Tennessee v. Meta
Case No. 23-1364-IV

DX3563

Message

From: Dan [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=]
Sent: 12/3/2010 6:18:02 AM
To: Dawn [@fb.com]; Chris Cox [@fb.com]
CC: Mike Schroepfer [@fb.com]; Sheryl Sandberg [@fb.com]; David Fischer [@fb.com]; Arturo Bejar [@fb.com]; Mark Zuckerberg [@fb.com]
Subject: EOY Product Review Decks - Site/Graph Integrity & Support Automation + Netego
Attachments: SI-SA Product Review 2010-2011.pptx; Netego Product Review 2010-2011.pptx

Attached are the SI/SA & Netego EOY Product Review decks.

For SI/SA - we included a section "Cool Things We Launched" which we won't plan to go over in person (unless there is time or questions) but which gives a visual overview of some of the innovative features we launched in H2-2010 and their impact - worth flipping through.

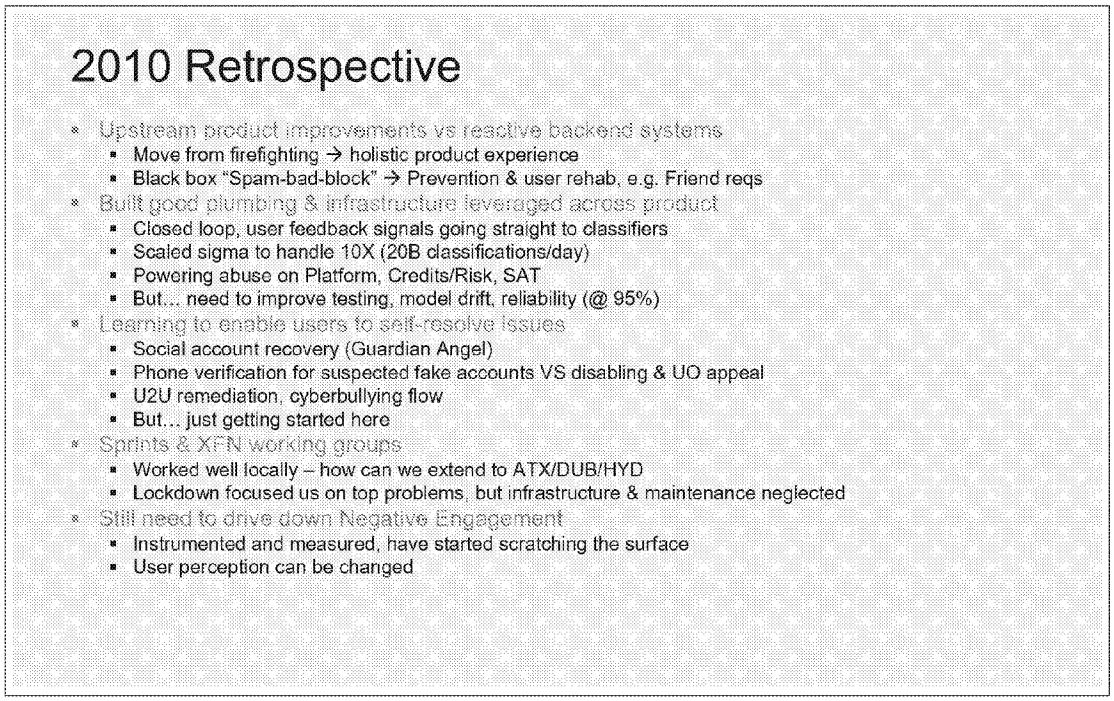
Feedback/questions welcome.

Thanks, Dan (on behalf of the SI/SA/Graph Integrity & Netego teams).

Site integrity, Graph integrity & Support Automation

2010 Retrospective

2011 Game Plan



Move from firefighting holistic product experience
Black box "Spam-bad-block" Prevention & user rehab, e.g. Friend reqs

Progress against H2-2010 Goals

Project & Original Goal	Results & Impact	Grade
User feedback: 2X	Unified X feedback mechanism and UX across site NF feedback ↑26M/day from 7M (3.5X) Reports ↑1M from .5M (2X)	B+
Negative Engagement:0.5X from 32M U/D	60M users/day have at least one negative engagement (Made it easier to report/measure, tackling each root cause systematically)	F
Friend Request Spam:0.5X	Reduced friend reject ratio by 15% (7/5—11/15) Initial impact was good, but has slowly started creeping up - need to improve closed loop learning	B-
Login & Account integrity	Session persistence: 90% of single user browsers DONE ML model protects 2M U/week that have been phished(↓FP 2.5X; ↑TP 30%) Login churn steady at 200K (with 20% more users) - wanted to cut by 90% Session management & suspicious logins map UI (↑ 40% self-id'd as comp'd) Flowverhaul [goal: < 5 FTE vs 88 budgeted]	B
Fake accounts	Removed 30M fake accounts, 9% → 4% of 30-DAU Classifiers catching 1-2M/week <10% of remaining fake accounts are spam – most are gamers	B+
Page cleanup	Spam folder & ranked walls for pages (↓50% unfannings & admin deletes by)	B

User feeedback grade = B+ because UI is not ideal but it's the best least worst alternative

For compromised contact rate increased by 400% over the year but automation increased by 350% over the year – so rep workload actually decreased by 16% over the course of the year – I'm not sure what automation was implemented to help here fwiw.

For login – contact rate decreased by 42% over the year – which reduced workload before automation by 23%. Automation of login issues decreased by 22% over the year (possibly due to eliminating the easiest to automate issues, and I know there was some lag between when self-ID contact forms were launched and when we were able to modify our ctar's to handle them).

For appeals – contact rate increased by 73%, we made drastic reductions in the specific categories I've already mentioned. Automation increased by 72% overall (most of that in Q2). As a result of this workload per rep increased by 15% over the course of the year – though I'm not sure how coverage worked out due to the staffing changes. I do know that now that Austin is ramped up we're covering 100% of supported queues for appeals.

Finally – for abuse we had an overall 48% increase in contact rate (deliberate). Automation for this was down 5% on the year. Rep workload has increased by 50% overall in the year (there had been decreases in Q2 and Q3 but I believe our lockdown work led to a 200% increase in Q4).

Security tools Q1-2011: integrate with Yaana to streamline process – webform instead of email; pull data automatically with manual approval
Crowdsourcing – we have internal platform; only outlet currently is crowdflower – just did trials; limited demand within company
E.g. Q&A aborted crowdsourcing; decided to outsource Content Review – cheaper & more secure

FBCMS – focusing on things like hosting CRs and Checkpoint which were higher pri than help center

- Friend requests down intiially by 45% but back up by 1/3 of that (so down net by 30%) – hidden friend requests (didn't retrain model)

Sigma – scaled infrastructure (10X queries); extended

* - when we measured in july – did not account for delta failures;

[mid year improvements]
Login improvements: 2m helped daily, 40% decrease in Login UO contacts.
43% reduction in absolute spam reports per million MAU while the site continues adding users.
30% decrease in bad apps, 80% drop in news feed stories from eventually disabled apps.
Captchas due to verification down 90% with limited downside - first use of user trust and session trust.
3.9m users opted into login notifications .
Koobface at an all time low.

From: Bhushan Mandhani Sent: Thursday, November 18, 2010 5:26 PM To: Mark Kilgore Subject: RE: ml triggers

Mark, here are the numbers from Tuesday.

