

EXHIBIT 192

UNREDACTED VERSION OF DOCUMENT SOUGHT TO BE LODGED UNDER SEAL

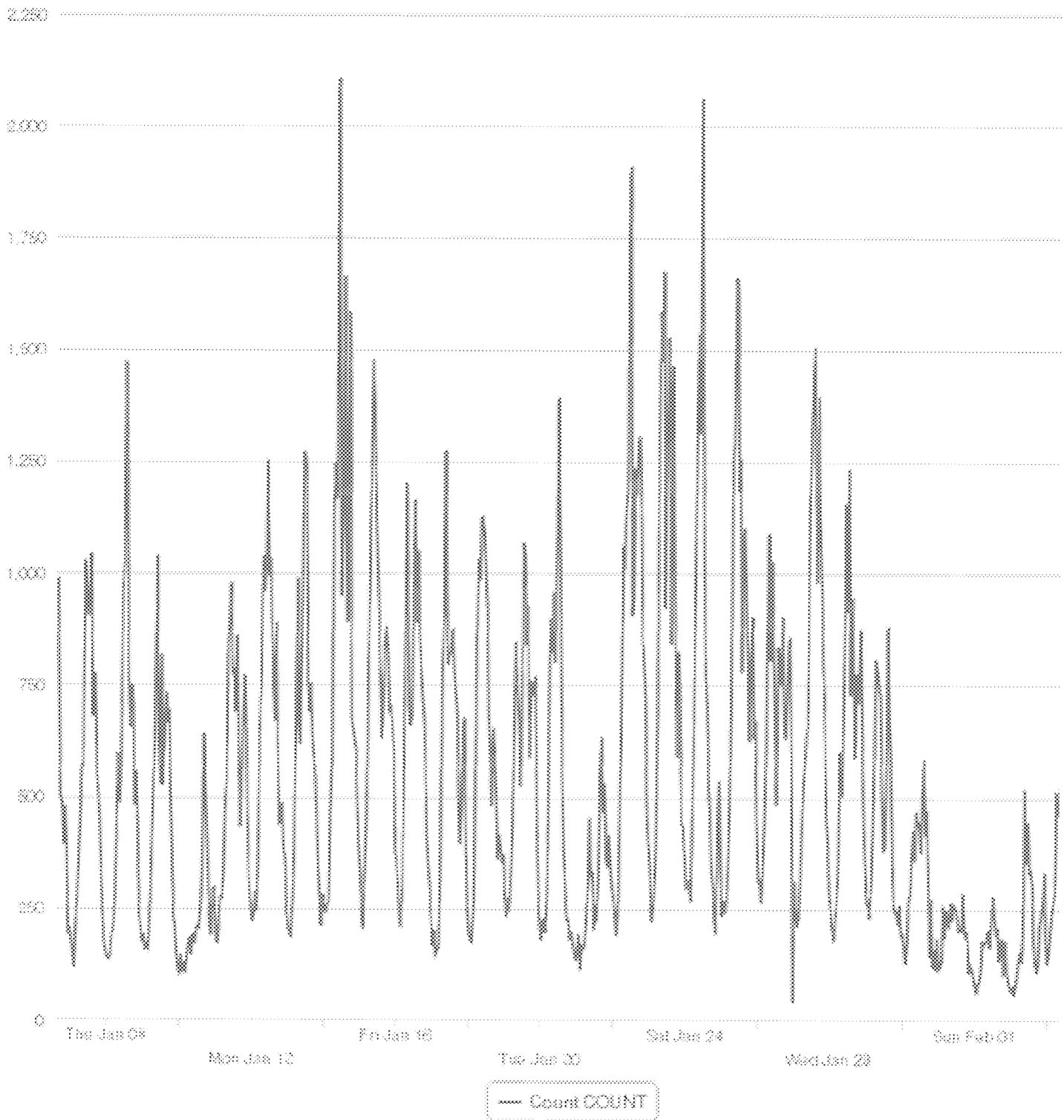
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**From:** Mary Ku </O=THEFACEBOOK/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARYKUA36>  
**Sent:** Sunday, February 08, 2015 11:06 PM  
**To:** Deborah Liu  
**Subject:** Platform HPM - Dating apps unblocked from API v2 migration, Buy in Feed shows 2x lift in conversion with credentials, and new partners for App Invites  
**Attachments:** Feb 6 - Platform Fix of the Week[1][1].png; Feb 6 - Commerce - Number of Transactions[1][1].png; Feb 6 - Games - Ranker FIx of Week in QA.png

