

EXHIBIT 81

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

From: Douglas Purdy <notification+mhu1v5wm@facebookmail.com>
Sent: Sunday, April 21, 2013 2:24 PM
To: Platform Products & Programs
Subject: [Platform Products & Programs] Highlights

Douglas Purdy posted in Platform Products & Programs



Douglas Purdy

2:23pm Apr 21

Highlights

Launches: Launched Object API, Object Browser, GDP 3.0, iOS SDK 3.5 and Facebook Technology Partners program at Mobile Dev Con. Dev and press reaction to launch was good (attached). Great work by everyone that designed, built, doc'd, supported, etc. these products.

Mobile Dev Con: ~300 developers in NYC for an all-day event. Launched the above. The event itself rocked. In the post-event survey, attendees gave Platform a strong NPS of 57, and 90% agreed or strongly agreed that they gained valuable guidance at the event.

Platform Strategy: We locked our top-level platform strategy with Mark on Monday (doc + talk attached). Key thing is that platform is not just an identity platform, but now includes paid app distribution experiences (neko, etc.) and will include foundational app services to help developers build x-platform apps.

Roll-outs: Collections rolled to 95%, GDP 3.0 rolled to 90% (non-canvas).

People: Core Platform and OG Engineering teams (too many people to list) for the great products we launched. Fran Larkin, Ben Chiaramonte, Jillian Stefanki, Anish Bhasin and Vijay Shankar for an awesome Mobile Dev Con keynote and blog post. Rose Yao and Eddie O'Neil for their talks at Mobile Dev Con. Christine Abernathy for the Facebook Tech Partner program. Simon Cross for driving the event. Last but not least, Nicol Wilson for making the event happen. I am sure I am missing folks, absence here is not a function of contribution, merely my poor memory.

Lowlights

We took a overall NPS hit when we excluded all the lower quality apps recently removed by Developer Operations. Good for users and good us to know where we stand with more real devs. As we start to roll out more aspects of Platform 3.0, I expect their to be an NPS hit that we hope to address with better communication and more success with paid distribution services.

Adoption

iOS (US top 400 grossing)
- Configured for FB: 64.9% (-0.4%)
- Any SDK: 58.7% (-0.3%)
- v3.x SDK: 39.9% (+0.4%)
- OG: 35.3% (-3.1%)

- Neko: 18.1% (-0.5%)

Android (US top 400 grossing)

- Configured for FB: 51.3% (+0.6%)
- Any SDK: 41.4% (+1.1%)
- v3.x SDK: 21.7% (+1.8%)
- OG: 30.6% (-3.2%)
- Neko: 17.7% (-1.2%)

Desktop websites (Quantcast top 400):

- OG tags: 38.8% (+0.5%)
 - FB link: 55.2% (+0.3%)
 - FB SDK: 25.0% (+0.1%)
 - FB plugins: 19.3% (-1.6%)
- With a mobile experience: 71.4% (+0.4%), of which:
- OG tags: 19.4% (+1.0%)
 - FB link: 26.7% (+0.6%)
 - FB SDK: 12.0% (+1.0%)
 - FB plugins: 7.9% (-0.6%)

Data (New goal = 18.5%. Growth numbers this week are based on growth from 4/4 to 4/15 because of the scrape for 4/9 is slightly off)

- 1+ complete sections 27.4% (+0.61)
- 2+ complete sections (goal-metric) 16.11% (+0.46)
- 3+ complete sections 10.2% (+0.31)
- 4+ complete sections 4.4% (+0.16)

Music Completeness 21.8% (+0.31)

Movie Completeness 14.7% (+0.52)

TV Completeness 11.7% (+0.37)

Books Completeness 5.4% (0.19)

App completeness i.e. FB-MAU Users with 8+ edges (Top 3rd party OG apps in featured collections)

Instagram = 2.98% MAU (+0.15)

Pinterest = 1.28% MAU (flat)

Foursquare = 0.4% MAU (flat)

Money

Payments TPV: \$8.5M (daily avg for week ending 4/18, -0.3%)

Payers: 673K (1d payers averaged over last 7 days, +0.7%)

Users with credentials (as of April 17th): 15.5M (+1.4% w/w)

Users with active credit card (as of 4/17): 9.9M (+1.7% w/w)

Users with active PayPal (as of 4/17): 6.0M (+1.0% w/w)

Games Conversion: PUX conversion (with intent): 43.6% (+2.8% w/w), NUX conversion (with intent): 3.9% (+2.7% w/w)

Ads Conversion: Existing advertiser conversion (with intent): 66.3% (+4.7% w/w),

New advertiser conversion (with intent): 15.9% (+3.0% w/w)

Progress against \$75M profit goal: \$8.6M confirmed

Neko Weekly Revenue: \$7.1M (+5.5% WoW)

