

facebook

Globally, borders are being replaced with connections



600M users worldwide

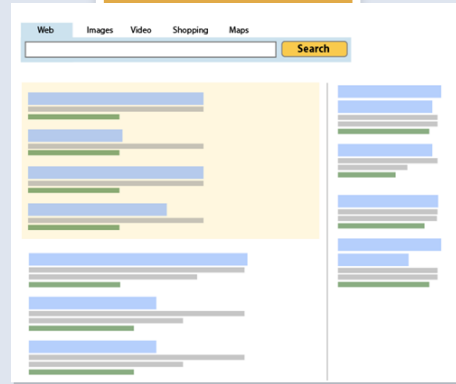
The transition is happening rapidly

Portals



-21%

+1%



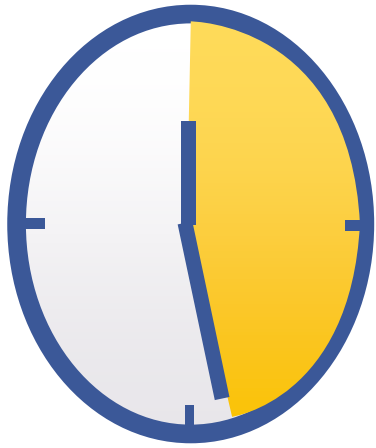
Search

+52%



Social

Over 32m Active users in the UK & Ireland



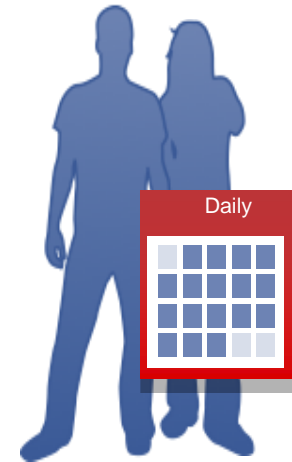
5 Hrs 33
minutes

Average minutes per user
(monthly)



21 Sessions

Average sessions per user
(monthly)



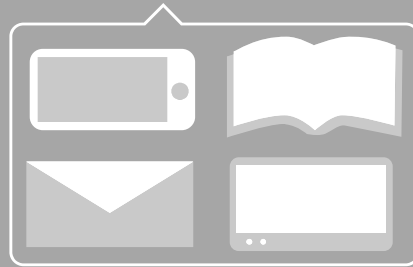
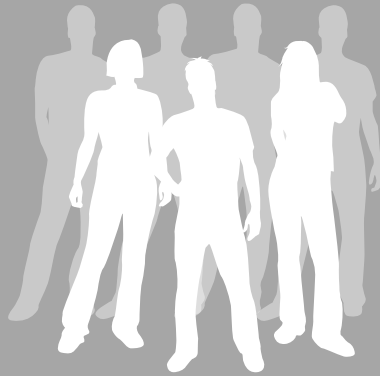
65.4% daily

Active users log in
(daily)