## PLATFORM FIX

Microsoft reported a large-scale spam problem on [msn.com](#) that was due to the Comments Plugin. Microsoft uses an India-based team to moderate comments. This team was unable to remove the spam because it was posted by malicious Pages that had geographically blacklisted India. Jonathan Gross mitigated this issue quickly without any product changes by using heuristics-based spam classifiers that automatically moderate comments posted by untrusted, geo-gated Pages. This graph shows the drop in spam reports on the Comments Plugin for comments that contain attack-themed keywords.

## TimeSeries (1 hour) ordered by Samples



## HIGHLIGHTS

### == BUILD ==

**Plan to support Autopilot from Platform apps complete.** Autopilot is a feature being launched by the privacy team that allows people to set a “favorite” audience that they share with, as opposed to “sticky” privacy that means that each post starts with the audience that you last posted to. For a better people experience, we would also like Platform apps to respect the “favorite” audience settings, so that people will know that sharing to

Facebook works the same way, regardless of whether you are on newsfeed or on a 3<sup>rd</sup> party app. The Platform plan includes using the Autopilot setting to default publish permissions in Facebook Login and to set the default audience in Facebook sharing composers displayed by apps. In parallel, we are assessing the effect these changes could have on Canvas; early analysis points to negligible impact. Details here: [Auto-pilot on Platform](#).

**Developer reference docs for the Application node of the Graph API are now automatically generated.** In the past, we have updated API documentation manually, which is error prone and time consuming. The Application node represents a developer's configuration settings for their app in our system and is one of 3 major API nodes [along with User and Page] that are highly complex. This is a major milestone for the API + Dev Site team. These docs live here: <https://developers.facebook.com/docs/graph-api/reference/app>.

**Launch of Hashed Friends API to 7 dating apps unblocks their migration to API v2.** The Hashed Friends API helps make friend-of-friend connections between two people who use an app that are not connected by people who use the app. For example, let's say that Joanie and Chachi both use Tinder, but Richie does not. Joanie and Chachi are not friends, but Richie is friends with them both. The Hashed Friends API makes it possible for dating apps like Tinder, Coffee Meets Bagel, etc. to identify that Joanie and Chachi are friends-of-friends. When used with APIs launched in January, this completes our work to unblock a key cohort of widely used apps. Apps must apply to use either API.