Content-Type	Ignored-Volume	Total-Volume
Threatening UserMessages	7171	20545
Sexual UserMessages	3720	122882
Fake Profiles EN	19322	61204
Groups (Spam reports)	339	5139
Groups (Nudity)	143	2157

I skipped some profile categories with very small numbers. Looks like the only categories where they are having a meaningful impact are Fake Profiles EN and Threatening UserMessages. I can lower the thresholds and make them close more stuff if you like. Alex and Eric were being quite conservative because that's what UO had wanted then.

H2 2010 Progress

Project & Original Goal	Results & Impact	Grade
Education/rehab framework (Checkpoint)	System enables UO to develop wizards for users to go through (Name change:92%+ conversion. Friend request, Photo takedowns)	B
U2U Remediation (Social reporting)	Across all content types, incl Titan. Photo reports (@ 5%): ↑completion rates by 20% ↓ Contact rate to UO by 18%; ↑action rates by 50%+	N/A
Help Center	Making improvements (Search, User feedback, iterating UI, contextual help experiments), but hard to measure impact User sat flat at 63%	B
FBCMS	Legal, Roadblock/Checkpoint, Press – DONE Did not yet roll out for Help Center;	C
Tickets – enable UO to process more	Launched self-service ticket processing system (self-CTAR) – [10] rules added Shifted focus to eliminating tickets upstream in product as part of Lockdown	D
Increase processing throughput by +15% (50% in Hacked/419/Phished)	Coverage increased from 45% to 70% Automation percentage increased from 25% to 50% Hacked/phished and 419 coming out in flowverhaul	B
FTEs	Goal: Use ML to achieve 30% action rate @ 95% accuracy on 20 Queues ➔ Shifted priorities to Lockdown sprints Goal: Crowdsourcing platform ➔Implemented API for Crowdflower & Sutherland. Demand for crowdsourcing unclear (e.g. Q&A)	Inc

2011 Themes

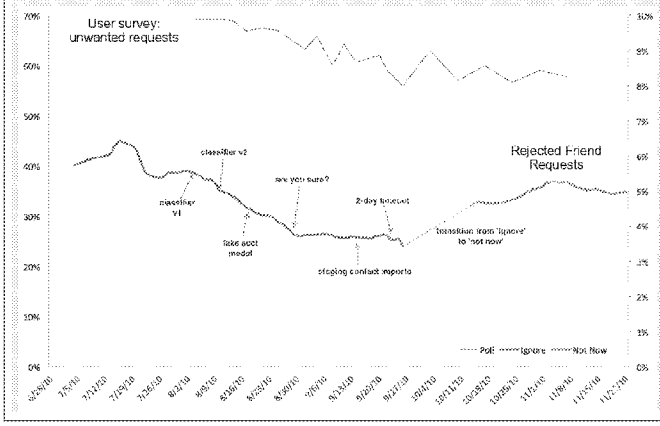
- Negative engagement: decrease per user/day events
- Measure and increase user satisfaction with Facebook support
  - Quality process – ping-pong tickets with UO
- Social design - Empower users to self resolve
- Unified classification frameworks
  - Get all FB features in one place (FXL), available to all products
- Graph integrity: Clean the graph – 1:1 mapping real-world
- Safety: Detect and prevent trolling/predators
- Mobile: Extend and support
  - Reporting, rehab, roadblocks

http://www.theacsi.org/index.php?option=com_content&task=view&id=149&Itemid=157&c=Facebook.com
We are at 64; wikipedia at 77; youtube at 73; myspace is at 63

Negative Engagement – The User Perspective

- **17.8%** have at least 1 negative interaction each day
- Qualitative differences between categories
- Boosted most areas by collecting more data

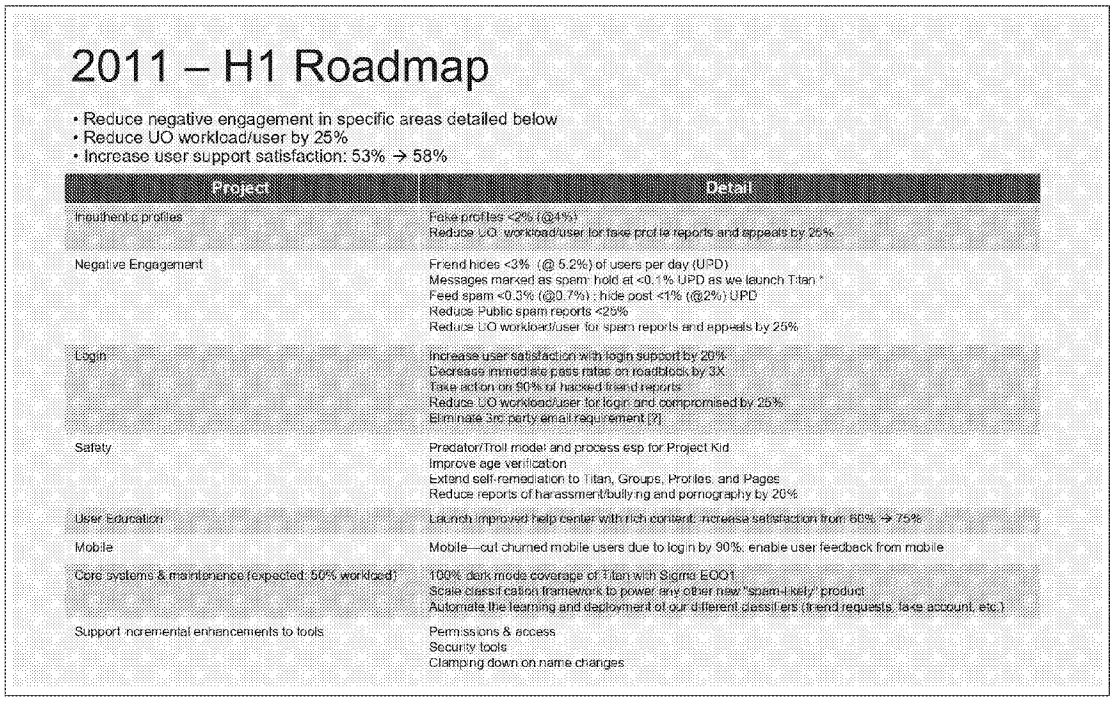
Negative Engagement	Users
Remove a wall post	9.8%
Hide a friend request	5.2% ↓
Remove a comment	3.3%
Untag a photo	1.5%
Feed hide	2%
Feed spam	0.7%
Submit an abuse report	0.7%
Message (spam)	0.07%
Message (delete)	4.6%



Friend requests

- From 5.5% of users to 3.7% daily
- 'Not Now' boosted back to 5%
- User perception has improved, but very slowly

Poll is the percent of users who say they receive unwanted requests from strangers 'sometimes', 'often' or 'always'



2011 – H1 Roadmap

- Reduce negative engagement in specific areas detailed below
- Reduce UO workload/user by 25%
- Increase user support satisfaction: 53% → 58%

Project	Detail
Inauthentic profiles	Fake profiles <2% (@4%) Reduce UO workload/user for fake profile reports and appeals by 25%
Negative Engagement	Friend hides <3% (@ 5.2%) of users per day (UPD) Messages marked as spam: hold at <0.1% UPD as we launch Titan * Feed spam <0.3% (@0.7%) ; hide post <1% (@2%) UPD Reduce Public spam reports <25% Reduce UO workload/user for spam reports and appeals by 25%
Login	Increase user satisfaction with login support by 20% Decrease immediate pass rates on roadblock by 3X Take action on 90% of hacked friend reports Reduce UO workload/user for login and compromised by 25% Eliminate 3rd party email requirement [?]
Safety	Predator/Troll model and process esp for Project Kid Improve age verification Extend self-remediation to Titan, Groups, Profiles, and Pages Reduce reports of harassment/bullying and pornography by 20%
User Education	Launch improved help center with rich content; increase satisfaction from 60% → 75%
Mobile	Mobile—cut churned mobile users due to login by 90%; enable user feedback from mobile
Core systems & maintenance (expected: 50% workload)	100% dark mode coverage of Titan with Sigma EOQ1 Scale classification framework to power any other new "spam-likely" product Automate the learning and deployment of our different classifiers (friend requests, fake account, etc.)
Support incremental enhancements to tools	Permissions & access Security tools Clamping down on name changes

