Facebook Updates Its Test of Subscriptions in Instant Articles

Facebook began testing subscriptions in Instant Articles with 10 publisher partners last October, and Wednesday, the social network provided an update, as well as a look at what's ahead. Head of news products Alex Hardiman and product manager Sameera Salari revealed in a blog post that people who saw instant Articles from publishers in its… https://www.adweek.com/digital/facebook-updates-its-test-of-subscriptions-in-instant-articles/