**Instagram's Fake Audiences Still An Issue**

Points North Group reports that Instagram's fake follower numbers haven't been dented since the platform declared a crackdown on the problem; an allegation the company denies saying its efforts have seen "promising results." Instagram pledged to use artificial intelligence to root out inauthentic audiences and ban third-party apps that help influencers fraudulently boost their followers.

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<https://www.thedrum.com/news/2019/01/17/instagrams-fake-follower-purge-has-had-little-effect-fraudulent-influencers>