6 month roadmap & goals [draft strawman for discussion purposes only!]
Clean the graph - 1:1 mapping between graph entities and real world [straw man]
Cut duplication by 75%, measured as connections to duplicates.
Get the top 10% (by connections) of pages to have relevant categories.
90% of profile connections have a picture (completeness of our graph).
Reduce fallback hubs by 50% (completeness).
75% of local connections are to authenticated entities.
Negative engagement - reduce below X interactions per user/month @Will
suggested tactics - product plans
Login
eliminating 3rd party email requirement
Predator/trolling detector and preventor
all our classifiers to date are based on "Writes" - we can get good signals/predictors from "Reads" that can help us do early detection of badness on the site
throttle people from scanning 'too many' non-friend profiles a day
monitor suspicious patterns for <18 and <13 - require additional ID verification?
Automate [90%] of reporting and support flows @mitu/terry
Extending to mobile
reporting
detection
recovery flows
Achieve > 80% satisfaction rates with our user/customer interactions @terry/mitu
We are able to resolve issues with 1 round trip 90% of the time
We provide a helpful response within 10 minutes of user contacting us 90% of the time [YDR: give example from webhost provider]
Make ticket turnaround time transparent to user. @TERRY
Quality system for all automation/manual systems
customer satisfaction surveys
reopen rates (broken out by legit/frivolous)
Help center / contextual help @TERRY

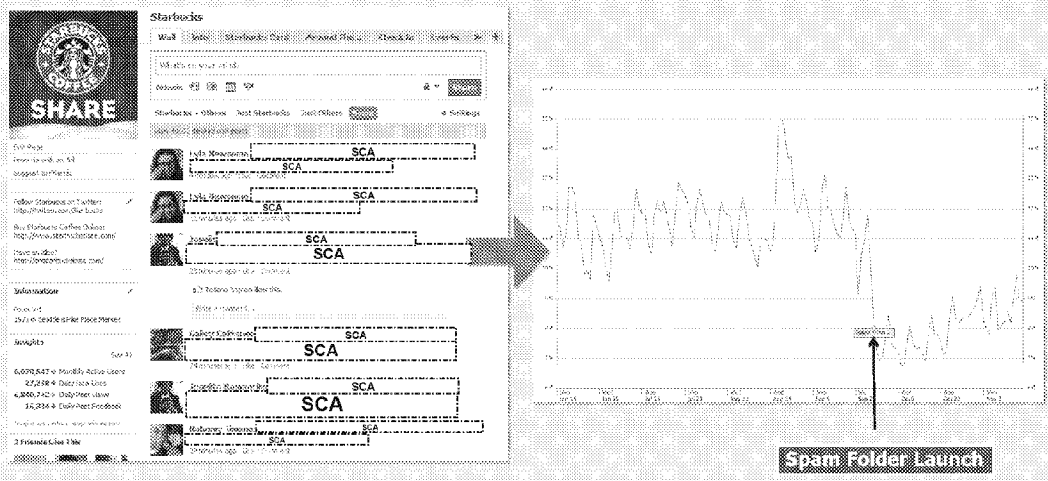
FROM Kilgore:
I would go with a C for decreasing turn around times - from the other thread we're on discussing this I think we had good wins with login and some spot victories with karma, pluto appeals (all as a result of the friend spam work), but we didn't have a

widespread impact. I'm also not sure if any UO staff cuts happened in different areas that still kept up the same TAT?

I would highly encourage reducing use of the word automation and getting it out of the global lexicon. So for the goal on incoming tickets - I would change it to be "50% reduction in ticket volume due to product changes and improved self- or user-user remediation of issues" rather than having automation be so focused into our implementation.

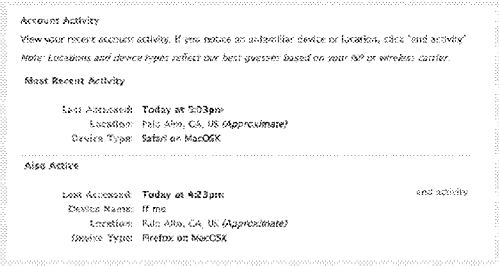
COOL THINGS WE LAUNCHED

20-40% reduction in un-fan count after Spam folder launch

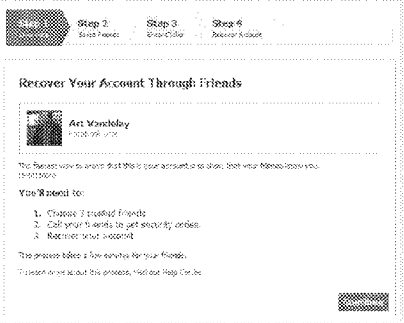


Login

- >90% single user browser persistent
- Security features--Launched session management and one time passwords (82 total articles)
- Flowverhaul—Initial rollout of guardian angel, security question recovery flows
  - Goal: Get to <=5 UO FTE (vs 88 budgeted)
- Mirror – updated account info
  - Added to all recovery flows (roadblock, reset)
  - Netego unit (most successful--63% added SQ, 13% added email)
  - Prompted 4% of all users (50% conversion)



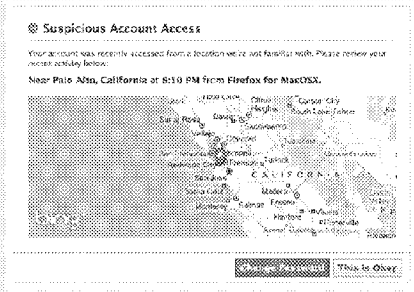
Review active sessions – empowers users to close suspicious logins.



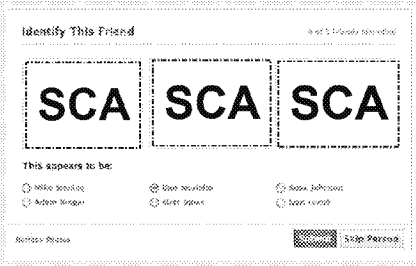
Guardian Angel—social account recovery for users who would otherwise lose their account

Compromised

- Detection
  - Machine learned classifier instead of rules based model
    - Decreased FP rate from ~ 40→15%
  - Catching additional 200K/700K users daily
- Authentication
  - Increased pass rates (20%) through improved auth mechanisms
  - Decreased (-40% self, -26% phished, -6% delta) churn rates
  - 40% increase in users identifying as compromised through map UI
- Empowering users to secure their accounts
  - More mechanisms (self roadblock upon login notification, password change, otp redemption), 3.8x increase in self roadblocks



Improved activity review—show geolocation of suspicious login on map



Improved social captcha—more pictures, clearer options

Detection: 40% -> 15% (stats from beginning of September to present)

