

# NGL App Sees Surge in User Growth Following TikTok Ban Discussions

*The social media landscape in the US is changing - as TikTok operations grind to a halt, the NGL app exceeds 200 million total downloads.*

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As the social media landscape in the United States undergoes a significant shift, the anonymous messaging app NGL (abbreviation of phrase "Not Gonna Lie") has reached a major milestone, surpassing 200 million total downloads globally. This achievement comes at a pivotal moment, as TikTok prepares to cease operations in the US following a Supreme Court decision upholding the federal ban.



NGL experiences a buoyant moment amidst a dark time for social media.

NGL, which launched in November 2021, has experienced rapid growth and popularity, particularly among users seeking authentic online interactions. The app's success can be attributed to its unique features, including anonymous question-and-answer functionality and seamless integration with popular social media platforms like Instagram.

Ebhan King, Head of Community at NGL, recently commented on a key feature of the app's recent success: "At NGL, we believe that accessibility is a cornerstone of an app's foundation. With our new language options, we're making it easier for people from all over the world to connect with each other and share their thoughts and ideas without judgment or obstacles. This expansion helps us more fully realize NGL's mission throughout the globe."

The app's growth has been further bolstered by recent developments, including:

- The introduction of NGL Pro, a subscription service offering exclusive features and benefits to users
- The launch of in-app games that have achieved viral status, revolutionizing the mobile gaming experience

- Expansion into 37 new languages, reaching 175 countries and regions

As TikTok faces an imminent shutdown in the US, scheduled for January 19, 2025, many users are exploring alternative platforms. While NGL's focus differs from TikTok's video-centric approach, its emphasis on authentic communication and user privacy has resonated with a growing audience.

The app's commitment to user safety is evident in its implementation of advanced AI-powered moderation. These features aim to create a secure environment for users to express themselves freely.

As the social media landscape continues to evolve, NGL's rapid growth and expanding feature set position it as a significant player in the industry. The app's success demonstrates the ongoing demand for innovative social media experiences that prioritize user authenticity and privacy.

Ebhan King

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