growing and are expected to have good growth rates,' Sandberg said.

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