Authentication: Since beginning of h2

More roadblocks: Since mid October

- Improved social captcha, choose your own auth,

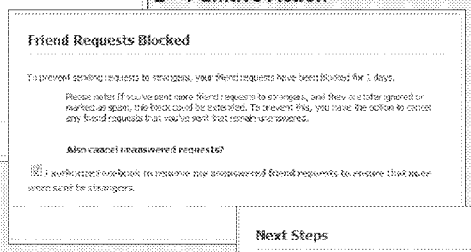
User Education for Friend Requests

Decreased reject ratio by 45%
Improved classifiers
Staggered Contact Imports

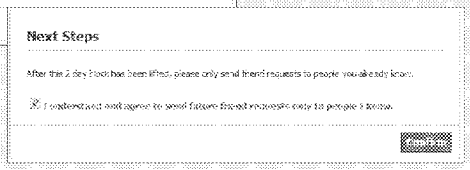
1 - **Inform**



2 – Punitive Action



3 – Confirmation

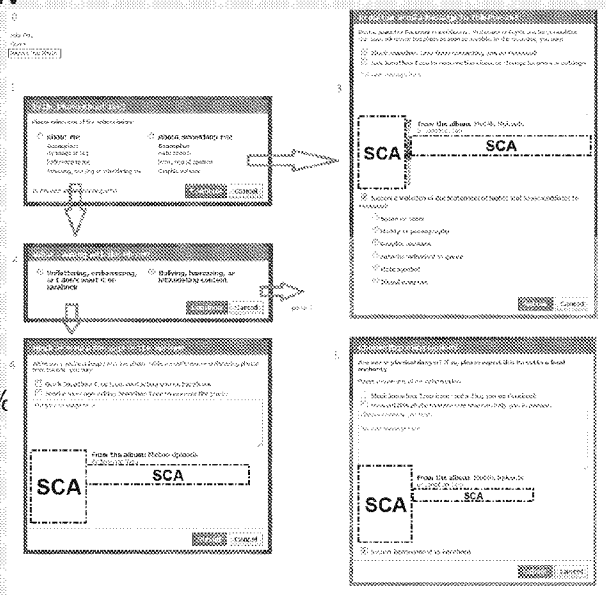


Users who go through the education flows cut their friend rejects by 70%

Social Reporting Flow

- 50% of all photo reports are between friends -> Encourage user to self resolve.
- Special flow to deal with cyberbullying
  - Stop, block, tell

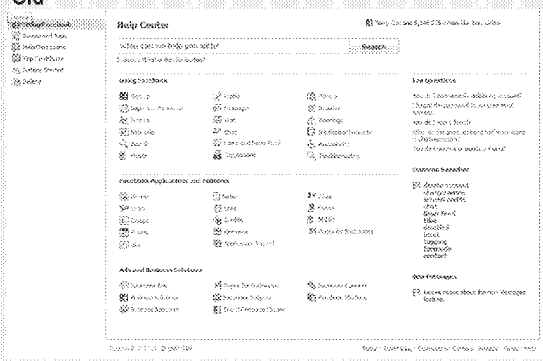
- Early results - photo reports (@ 5%):
  - ↑completion rates by 20%
  - ↓ Contact rate to UO by 18%
  - ↑action rates by 50%+



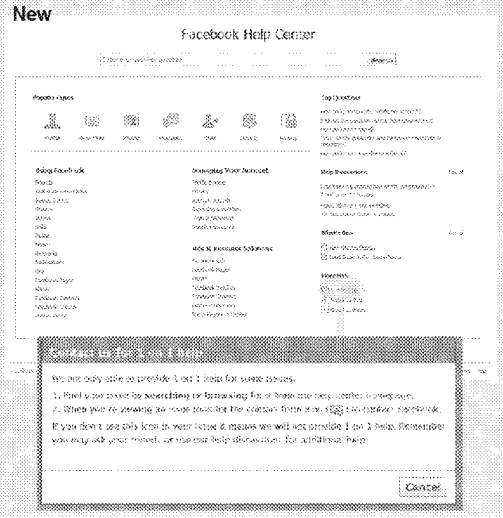
Help Center Landing Page Redesign

- Redesigned help center to look more like the rest of the site.
- Highlight popular topics. Explicit contact us link.

Old



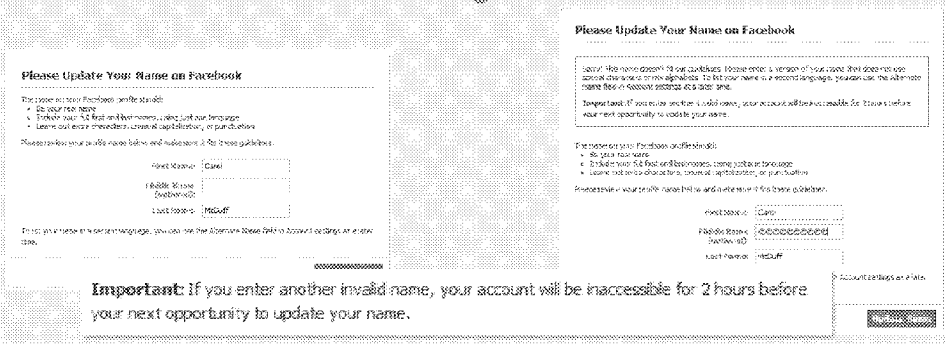
New



Name Cleanup

- Found ~2.5M potentially fake accounts from name spelling patterns
- >82% users updated with valid name
- Less than 0.1% appeal rate (almost no legit appeals)

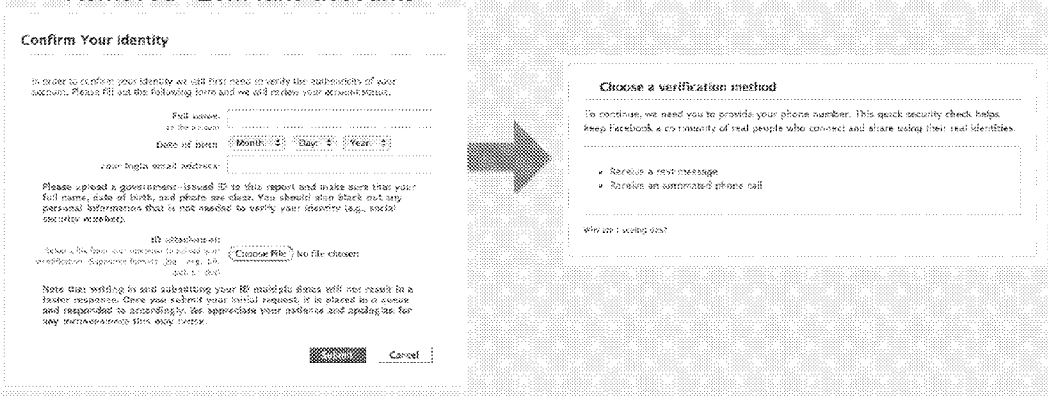
- Enroll users with mixed languages or non-letter characters into a name change roadblock



- We make their account inaccessible for 1 hour, which progressively doubles every time they enter a bad name

Fake Accounts: From UO Appeals to Self-Help

- Added self-help phone (voice & mobile) and social (friend photo) appeal methods
- Much better user experience: faster, less invasive
- Automates UO work
- Removed >25M fake accounts

