



Message

From: Guy Rosen [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=REDACTED]
Sent: 11/15/2021 6:56:10 AM
To: Andrew Bocking [REDACTED]@fb.com]
Subject: Fw: Long term value of FB App Integrity work | Recent insights from analysis of FI "min integrity" holdout

This is really interesting... some positive MAP/DAP on the long term FB App Integrity holdout.

From: Apala [REDACTED]@fb.com>
Sent: Thursday, November 11, 2021 12:30 PM
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Subject: Long term value of FB App Integrity work | Recent insights from analysis of FI "min integrity" holdout

Hi,

We wanted to share an analysis that FB App Integrity UXR, Joe [REDACTED] has done. The hypothesis of this work is - with enough integrity products and enough time, Integrity's effect on engagement will reach a tipping point, such that Integrity shifts from reducing engagement to increasing engagement. Joe Franklin shared this analysis with Ronan and CSR leads last week.

This doc summarizes the cumulative effect of most of FB App Integrity' interventions on News Feed by analyzing our long-term viewer-side "min integrity holdout":

<https://docs.google.com/document/d/131UnGR12vR-PiVUulh-X809Z-VRDFdOB3J4K0Fr9QIY/edit> (PPT summary)

The data over the last 2.5 years is very promising and there's reason to believe that integrity products improve engagement in the long term. The results are intriguing and positive – most notably, as of now the sum total of these interventions causally increases FB DAP and MAP (while decreasing core sessions but increasing several other sessions-related metrics – e.g., increasing log(sessions) but not low-capped sessions), which is something we hadn't observed until somewhat recently.

We're thinking through potential implications ourselves (still early) and wanted to share with y'all for thoughts/questions from CI side. If there's appetite, we'll try to schedule some time live to discuss in the next week or so. These results haven't been published widely yet and we are planning to post the results in a closed group on Workplace by end of the week. Before we do that, we wanted to share the results with all of you.

Thanks
Apala

