Message

From: Gokul [/O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=
Sent: 9/17/2010 9:37:14 PM
To: Alon @facebook.com]; Ambar @facebook.com]; Rohit @facebook.com]; Gary @facebook.com]; Jerry @facebook.com]; Ning Li @facebook.com]; John Hegeman @facebook.com]; Greg Badros @facebook.com]; Richard @facebook.com]; Mark Rabkin @facebook.com]; Kang-Xing Jin @facebook.com]; Kent @facebook.com]; Brian Boland @facebook.com]; Hong @facebook.com]; Ding @facebook.com]; Deborah Liu @facebook.com]; Pierre @facebook.com]; Eric @facebook.com]; Jim Squires @facebook.com]; Rong @facebook.com]
Subject: RE: Agenda for today's targeting meeting

More broadly, one can target users according to the following three criteria buckets:

1. **Demographics/psychographics:** (who they are at this stage in their life)

- Teenagers
- New moms
- Newly engaged
- Android phone users
- Etc.

2. **Behaviors** (what they are interested in / what their intent is) -- search marketing just uses this at a very fine-grained (keyword) level.

- Sports -> Individual Sports -> Racquet Sports -> Tennis
- Shopping -> Apparel -> Footwear
- Travel -> Europe -> Western Europe -> United Kingdom -> London
- Etc.

3. **Targeting your own users (Retargeting) and Broadening thereof**

- Game developers and applications targeting their users (all the items mentioned in the email below)
- Targeting users of your fanpage, connections thereof, etc.

The first bucket is what we have currently split up into Age / Gender / etc.

The second bucket is what we have currently marked as Likes / Interests.

My vision is to move to a standardized set of items for #1, #2 and #3. I already have a Category/Sub-Category/Sub-sub-category mapping that is useful for #2. Working with Boland's team on #1.

The current micro-targeting options should be "Advanced Targeting" options within each s. Eg: One should be able to target Barack Obama fans through the advanced option for #2.

From: Alon
Sent: Friday, September 17, 2010 1:51 PM
To: Ambar; Rohit; Gary; Jerry; Ning Li; John Hegeman; Greg Badros; Richard; Mark Rabkin; Kang-Xing Jin; Kent; Gokul; Brian Boland; Hong; Ding; Deborah Liu; Pierre; Eric; Jim Squires; Rong
Subject: Agenda for today's targeting meeting

Hi folks,

At the meeting later today (3:30, Depeche Mode) we'd like to focus on Q4 plans in the space of advertiser-facing targeting features. The underlying theme is that we are in a position to technically offer a variety of custom targeting options both to developers and to advertisers in general, and it should be useful to think through which ones we actually want to put in front of advertisers in Q4 and what the implications are on FE and BE tasks.

The short version (read just this if you must :-)):

1. We want to decide which advertiser-facing targeting options we make available in Q4.
2. We want to decide what are the general characteristics of those options: customization options, pricing, cluster creating and maintenance, metrics.

The longer version:

Targeting options

At a high level, the potential targeting options are:

1. Developer facing
    - Stale users (users who have installed the app, haven't interacted with it for 30 days and haven't uninstalled it)
    - Transaction-history-based targeting (users who have ever paid, spent in the past 30 days, ...)
    - Credit-balance-based targeting
    - Users with a CC associated with the account
    - App usage + social targeting (game level achieved, # of friends playing, ...)
2. Custom clusters
    - Hand-crafted clusters of users with specific characteristics
    - Examples: Newlyweds, moviegoers, US Hispanics, mobile users by device
    - Larger list here: https://spreadsheets1.google.com/a/facebook.com/ccc?key=tjjyEiaxVYMJWwcfT0l4S3Q&hl=en#gid=1
    - List of clusters that were actually generated: https://spreadsheets.google.com/a/facebook.com/ccc?key=tv9oP8F3xAiJMkFXQTooDzw&hl=en#gid=0

Considerations

Aspects of making those targeting options available to advertisers:

1. DSO only? Self serve?
2. Pricing (example: 40c CPM if you target to a custom cluster, pay CPC only if clearing price exceeds that).
3. Refinements (intersect the custom cluster with other targeting options – geo, age, etc.). Assume this is mandatory.
4. Ad creative policy: what's explicitly called out in the creative. User creepiness.
5. Cherry picking: are we enabling large advertisers or developers to target high-value users that others don't have access to

Tasks

What are the tasks required to make any or all of the above happen?

1. FE create flows
    - Advanced targeting section
    - Parameter selection sliders
2. Cluster generation and maintenance
    - Reporting on cluster size and usage
    - Update time-sensitive parameters
    - Robust upload
    - Auto-refreshes
3. Cluster QA and success metrics
4. Work on existing targeting options:
    - Geo
    - Keywords
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