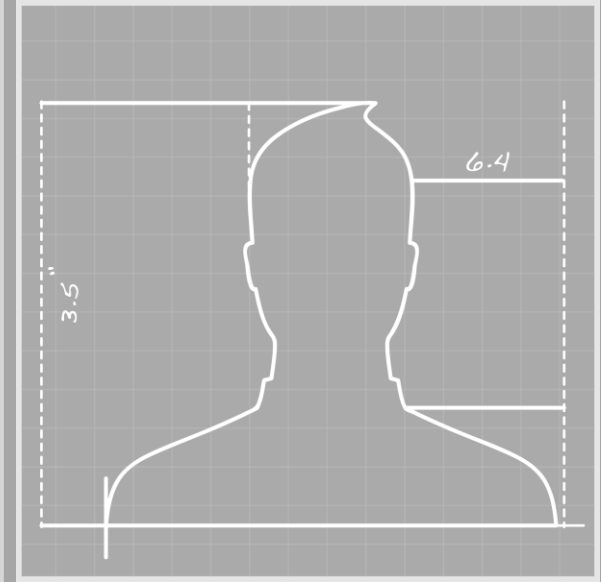
1

The web is
built around
people



2

Businesses are
built around
people



3

Organising
around people
Achieves
results

Industries are transforming by organizing around people



 BritishRedCross

 XBOX

 amazon.co.uk

 Spotify

 BBC
WORLD
NEWS

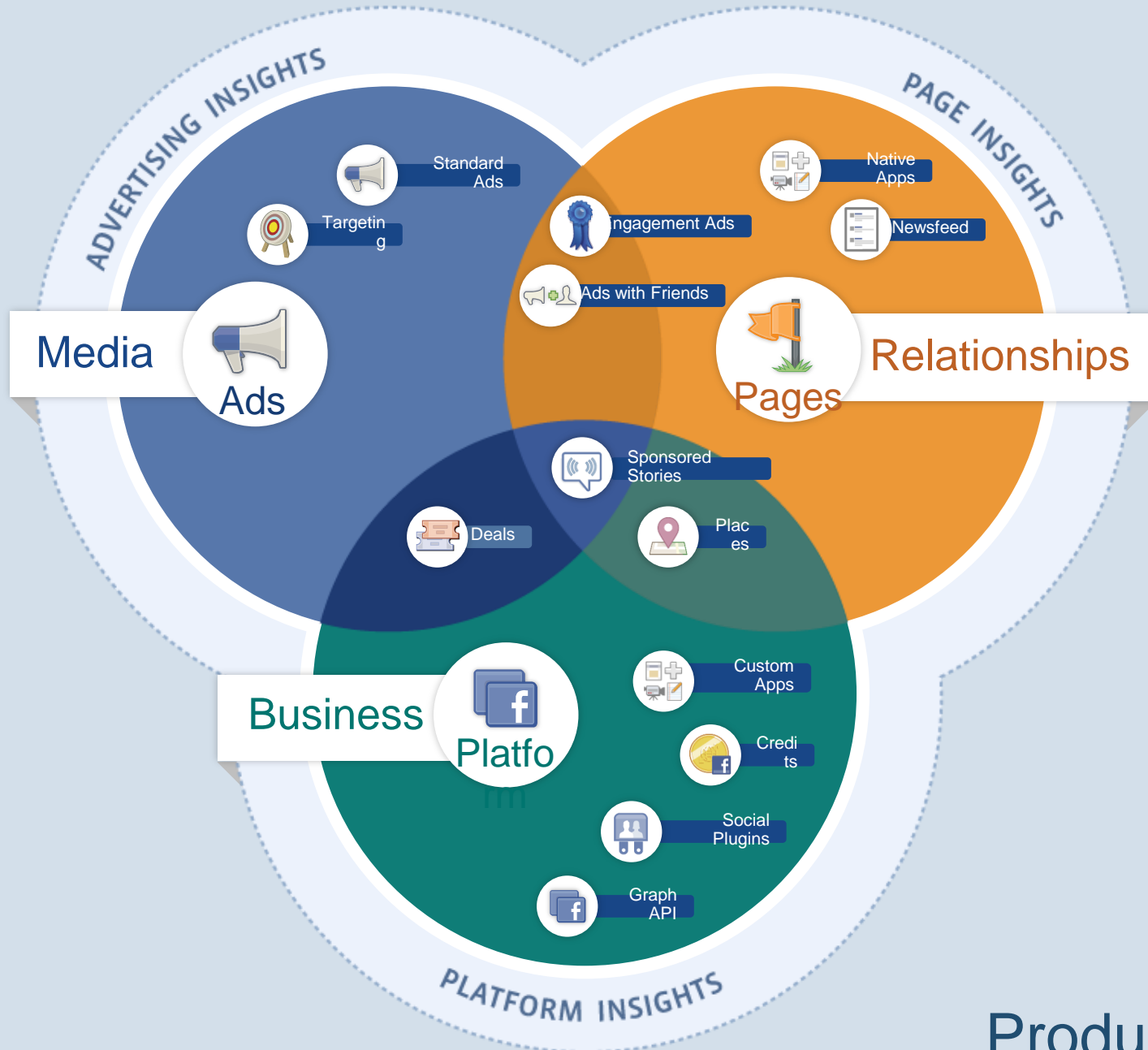
 The British Monarchy

 CityVille

 GROUPON
Collective Buying Power

 last.fm

 theguardian



Product Map

Wall

Info

Friend Activity

Team | Equipo 2010/11

Madridista

Fantasy Manager

RM Avatars

Photos

More v

About

Real Madrid C.F. is a professional football club based in Madrid, Spain. |...

More

7 check-ins

13,890,484 people like this

facebook

Search

Real Madrid C.F.

Professional Sports Team · Madrid, Spain



Wall

Real Madrid C.F. · Top Posts

Share: Post Photo

Write something...



Real Madrid C.F.

Mourinho's "thank you" to Real Madrid supporters



Mourinho's 'thank you' to Real Madrid supporters
www.youtube.com

"The season has come to an end and I would like to take this opportunity to thank all Real Madrid supporters for the affection and support they have shown fo...

