

Facebook trounces Twitter in Q2 earnings

Facebook says it now has 1.5 billion monthly users – equal to half of the estimated three billion people who use the internet worldwide

SECOND-QUARTER RESULTS, 2015

1.49bn

(Up 13% year-on-year)

Daily active
users: **968m**
(Up 17%)

Total revenue

\$4.04bn

(Up 39%)

Advertising
revenue:
\$3.83bn

316m



Twitter

Monthly
active
users
(Up 15%)

Total revenue

\$502m

(Up 64%)

Advertising
revenue:
\$452m

REVENUE PER VISIT

(Generated by traffic referrals to e-commerce sites)

Facebook

\$0.91 (Down 17%)

Twitter

\$0.65 (Up 62.5%)