Facebook Just Introduced Messenger 4, a Simplified Version of Its Flagship Messaging App

“Move fast and break things” has apparently given way to “keep it simple” for the team behind Facebook Messenger. Vice president of Messenger Stan Chudnovsky unveiled Messenger 4, a new, simplified version of the social network’s flagship messaging application, in a Newsroom post. Chudnovsky wrote that a recent study by his team revealed that 71… https://www.adweek.com/digital/facebook-just-introduced-messenger-4-a-simplified-version-of-its-flagship-messaging-app/