



META3047MDL-014-00252350-META3047MDL-014-00252352

PLTF EX-04000_0001



Message

From: Wendy Gross [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=[REDACTED]]
Sent: 11/19/2018 11:56:43 PM
To: Mira [REDACTED] [REDACTED]@instagram.com]
Subject: Re: Teen Well-Being Survey, RFP

Will do, thanks! I'm sure I'll have questions as I move through the process!

Best,
Wendy

From: Mira [REDACTED] [REDACTED]@instagram.com>
Date: Friday, November 16, 2018 at 3:34 PM
To: Wendy Gross [REDACTED]@instagram.com>
Subject: FW: Teen Well-Being Survey, RFP

Greetings Wendy! Feel free to set up time to meet with Young and his team if you can next week! I don't need to attend. He worked on the Parents research study, so it could also serve as a pseudo kick off or give them a few things to think about as they think through survey structure.

For budget reasons (and because we won't be back from quals until almost Christmas), we would need them to report in Q1'19. We could try to be aggressive and have most of the survey ready to go and make attribute edits from the qual to field in late December, or we could just push it a bit, but we'd probably want to have reporting in January (if possible) to help the team with planning. May be good to explore what's feasible with Young.

Let me know if you have any questions! When the SOW does come through, I can go through the submission process 😊

Best,
Mira

From: Young Ko <young@peerlessinsights.com>
Date: Friday, November 16, 2018 at 2:59 PM
To: Mira [REDACTED] <[REDACTED]@instagram.com>
Cc: Jennie Pearson <Jennie@peerlessinsights.com>, Wendy Gross <[REDACTED]@instagram.com>
Subject: RE: Teen Well-Being Survey, RFP

Hi Mira,

Thank you for your email as well as the introduction to Wendy. Would be great to set up a time to connect. Please let us know if you would like to set something up for next week or the week we get back.

Wendy, pleasure being introduced to you and look forward to working with you on this study.

Regards,

Young

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META3047MDL-014-00252350

PLTF EX-04000 0002

Young Ko | Managing Director | Peerless Insights
415.341.6449 | young@peerlessinsights.com | www.peerlessinsights.com

From: Mira [REDACTED] <[REDACTED]@instagram.com>
Sent: Friday, November 16, 2018 11:53 AM
To: Young Ko <young@peerlessinsights.com>
Cc: Jennie Pearson <Jennie@peerlessinsights.com>; Wendy Gross <[REDACTED]@instagram.com>
Subject: Re: Teen Well-Being Survey, RFP

Hi Young – Thank you for sending the costs through! These look good to me and in line with the costs for the previous study; we'll look out for any revisions based on OE coding, but the ballpark area works for us.

I'm also cc-ing Wendy Gross, the newest member of our market research team (just completing week 1 @IG)! She'll be the research lead on this project, but I'll be supporting on getting the SOW reviewed and PO opened 😊

Perhaps we can put time on the calendar to intro the Peerless team?

Thank you again,
Mira

From: Young Ko <young@peerlessinsights.com>
Date: Thursday, November 15, 2018 at 6:11 PM
To: Mira [REDACTED] <[REDACTED]@instagram.com>
Cc: Jennie Pearson <Jennie@peerlessinsights.com>
Subject: RE: Teen Well-Being Survey, RFP

Hi Mira,

Please find below costs for this study. Please note the costs do not include any translation & coding of OE for non US countries. I am waiting for those costs and hoping that it won't be too crazy.

Please let me know if you have any questions or comments.

Thank you,

Young

Countries	US	UK	DE	FR	JP
Cost	\$38,400	\$11,800	\$12,900	\$12,900	\$13,100

Young Ko | Managing Director | Peerless Insights
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From: Mira [REDACTED] <[REDACTED]@instagram.com>
Sent: Tuesday, November 13, 2018 9:13 AM

To: Young Ko <young@peerlessinsights.com>
Cc: Jennie Pearson <jennie@peerlessinsights.com>
Subject: Teen Well-Being Survey, RFP

Hi Young,

Hope you're doing well! We're planning a research study to understand teen perceptions around online well-being (similar to the study we conducted with you for parents). Would you be able to provide an RFP for an online survey in the US, FR, UK, DE, and JP? Thinking 1000 teen respondents (13-18) per country, but I've added you to the Quip for more info.

Similar to the parent research, we hope to field the survey after conducting focus groups (that will end mid December), so we can launch this one mid/late December (if it has to be January, that may be OK too), to report in early Q1. I know the holidays put a wrench in things, so please provide guidance on timing. Want to make sure the team enjoys the holidays!

Let me know if you did not get the Quip notification; looking forward to working with you again on this topic!

Best,
Mira

PS – I heard Stephanie Kim is joining your team!!! So excited she's joining Peerless; she is awesome!