2,170,553 Impressions · 0.51% Feedback

18 hours ago · Like · Comment · Share · Add Topic

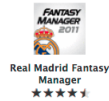
Request for Permission

Real Madrid Fantasy Manager is requesting permission to do the following:

Access my basic information
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.

Send me email
Real Madrid Fantasy Manager may email me directly at niall.fagan@gmail.com - Change

Post to my Wall
Real Madrid Fantasy Manager may post status messages, notes, photos, and videos to my Wall



Report App

Logged in as Niall Fagan (Not You?)

Allow Don't Allow



facebook



Real Madrid C.F.

✓ Like

You like this.

Real Madrid C.F. on Facebook

WELCOME TO THE ASOS FACEBOOK STORE



WELCOME TO THE WORLD'S BIGGEST WARDROBE

[SHOP WOMEN >](#)

[SHOP MEN >](#)

Request for Permission

Bopler Games, Play with hits! is requesting permission to do the following:



Access my basic information

Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've shared with everyone.



Send me email

Bopler Games, Play with hits! may email me directly at niall.fagan@gmail.com · [Change](#)



Access my profile information

Likes, Music, TV, Movies, Books, Quotes and Birthday



Bopler Games, Play with hits!

By proceeding, you agree to the Bopler Games, Play with hits! [Terms of Service](#) and [Privacy Policy](#) · [Report App](#)

Logged in as Niall Fagan (Not You?)

Allow

Don't Allow

Marketplace Ads

The screenshot shows a Facebook profile for David Nguyen. Four yellow circles with numbers 1 through 4 are overlaid on the page to highlight different ad formats:

- 1:** A video ad for "My PVC Instrument, D..." from www.youtube.com.
- 2:** An image ad for "Custom Energy Bars" from youbars.com, featuring a product image.
- 3:** A text ad for "It's Nice to See You!" from spexclub.com, featuring an image of glasses.
- 4:** An image ad for "Gary Danko Giveaway!" from bloomspot.com, featuring an image of a dish.

- Auction-based pricing
- Drive actions
- Off-site clicks
- Transactions
 - Game installs
 - E-commerce sales
 - Kick-start fan base
- Ad formats
 - Event
 - Like
 - Standard

Targets based on user info

The screenshot shows a Facebook profile for Amy Weller. The profile includes a profile picture, a cover photo, and a bio. The bio states: "Studied at Harvard University # Lives in Seattle, Washington Born on October 20, 1983 Add your current work information Add your hometown location". The profile is divided into sections: "Education and Work", "Arts and Entertainment", and "Movies".

Education and Work

- College: Harvard University
- High School: University High School
- Share Your Experiences: Add Your Work Information

Arts and Entertainment

Music

- Madonna
- Ami DiFranco
- Lifeline
- Weezer
- Sstij

Books

- Catcher In The Rye
- Lolita
- Where The Wild Things Are
- The Moviegoer
- The Education of Little Tree

Movies

- Life Is Beautiful
- Schindler's List
- Zoolander
- Good Will Hunting
- Meet The Parents

Basic

Age, gender, geography, relationship, language

Work and Education

Interests

Music, Movies, Books, Apps, Pages, Websites

Friends

- Find Friends
- Best Friends
 - Coworkers
 - Classmates
- Friends (27)
- Alison Rosenthal Stanford
 - Brynn Forte Facebook
 - Bob Trahan Facebook
 - Meredith Chin Facebook
 - Marina Lieban Stanford
 - Megan Tannenbaum USC

Premium Ads

The screenshot shows a Facebook home page with a search bar at the top and navigation links for Home, Profile, and Account. The main feed is titled 'Top News · Most Recent' and contains several posts from users like David Nguyen, Peter Merelis, and Emilie Mariko Lara. On the right side, there are sections for 'Events' and 'Find More Friends'. A sponsored event for 'Inception' is highlighted with a yellow border. The event details include the date (July 16 at 12:00am), location (Nationwide), and 29,383 attendees. Below the event details, there is a section for 'Questions' with two questions: 'When will Glee do a tribute to Cher?' and 'Who are the best mash up party style DJ's in San Francisco?'.