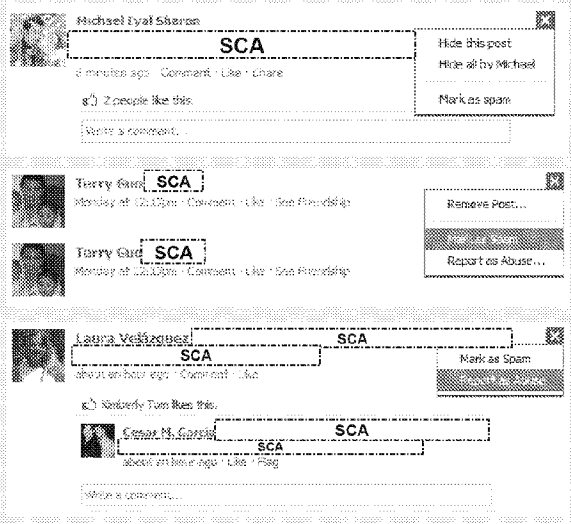


Doubled the amount of negative engagement feedback we collect from our users

Newsfeed

Your own wall

Public pages



Graph Integrity

2010 Retrospective
2011 Game Plan

Build a **one-to-one** graph of people, places, things and understand it

- **Deduplicate** pages that represent the same object ("Avatar")
- **Disambiguate** connections to overloaded pages ("Jefferson High School")
- Use tags to **categorize** pages ("The West Wing" is a "Television Show" about "Politics")
- Have a **comprehensive** graph (pages for everything, with photos, description, addresses)
- Put pages in **quality buckets**, and move pages up (authentic, high-quality, fallback)
- Use **SEO** to expose our graph to the world (FB is the best representation of "Ashton Kutcher")

What Does Winning Look Like?

- Businesses build on our object graph
  - The next Netflix, Pandora, Opentable, IMDB startups should build on our graph
  - If we're winning - value of social data encourages using our graph, contributing back
- The best way to look something up is Facebook
  - #1 Search result for objects
  - Users learn to look on Facebook (rather than IMDB, Yelp, etc.) for the canonical object
- The graph is clean
  - Searching and viewing objects on Facebook doesn't show duplicates, bad categories, memes, etc.

2011 Game Plan: Start with a few verticals

- Start by focusing on ~two verticals
  - Possible verticals: Local businesses, Movies, Books, Music, Activities + Interests, Famous People, Institutions (Schools, Employers), Products
  - Try to nail the vertical, then expand to others
- Clean The Graph
  - Disambiguating categories for 90% of objects
  - < 10% dupes
- Fill Out The Graph
  - Data 80% complete
- Use The Graph Externally
  - Release public DB
  - Fully Featured API
  - 10 External Partners
  - In top 10 results on top search engines
- Leverage The Graph
  - E.g. retrieve object based on image of it from mobile

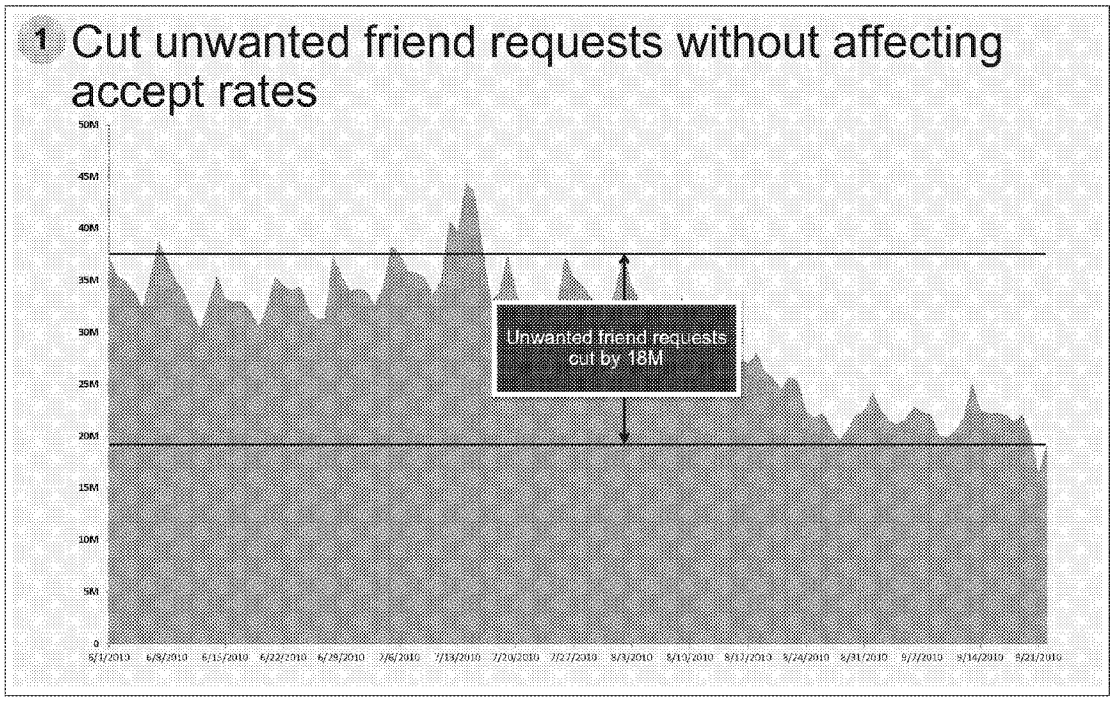
Projects/Approaches To Different Graph Problems

Project	(End of) 2010	2011 Approach
Deduplication	Metapages: link pages together Imported wikipedia redirect graph Geo deduplication of places (200k+) Cleared out 500M junk hubs Identified ~10% school/hub as dupes	Use friends to identify likely duplicates
Disambiguation	-	Focus on richer connection UIs
Categorization	Backend for categorization as tags Imported wikipedia tags Model converts noisy data to best tags	Users tag pages, we filter data Game for collecting tags
Completeness		External data sources
Quality Buckets	Cleaned up our taxonomy of pages (Move away from 'meme' to quality of user interaction, authentication/data source)	Social authentication User feedback to promote/demote pages
SEO	Tracking by search results Obvious fixes in logged-out pages	Work with different teams to
Misc	FBX Religion/Politics migration	

APPENDIX

Lockdown activities

Area	Past	Now/Q4
Friend requests	Disable creepers	Throttle and rehab flow => impossible to become creeper 45% reduction reject ratio
Login & Compromised	Contact form to UO	Find yourself Guardian Angel Improved compromised flows (social captcha, endpoint classifier, email reco)
Content reports (photos, posts)	Inconsistent reporting flows => UO	Uniform reporting flows Automated classifiers and actions Encourage user-user remediation to handle 80%+ frivolous reports Bullying outreach flow
Appeals	We disable accounts for bad behavior	Throttle & restrict bad behavior before it becomes a problem Improved fake account classifiers New appeals flow


1 Cut unwanted friend requests without affecting accept rates
50M
45M
40M
35M
30M
25M
20M
15M
10M
5M
0
Unwanted friend requests cut by 18M
5/1/2010
6/8/2010
6/15/2010
6/22/2010
6/29/2010
7/6/2010
7/13/2010
7/20/2010
7/27/2010
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9/14/2010
9/21/2010

