

# Facebook

The Facebook Messenger platform is one of the best personalization tools available within the communication marketplace. Thanks to the wide reach of installs, (Facebook Messenger has over 1.6 billion installs), you can assume the majority of your fans will be able to engage with you through this medium.

Facebook Messenger allows great flexibility on the content provided, including out-of-the-box text styles, titles, buttons, links, custom web-views and more. All of this allows us to create a personalized experience for each fan, delivering their most desired content in a native, familiar way.