

AMENDED Exhibit 828

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

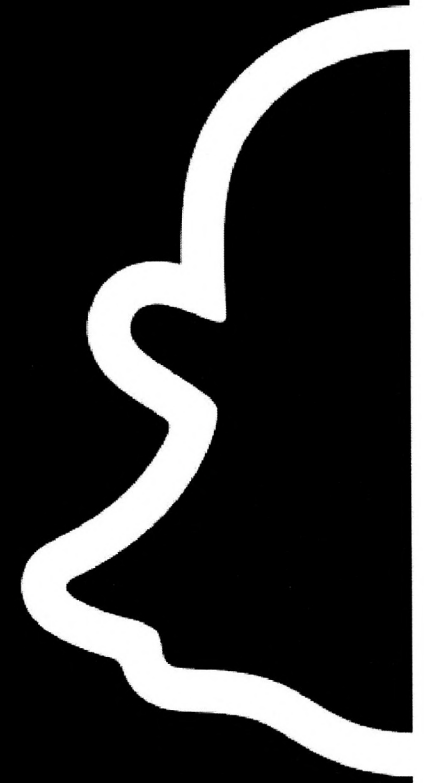
P-SNAP-0622



Revenue Funnel Planning

September 15, 2023

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HIGHLY CONFIDENTIAL (COMPETITOR)

SNAP5197673

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Problem Statement

How can we improve **strategic and operational alignment and accountability** between Consumer and Monetization teams?

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Operational Solution

We built a simple model that allows us to **construct different revenue scenarios by app surface**, combining four basic supply- and demand-side inputs that multiply together to produce ad revenue:

$$\underbrace{\boxed{\text{MAU}} \times \boxed{\text{Time/MAU}}}_{\text{Monetizable MAU and Time Spent}} \times \underbrace{\boxed{\text{Ad Load}} \times \boxed{\text{CPM}}}_{\text{Effective Ad Load and CPM}} = \text{Revenue}$$

The **goals** of this modeling framework include:

- (i) Provide for quick scenario planning by surface to answer questions like: *“If a new Spotlight feature increases view time, how much could we reduce Friend Stories ad load? What if the feature cannibalizes Creator Stories engagement?”*
- (ii) Help teams set goals that, in combination, directly represent achieving our company-level revenue target
- (iii) Provide insights about how engagement movements impact revenue via underlying drivers

We’ve been using it in 2023 to better understand our supply-side revenue drivers, help teams set goals to support revenue, inform analyses like Friday’s net revenue discussion, and provide insights to inform SSP

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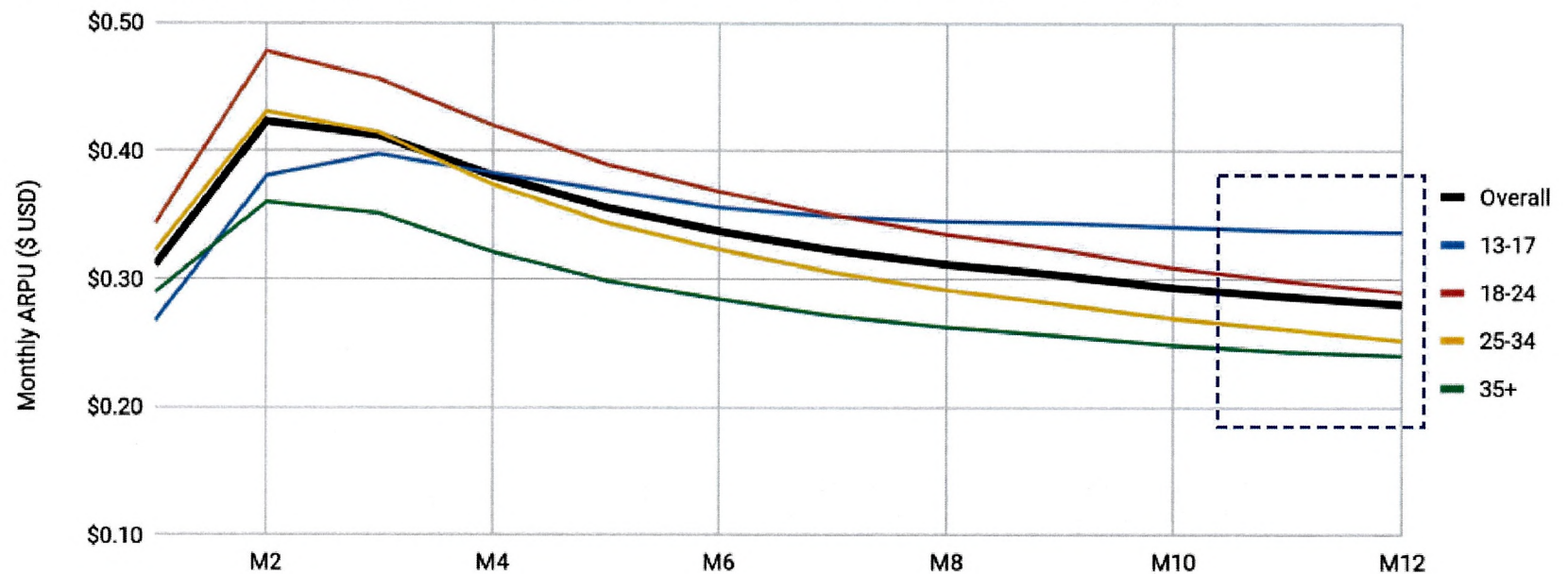
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P-SNAP-0622

US Monthly ARPU by Age Group

US Monthly ARPU by Age Group (First 12 Months Post-Registration)



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US LTV and ARPU by Age Group

US LTV and Month-12 ARPU by Age