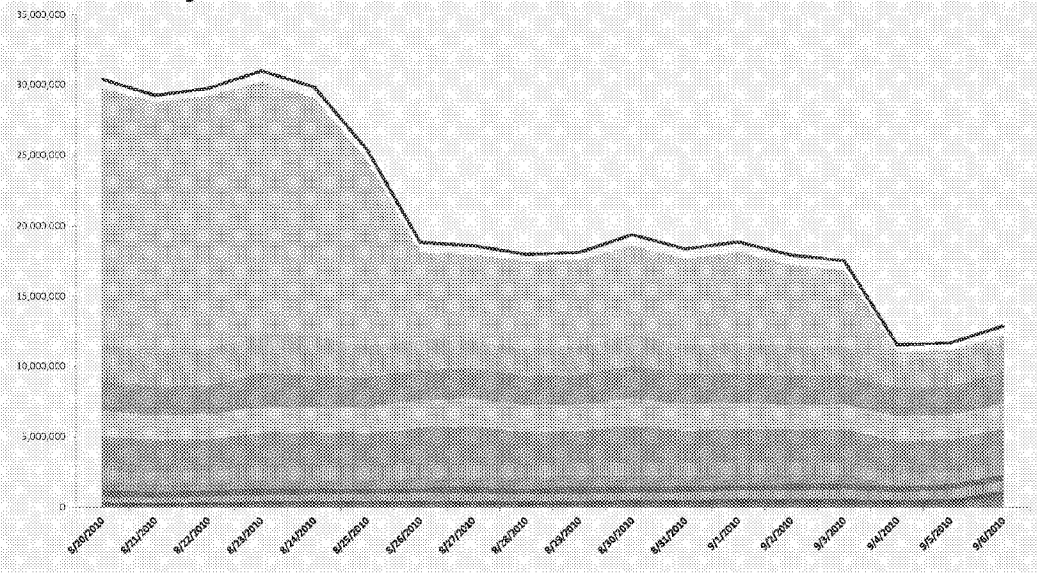
We no longer disable users with bad stats

- Instead, we block their friend requests and educate them



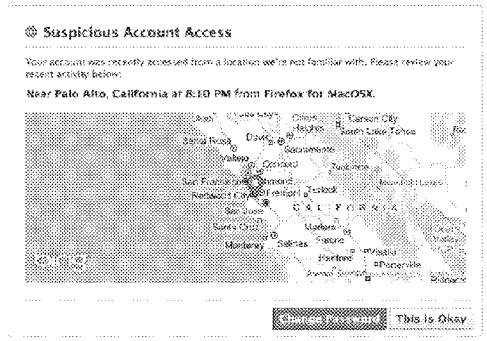
"You don't invite 500M friends to a party and expect everyone to behave"

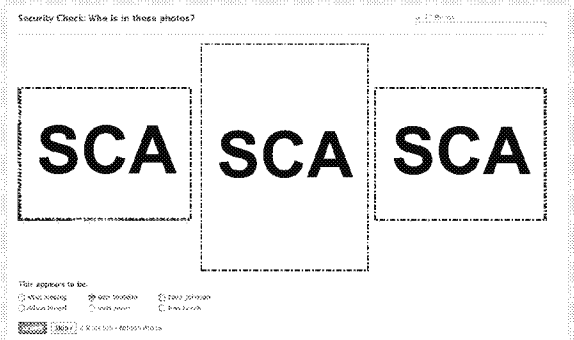
4 Cut unnecessary CAPTCHA friction for our users by 75%



5 Launched phishing protection for >1.4M users per week

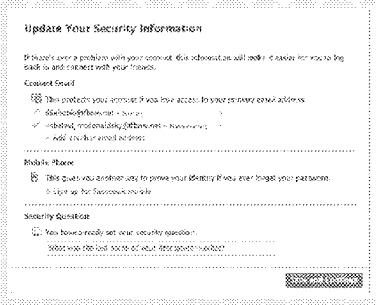
30-40% increase in users self-identifying as compromised



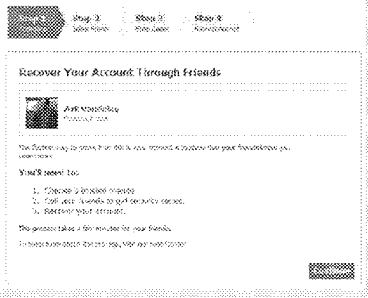


6 New features to promote better account recovery

Mirror – Prompt users for account recovery information



Guardian angels – Help users self-recover their accounts





Password resets – Multiple methods for resetting your password

Q4: Think Upstream

- We want to help users help themselves
  - Rethink end-to-end user experience so we address core issue
  - Upfront product changes can have biggest impact
- Q4: Explicit FTE goals by problem area
  - Solving problems upstream is good for
    - **Users**
      - Self-resolution offers a fast turnaround
      - Eliminate user problems before they happen
    - **Facebook**
      - Helps us scale support as we grow
      - Moves our teams to more complex and higher leveraged problems

Four Areas for Q4 Sprints

- Login/Compromised
- Photo Abuse
- Graph Authenticity
- Public Posts and User to User Wall

Photos Abuse

- Cover all photo queues with no more than 3 FTEs with 48 hr TAT
  - 24 hr TAT on all nudity photo reports and photo appeals
- Reduce pageviews to bad photos by 50% (public + private)
  - Total # of impressions over last 15 days of photos we take down each day
  - Average # of impressions of photos we take down each day over the last 15 days
  - Total # of bad photos we take down each day - UO will help go through 15% of all photos in the queues we don't current work.
- 10x increase in numbers we reported to NCMEC

Graph Authenticity

Goals:

- <1% of 30d active accounts are fake
- Measure with manual evals of randomly selected accounts
- Started lockdown at 9%, currently at 4%
- <=3 FTEs for all profile reports and appeals [from >50 today if we did everything]

Strategy

- Continue expanding machine learning for detecting fakes
- Push profile reporting to social interactions – talk to your friend
- Revamp mostly self-help appeals, streamline manual appeals
- 48H turnaround on all appeals *stretch*
- TBD goal to improve friend connection authenticity *stretch*

Login/Compromised

Goals:

- 90% reduction in login churn
- 5-6 FTE's working across all account-access-related queues
- <5% immediate pass rate for delta
- 90% of users clear roadblock within 2 days
- 90% of users experiencing churn end up in login help flows

Key Activities:

- Flowverhaul - new flows to help with account access
- Roadblock improvements - add more ways to authenticate, improve existing ones, help users who self-identify as compromised with improved self-roadblock
- Machine-learned classifier for suspicious logins
- Guardian angel - social account recovery
- Mirror - prompt users to add better, up-to-date account access data

Public Posts and User to User Wall

Goals:

- To cut down reports and flags by 50%
- Context
  - We want you to only engage in behavior that is constructive and in an appropriate place for the discussion, etc.
  - For example, the Democratic Party's page is not the right forum to bash their policies
- How:
  - Page Spam, Create and Report Time classifiers

Goals:

- To cut down reports and flags by 50%
- Context
  - We want users to engage in behavior that is appropriate and if it isn't, we want them to resolve it between themselves
- How:
  - User to user mediation flows to encourage users to choose the best channel

Beyond Q4

- Working group model
  - Let's us focus on specific user / business problems
  - Working group defined by high level metrics
  - Solutions targeted at end-to-end user funnel, **not** tools
- Problem approach
  - How many users have this problem?
  - Break out users by reason they are having this problem
  - For each, how do we address/solve?
  - Funnel from product to tools

