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# Snapchat Is Said to Have More Than 100 Million Monthly Active Users

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People take pictures in front of the Snapchat headquarters at Venice Beach in Los Angeles.

Bloomberg

The popularity of Snapchat with users is soaring along with its rapidly-rising valuation.

Snapchat has entered the elite club of social apps with more than 100 million monthly users, according to people who have been briefed on the company's internal metrics.

The majority, or roughly two-thirds of those users, log on to the ephemeral-messaging service daily, according to the people.

Snapchat is quickly adding users to help it live up to the lofty expectations of its investors. An investment by Kleiner Perkins Caufield & Byers [valued the company close to \\$10 billion](#), according to people familiar with the matter.

The company has in the past kept a tight lid on its internal metrics, which far exceed the estimates given by third-party researchers. ComScore estimated that 27 million people used the mobile app in June.

By comparison, WhatsApp — a messaging app acquired by Facebook Inc. this year for \$19 billion — said this week it has more

than 600 million monthly active users. Twitter, with a market capitalization of \$29 billion, has 271 million monthly users.

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