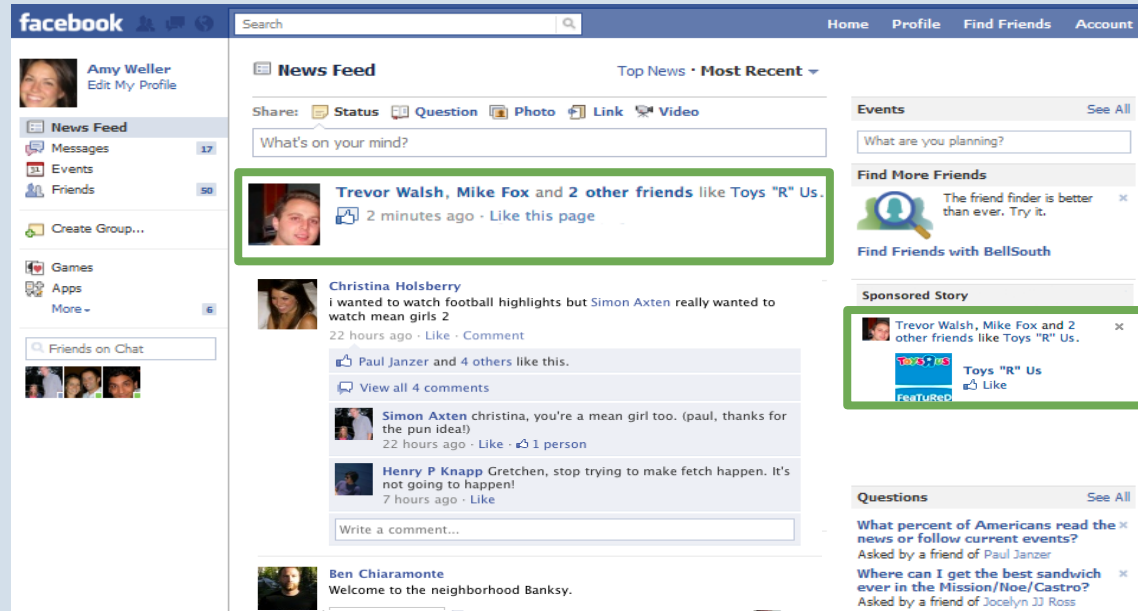
- Single ad on the Facebook Home Page
- Guaranteed first impressions
- Massive reach
- Multiple ad formats:
 - Video
 - Poll
 - Event

Sponsored Stories



Sponsored Stories

A new product to drive word of mouth at scale



Value for users:

Recommendations from trusted friends are the best kind.

Value for businesses:

Word of mouth marketing at scale.

Page Likes

- ▶ Sponsored Stories are generated when a person likes your Page
- ▶ Stories appear in the News Feed and right-hand column with ads

The screenshot shows a Facebook News Feed interface. On the left is a navigation sidebar with options like News Feed, Messages (17), Events, Friends (50), Create Group..., Games, Apps (6), and Friends on Chat. The main News Feed area has a search bar and navigation links (Home, Profile, Find Friends, Account). The feed content includes a status update from Amy Weller, a post by Christina Holsberry about watching football highlights, and a post by Ben Chiamonte. A sponsored story for Toys 'R' Us is highlighted with a green border, showing the user's profile picture and the text 'Trevor Walsh, Mike Fox and 2 other friends like Toys "R" Us.' The right-hand column contains sections for Events, Find More Friends, Sponsored Story (repeating the Toys 'R' Us ad), and Questions.

Check-in Deals

A new way to get customers, spread the word and build loyalty.



Individual Deals

If you're looking to offer a one-time deal, create an Individual Deal. You can offer this type of deal to both new and existing customers-- to launch a new product, offer a gift with purchase, get rid of excess inventory, or simply get more people into your store.



Loyalty Deals

To focus on rewarding your most loyal customers, create a Loyalty Deal. These deals may be claimed by customers after a certain number of check-ins. Depending on your business, the number of check-ins may vary. You have the opportunity to create a deal that can be claimed after no fewer than two and no more than 20 check-ins.



Friend Deals

People don't always buy, shop, or eat alone. To offer a deal to a group of people, create a Friend Deal. Friend Deals allow you to offer discounts to groups of up to 8 people, when they check in together. These deals can build even more exposure for your business because in order to claim your deal, your customers need to introduce what you have to offer to their friends and family.



Charity Deals

Show people that you care about more than just the bottom line. Create Charity Deals to make a donation in the amount of your choice to the charity of your choice each time someone claims your deal. This is a great way for your business to give back to the community. Please note that you must manage the donation process.



Sony VAIO:

- **OBJECTIVE:** Increase fan base in Latin America and drive engagement with app centred contest
- App called “Sense Me” allowed users to create playlists based on their mood. Partnered with Sony Music
- Users had to share playlist for others to vote on creating social engagement
- Premium & marketplace w/strong call to action
- **Outcome**
 - 173k fans versus goal of 95k
 - 229k users voted on 11k playlists
 - 432k page views as a result of the campaign
 - Users spent avg of 7 minutes on VAIO page v’s goal of