Document Provided in Native Format

Document Provided in Native Format

Netego

2010 Retrospective
2011 Game Plan

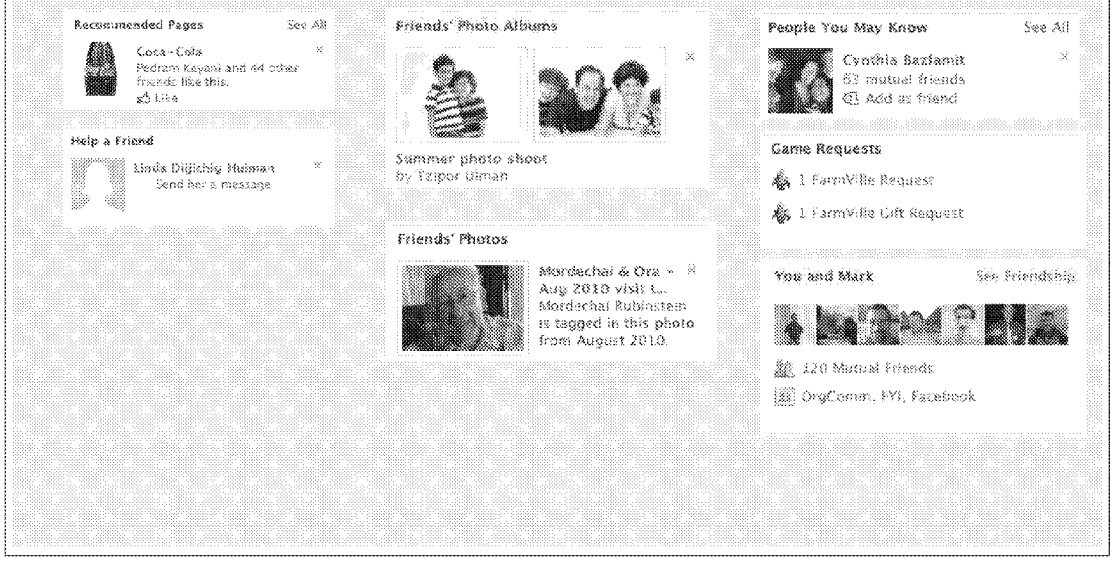
2010 Retrospective

- 48 units developed (39 with > 100K daily impressions)
- Impressions: 24B/day (up from 1.5B in July)
- CTR: 1.66% on home; 2% x-home
- Sell through rate of ~68% (perf limited)
- Engagement impact
  - +35% friend requests
  - +14% fans
  - +10% group membership
  - +3% page views; + 2.45% inter page time → >5% session length increase!
- Superego vs random
  - +56% CTR (+100% on non-feed pages)
  - +1.7% revenue; +2% ads overall metric

Here's the results of the steroids test from 11-21 to 11-25 where we turned off ego to 1% of the users to see what the impact of Ego is. With Ego turned on, friend requests increased by 35.2%, fans increased by 14.2%, group membership adding increased by 10.7%, and overall page views went up by 2.86%. The increases in writes correspond to our major units and and the inter page time increased by 2.45%.

Full results:
http://www.intern.facebook.com/intern/hipal/export_csv.php?l=1000&action=show&hive_table=steroids_analysis_netego_engagement_test_292085

Top CTR Units



Progress against H2-2010 Goals

Project	Detail	Grade
Inventory: Roll out to 100% of Pages	Rolled out to 45% of daily pageviews of pages w/ads Canvas & profile will bring us to 99% [by 1/1/11]	B-
Canvas	Launching 180px wide UI Should have been able to iterate faster	C
Relevance: learned model for <user, context, history>	Launched Superego model: +56% CTR across all page types, +1.7% revenue Still need to figure out value of each click	A-
Broad internal usage	Have other teams build units 48 currently checked in: 17 by netego, 31 by others [~30 deleted] Need to develop more killer contextual units	B
API – mature, stable, performant API	Mature – made some significant changes, but never asked services to migrate Stable – never down when site was up; down on mobile (wap) a few times Performant – (@ 2 units) – gen time = 150ms; 1.7MB memory; 40 memcache keys;2.5 db queries Capacity – 1000 f/e & 800 b/e machines	B+

[from July 2010]
[B+] Have a mature, stable, performant API, reduce Capacity hit
Results:
mature: We have avoided disruptive changes to the API. We have had a significant change about every few months, but we never require service authors to migrate their code--we either make the changes backwards compatible or we do the migration ourselves.
stable: Ego has never been completely down since we launched to 100%. We have been down on mobile (wap) a few times. We have not been down on any www pages since then.
performant: For a standard 2-unit ego section: Our total gen time is 150ms, we use about 1.7 MB of memory, we fetch 40 memcache keys and we do 2.5 db queries. To compare, this is about the same as the left nav pagelet on home. We can easily reduce how many resources we use at the cost of lower quality recommendations. We don't affect TTI. [Compare to ads?]
capacity: We use the equivalent of about 1000 frontend machines, which is about 1-2% of the total. We also use about 800 backend machines for superego/userego/statsego.
[C; only on X/Y pageviews; Levy; describe which pages] Roll out to 100% of pages
rolled out to 45% of daily pageviews [focused on highest PV pages]
[A-;Yanxin] Have learned model that optimizes for <user, context, history>
have launched and iterated on superego
relative to random provides 56% lift in CTR across all page types (100% lift on non-feed pages), 1.7% lift in revenue and 2.0% lift in ads overall metric (based on QRT data from 11/10 - 11/16)
still need to figure out value of each click [hard problem; planning to work on in 2011]
[C;Levy] Figure out strategy for canvas
launching netego on canvas with 180px wide UI [expected week of Nov. 21]
should have been able to iterate on it faster;
[B;Dan] Have each product-eng team be building their own units
summarize which units built by which teams

Hope this helps:

ads:
ad_page_upsell - kellend
ad_tip - kellend, nbushak
adv_acquisition - ehicks

photos:

album_rand
people_in_this_album – agoder
photo_rand - agoder
related_photos – lisaz
untagged_face_photo - nroman

events:
anniversary - agoder
birthdays - agoder
calendar_create - dnaquin
calendar_status_suggestion - mcdonald
event_notify - kenny
friend_events – ytian
group_events - agoder
event_rel_albums - pkotwicz

growth:
contact_importer - ceroma
email_permissions – jmaier
growth_connect – agoder
pymk - fratiu
pymk_photo - jyang
sms_activation - ehicks
mobile_sms_link – ehicks
pie - jburge

engagement:
chat_promotion - twhitnah
photos_facepile_upload – ehicks
photos_num_friends_upload - ehicks
friend_sug_pair – maoziqing
page_demo – maoziqing
page_friend – kiyer
page_rec – lesha
tagging_dashboard

games:
currency_rec - dbrandao
game_reqs - alpjor

profile:
friend_profile_suggestion – yhuang, yge
profile_info – akhil
profile_mutual – dougli, lovro

other:
contextual_tip – mksiney, lklots, ytian
helpcenter - tstanke
places - agoder
places_popular – agoder
pokes - agoder
requests – agoder
share_rec – Aditya
si_account_control - jfrank
suggested_question - bhiller
tribe_add_member - kellend
video_rand - agoder

