

URL: <https://stvp.stanford.edu/clips/everyone-gets-what-they-want>

Instagram's head of product, Kevin Weil, describes optimal conditions for business sustainability, where the incentives of users and advertisers are perfectly aligned. For Instagram, the goal is to create a mutually beneficial relationship — connecting advertisers to the customers they need, while at the same time presenting users with brands they love.



## Transcript

- You talk about strengthening relationships through shared experiences and the way that monetization weaves in.. We all have brands that we love and we all have products that we love, and it's actually a big part of our lives.. And so, I think the thing that I left out is realizing that Instagram wouldn't actually be complete if we didn't give businesses an opportunity to reach out to the people that care about them.. People that use their products and love their products.. And so, you know for us revenue, advertising, at it's best is showing you, is introducing you to brands and products that you love, that you buy, that make your life better.. And that's sort of the ideal that we strive for, and that's also the way that incentives get aligned.. We want advertising content to be great content.. Advertisers want to create great content because that's what leads to consumers ultimately buying their products.. And because we want Instagram to be a great experience itself, all these things weave together.. If we do it right, the incentives are totally aligned and we can make ads that are also a great product..

I just think it's an important, when you think about finding a business model for the start-up you work in, whatever you're working on, you wanna find ways to align the incentives of your varying customers, cause if they're mismatched you're gonna run into problems down the road and advertising is a great business model because the incentives between the people who use Instagram and the advertisers who want to reach those users are actually aligned, users want to see great content and advertisers wanna reach the people that love them, that buy their products...