Message

From: Tomas Kabbabe [/O=THEFACEBOOK/OU=EXTERNAL (FYDIBOHF25SPDLT)/CN=RECIPIENTS/CN=[redacted]]
Sent: 5/22/2023 10:04:39 PM
To: Tomas Kabbabe [[redacted]@meta.com]; Darius Kilstein [[redacted]@meta.com]
Subject: Message summary [{"otherUserFbId":100022405501890,"threadFbId":null}]
Attachments: 271451770_7585268961486990_7591778315289692304_n.gif

Darius Kilstein (5/22/2023 11:46:18 PDT):
>Hey buddy - whose the best person to comment on whether this is true:
>
>"We estimate the impact of Reels ranking is +2.6% DAU, +5.7% sessions, +22.7% post impressions, and +24.6% time spent. These wins are larger with teens."
>
>@silent

Tomas Kabbabe (5/22/2023 11:59:40 PDT):
>me

Tomas Kabbabe (5/22/2023 11:59:51 PDT):
>What's the question?

Darius Kilstein (5/22/2023 12:01:09 PDT):
>is that statement accurate?

Tomas Kabbabe (5/22/2023 12:01:16 PDT):
>yes

Darius Kilstein (5/22/2023 12:01:18 PDT):
>awesome

Darius Kilstein (5/22/2023 12:01:22 PDT):
>that will be all, thank you!

Tomas Kabbabe (5/22/2023 12:01:28 PDT):
>of course!

Tomas Kabbabe (5/22/2023 12:01:52 PDT):
>We even ran those numbers all the way through legal before our finance call

Tomas Kabbabe (5/22/2023 12:02:01 PDT):
>Like, they are quadruple vetted

Darius Kilstein (5/22/2023 12:03:08 PDT):
>thats about as vetted as it can get

Darius Kilstein (5/22/2023 12:03:09 PDT):
>lol

Darius Kilstein (5/22/2023 15:02:21 PDT):
>Stupid question but i have to ask, recs main metric goals are still: Teen Sessions and Global Sessions Correct?

Tomas Kabbabe (5/22/2023 15:03:27 PDT):
>Assuming you're asking for H2

Tomas Kabbabe (5/22/2023 15:03:32 PDT):
>The answer is yes

Darius Kilstein (5/22/2023 15:03:40 PDT):
>yep

Darius Kilstein (5/22/2023 15:03:44 PDT):
>thank you!!

Tomas Kabbabe (5/22/2023 15:03:51 PDT):
>But with some other guardrails

Tomas Kabbabe (5/22/2023 15:03:55 PDT):
>High ME imps

Tomas Kabbabe (5/22/2023 15:04:04 PDT):
>Integrity guardrails

Tomas Kabbabe (5/22/2023 15:04:09 PDT):
>Originality goals

Tomas Kabbabe (5/22/2023 15:04:32 PDT):
>And potentially a parter goal on production + creator

Tomas Kabbabe (5/22/2023 15:04:35 PDT):
>All the fun stuff

Darius Kilstein (5/22/2023 15:04:39 PDT):

shared: 271451770_7585268961486990_7591778315289692304_n.gif