2011 Game Plan - Themes

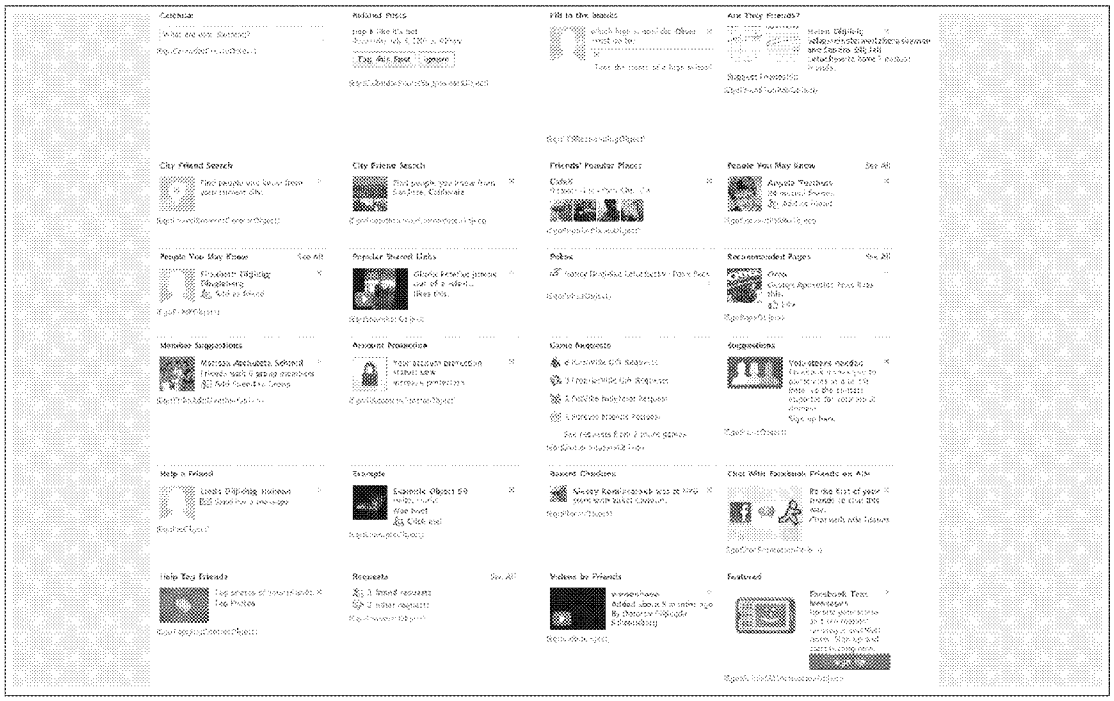
- Increase engagement (reads & writes) with >=0 Revenue impact
  - Dynamic configs
  - Time on site?
- Increase inventory/impressions
  - Improve sell through
  - Mobile [?]
  - Offer via Platform
- Increase CTR & conversions
- Improve diversity & contextuality

2011 – H1 Roadmap

Area	Goals & projects
Contextuality	Activity behavior targeting (e.g. view photos of certain friends → suggest creating a group) Real-time, contextual updates
Diversity	Work with additional teams (Places, Profile, Pages) to launch new units
User value	Increase CTR by 25% (improve superego model) Decrease negative engagement by 20% Improved targeting via bids by service (unit value)
Design	Define & implement visual standards
Dynamic configs	Increase ego impressions & user engagement by 20%, minimize ad impressions while remaining revenue neutral/positive
Inventory	Get on 100% of top pageviews w/ads Extend to mobile platforms

Feedback/discussion

- Unified auction with Ads
- Are there high level directions we should be thinking about that we aren't already?



40% (2388944) - Uninteresting
33% (2053476) - Other
14% (872197) - Repetitive
10% (563618) - Next
3% (224535) - Offensive

This is the breakdown on a per-unit basis excluding any units that did not get at least 10K feedback in the past 3+ weeks. Things to notice:
1. Recommendations are on the whole not very offensive. With page_demo being the most negative of the bunch at 7%.
2. photo_rand received a lot of external criticism but now on the whole it is not that offensive. Unfortunately, we don't have the historical feedback data to compare the before and after picture.
3. Need to figure out what "Other" is all about. pie and tribe_add_member are particularly affected by it.

appeventtype	title	pct
album_rand	Other	32
album_rand	Uninteresting	27
album_rand	Repetitive	24
album_rand	Next	12
album_rand	Offensive	5
contact_importer	Uninteresting	35
contact_importer	Repetitive	29
contact_importer	Other	26
contact_importer	Next	5
contact_importer	Offensive	4
currency_rec	Uninteresting	45
currency_rec	Other	31
currency_rec	Repetitive	12
currency_rec	Next	9
currency_rec	Offensive	3

friend_events	Uninteresting	53
friend_events	Other	27
friend_events	Repetitive	13
friend_events	Next	4
friend_events	Offensive	3

page_demo	Uninteresting	41
page_demo	Other	32
page_demo	Repetitive	12
page_demo	Next	7
page_demo	Offensive	7

page_friend	Uninteresting	43
page_friend	Other	31
page_friend	Repetitive	13
page_friend	Next	8
page_friend	Offensive	6

page_hoc	Uninteresting	41
page_hoc	Other	35
page_hoc	Repetitive	12
page_hoc	Next	8
page_hoc	Offensive	5

page_rec	Uninteresting	38
page_rec	Other	34
page_rec	Repetitive	13
page_rec	Next	9
page_rec	Offensive	6

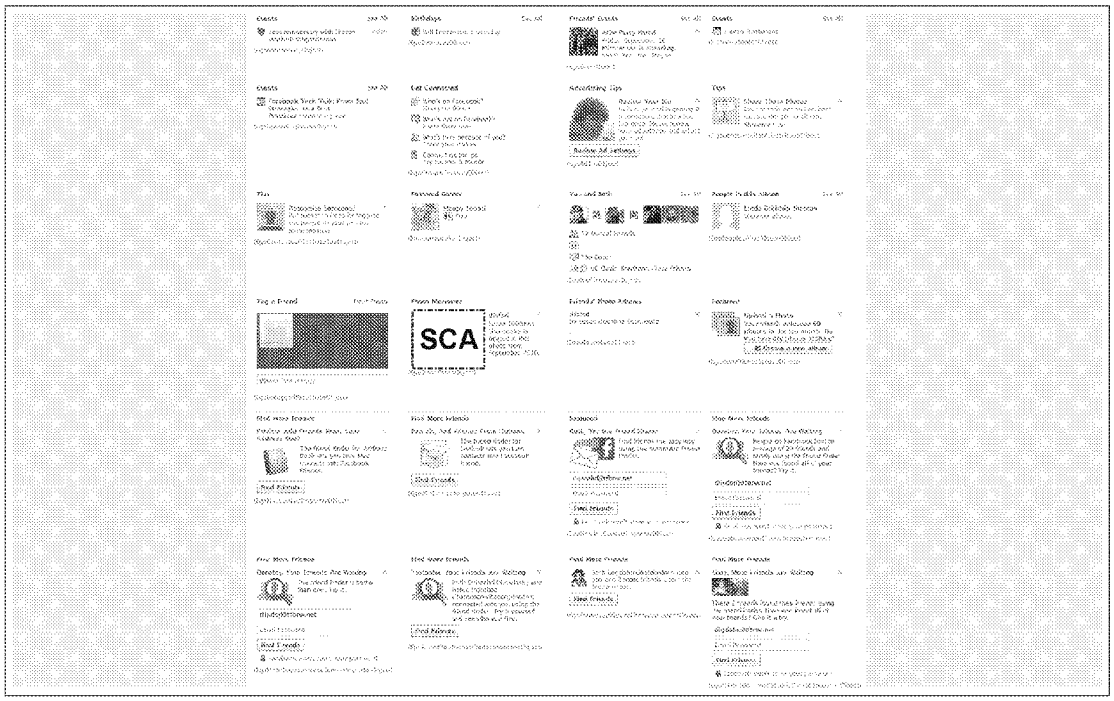
photo_rand	Uninteresting	31
photo_rand	Other	30
photo_rand	Repetitive	23
photo_rand	Next	11
photo_rand	Offensive	5

pie	Other	42
pie	Uninteresting	24
pie	Repetitive	19
pie	Next	12
pie	Offensive	3

pymk	Uninteresting	41
pymk	Other	36
pymk	Repetitive	11
pymk	Next	9
pymk	Offensive	2

pymk_photo	Uninteresting	43
pymk_photo	Other	34
pymk_photo	Repetitive	11
pymk_photo	Next	10
pymk_photo	Offensive	2

tribe_add_member	Other	44
tribe_add_member	Uninteresting	26
tribe_add_member	Next	21
tribe_add_member	Repetitive	8
tribe_add_member	Offensive	1
+------------------+---------------+------+


SCA