Neko Total 2013 Revenue to Date: \$79.0M (1/1-4/18)

Neko 2013 Q1 revenue: \$61.6M (1/1-3/31)

Neko 2013 Q2 revenue to date: \$17.4M (4/1-4/18)

Neko Share of Mobile Feed: 18.5% of Mobile feed
Weekly CPI: \$2.72 (3.4% WoW)
Spending Apps: 3,482 (+8.6% WoW)

Developer Value

Clicks to Apple Appstore (Daily, 7d avg, includes ads) = 5M (+2% WW)
Total Install Pingbacks (iOS) (Daily, 7d avg, not all of the installs driven by us) = 9.1M (-3%)
Installs Attributed to Clicks on FB (iOS) (Daily, 7d avg) = 394K (+4%, 68% sponsored)

Clicks to Google Play (Daily, 7d avg, includes ads) = 3.34M (-12%) (there appears to be an issue with non-game notifications that we are looking at).
Total Install Pingbacks (Android) (Daily, 7d avg, not all of the installs driven by us) = 1.74M (+15% WW)
Installs Attributed to Clicks on FB (Android) (Daily, 7d avg) = 125K (42% sponsored)

Quality

Bugs this week:
251 bugs were created
57 bugs were assigned
265 bugs were resolved
27 bugs were fixed
238 bug were were duplicate, invalid, or by design

Eng manager SLA this week:
Alex Himel 50% (1/2)
Jeffrey Spehar 50% (1/2)
Vladimir Fedorov 0% (0/1)

Product

Object Browser: Launched to all developers on 4/18. Initial response from press has been positive. The team executed against an aggressive timeline and we're all extremely happy with the result. This is one of the best tools DevX has released to date and sets the standard for level of quality we expect to deliver moving forward. Next 2 weeks will be focused on features that didn't make release; notably search, browser history support and additional polish.

Unified Review: Marie and Constantin are close to finalize the "feature" buckets for platform. DevX is completing CROW integration and will be demoing at XFN next week. In parallel XFN group is working on defining an objective quality metric that can be applied to apps and assist with Unified Review, as well as defining the app guidelines developers will be graded against.

Amazon SSO Integration: Meeting with Amazon on Monday to discuss their plan to pre-load a hidden version of FB4A. They say they have "already started working on it" and we will review the design on Monday.

Payments Growth: Several logging features launched this week, specifically to help us understand funding method selection. Testing of Boleto as a payment method in Brazil is also expected to launch this week. Tests Closed This Week – The one button plus x-out design test was turned off. While it did show higher new paper

conversion, we also saw 20% higher refunds for the test group. Began country interviews for the "second tier" of countries - NL, FR, ID. Wrapped up first sprint – Will roll out three of the sprint initiatives because they were successful. Currently calculating the impact on overall TPV to be included in profit goal. Zip Code Test – Collecting Zip code in credit card flow resulted in 2.8% increase in payers. Credential Removal Test – Messaging at the point of removal that a user's CC info is safe with FB resulted in a 4.85% increase in active credential users. Post Transaction Address Collection – Asking users to add their address post-transaction resulted in 60% of users adding addresses with no impact on TPV or payers

Payment Engine: Developers Ramp - Currently 0.22% TPV flowing through PE. Focusing on getting 5 partners onboard quickly with at least 50/50 traffic in at least one game. At that point, we will announce breaking change. Plarium = Launched with 2 games (1 at 90%, 1 at 50%). Peak = Launched 1 game at 50%. EMEA developer. Playdom = Slated for 4/24. Happy Elements = Slated for end of April. APAC developer. Either Nordeus (good alt-pay traffic) or King (slated for end of April). Implemented the JS callback requested by King. Mobile shortcutting bug fix will be pushed out next Tuesday. Cross datacenter payment id infrastructure is code complete - setting up environment and end-to-end testing. Logging is now at parity between PB vs. PE. Allocating fbid for all credentials will make building Vishnu easier. A/B testing API to be worked on this month to help developers with more randomized test groups.

Payments 3.0: Finalized agreement with Braintree

Neko Product: Deferred custom audiences until the London MDC event. Ads is also instituting a platform-esque launch review process, which we'll take CA through before launching it. Past couple of days have been soft due to a pull back from Android spenders, and some weakness in iPad. Internal bug on April 16th which caused us to count invalidations as clicks. It was fixed quickly by eng, and we worked to pulled impacted clients to issue refunds. Android performance – Referrer test show that we may be under reporting installs by about 30% compared to ref tracking. Working on parallel measurement solution. Feed Supply/Demand Analysis Update: Trying to understand whether targeting is an issue, looking into specific large client budgets to see if it is targeting or pricing affecting their delivery. Developers Live + Mobile Dev Con Update: We have gotten some great client feedback and questions from both Developers Live and Dev Con. Updating our marketing and comms to address the questions directly. One-Link Flow: Code went out in native clients and the team still needs to build UI. Enabling Neko data use - Opt-out: There are more questions from privacy, and we are hoping to close this out next week. Android Tablet targeting: this is progressing, pending any legal issues and should be ready ~ end of month. Neko X-out: For iOS is ready, working on m-site and Android. Send-to-mobile: Zoran has collected data and has suggestions for product and go to market. Neko Page Post Ad Tests: Poshmark Page Post test went live yesterday and Clash of Clans Video page post is going live next week when client is ready to post to their Page. App of the Day: Emma has been gathering feedback from clients on this. Developers see the value and understand the service. Brands don't value charting but value CPI transparency and predictability. Pain points clients feel with existing charting options are 1) long lead time, 2) only promoting for a day, 3) targeting, and 4) fragmented industry. So this could be short-term rev opportunity for existing spenders with frequent launches. Next step is to test with 2-3 clients, Zynga planning to launch their next game with us. Auction in Bookmarks – Testing started yesterday to 10% in France, full details here:<https://www.prod.facebook.com/groups/nekoeng/permalink/500022206713066>. Platform Custom Audience: A new mobile app targeting field is being added to

custom audiences. Developers will be able to reach people who have taken specific actions on their mobile app (such as installs or purchases) with our ads. This feature is still internal only. Announcing in a couple of weeks

Collections: at 95%, 5% holdout to work on photo engagement. Next step: native mobile/ratings/portrait mode/snowlift UX

GDP v3: Launched to 95% at MDC, 5% holdout for few more days of monitoring. Next up: 1/ crank up reliability and perf so login can be really dependable as a utility 2/ working w/ Games so v3 can work positively for games ecosystem & KPIs

Native Collections : Supporting product in release branch on iOS and Android for May 9th release. Planning v1.1.

OG Growth: Initial netego stats are encouraging (.21% conversion rate), and we increased to 25% of of users who have seen the Collections NUX. Iterating on NetEgo design, and building first Socrates question for Collections. UI experiments on Recommendations + Empty Collections leading to ~7.5% in edge creation. Analyzed change in baseline of metric (due to counting inactive pages, and removing users who have not opted in to 3rd party apps), and current trends for Collections against goal.

OG Fitness: Fixing Collection ordering bugs, and met with Nike to hear their roadmap for the rest of the year. NikeFuel App with OG track actions going live on 4/22.

OG Music: Live Listen code removed from code base (10K lines of code), after the GK being off for a few weeks. Added additional scuba logging for the play button across the site, and built support for music partners to not use the music bridge (and kicked off testing with Spotify, Rdio, and Deezer.)

OG Entities: Started working on Rovi tasks. Creating API for Rovi ID / FB ID mapping as per agreement. Had a call with Random House to understand best way to ingest their data. Continued work to deep-link author in book pages. Made progress getting OG books indexed so that they can be surfaced in the typeahead. Aggregated OG data into a single Hive table for Unicorn purposes. This is required to enable canonical data queries. Starting an experiment to test crowdsourcing duplicates (https://www.dev.facebook.com/me/books?qrt_taste_version=62)

Social Plugins: non-ui work on sanitizing plugins and sharer.php such as migrating to sticky composer setting while continuing to iterate designs for www esp. on buttons and branding.

Mobile Platform : Up next parity on Android (share dialog, SDKs, etc). Deep links. Messaging is currently third after those.

Insights: asked platform / games team to help fix native mobile logging for hi-pri metrics (impressions, NF clicks, bookmark / search clicks). A bootcamper broke out OG impressions for TOS'ed / non-TOS'ed users, which we should be able to launch soon. Continuing to fix the mobile referrals dashboard. Daniel is supporting the new logging coming from other teams.

App Feeds: Harsh and Voja are going to do the infra work here. Starting with an API to accept tokens for a service from the device.

Testing

Major bugs found in testing this week:

T #2293491: GDPv2/V3: Android/iOS : Clicking on connect to facebook doesnt redirect to the app

T #2310175: GDPv3: All Browsers: Beta only: Security warning page is shown on clicking 'Cancel' Button

T #2303692: Android: Get Login Status : ClickingFB.getLoginStatus does nothing

Apart from daily and weekly testing, team also tested:

Native collections and og stories for may iOS and android release

Mobile Games Distribution – Showing megaphone, bookmarks, notification for mobile game ads

gdp v3 100% rollout

Native gdp on iOS

New iOS sdk – Object API and native share dialog

Summary of Bugs created this week:

51 Task(s) Created

17 Web

16 IOS

16 Android

9 mWeb

7 High Pri

28 Task(s) Open

1 Bug(s) found by Graph API Tester



[View Post on Facebook](#) · [Edit Email Settings](#) · [Reply to this email to add a comment.](#)