## **-- PAYMENTS --**

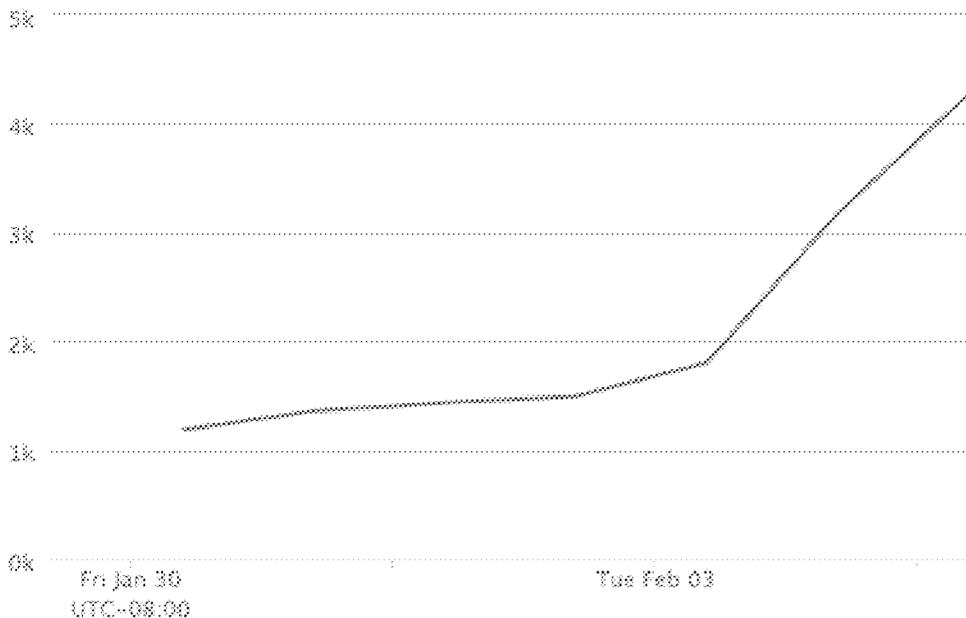
**Launched a new PayPal flow on desktop.** We've started testing at scale a new UI flow in which payers enter their PayPal username and password inline in the Facebook flow (vs. a paypal.com pop-up). FB is the first company to be granted permission to use the APIs that power this experience on desktop. Prior deployments have been limited to game consoles and other proprietary hardware. We will be testing for impact on payment conversion.

## **-- COMMERCE --**

**2x lift in conversion for users with credentials.** The latest Buy on Facebook conversion metrics show that conversion rate for users with credentials on Facebook is 2x the conversion of users without credentials. The overall conversion rate for Buy on Facebook is currently at parity with both online-sales benchmark and A/B tests. With increased usage and with addition of credentials through other channels, we could meaningfully increase conversion rates for sellers through this feature.

**Groups Commerce launches in the UK.** We turned on the sell composer feature for over 26,000 For Sale groups in the UK. Early data shows that the adoption is likely to follow that of NZ, which has been successful.

Number of transactions / day – COAL: 180k (Q1), 700k (2015)



## == APP ADS & AUDIENCE NETWORK ==

**App Ad client meetings to help drive roadmaps.** Met Context Logic today (maker of Wish app, biggest spender last quarter) and we have a number of sessions coming up with head advertisers like Machine Zone and Supercell that will help inform our roadmap. Thanks to marketing and sales teams for setting these up and driving.

**Audience Network CPM continues to perform below 10-20% below seasonal expectation.** We are still investigating root causes, but the three most likely drivers are: (a) seasonal effects that may be magnified for AN (b) PQS (c) publisher mix shifts.

**Uncovered and fixed several Power Editor scenarios in which the Audience Network was not defaulted “on” for eligible campaigns.** These fixes shipped and should helping close the gap relative to other interfaces (PE adoption is 34% vs 80% for CF).

## == GAMES ==

**Great progress this week on partner integrations for App Invites.** Diamond Dash is available in the App Store and will be launched to people next week. Shpock, a German Craigslist-like app, has submitted their iOS and Android apps for review this week and will release once they get approvals. Bumble, a Tinder rival, is also planning to submit today. We've also whitelisted several developers this week including Vivino, Goodreads, PicsArt and Pinterest. Both iOS and Android send and receive flows are ready for beta testing app invites. Engineering is focused on the remaining features for F8.

## == FEATURED DEVELOPER ==

**Developer:** Zindagi Games

**What they do:** Zindagi Games is a Camarillo, CA-based gaming studio with a team of 80. Their latest title is a cross-platform Match 3 game that's live on iOS, Android and Canvas. Their previous titles, "Sports Champions I" and "Sports Champions II," were both bundled with Sony's PlayStation Move. And their last iOS game, 'Baseball Slam' was also built on Parse/FB and published by Zynga. The founder, Umrao Mayer, previously founded Kush Games which he sold to Sega.

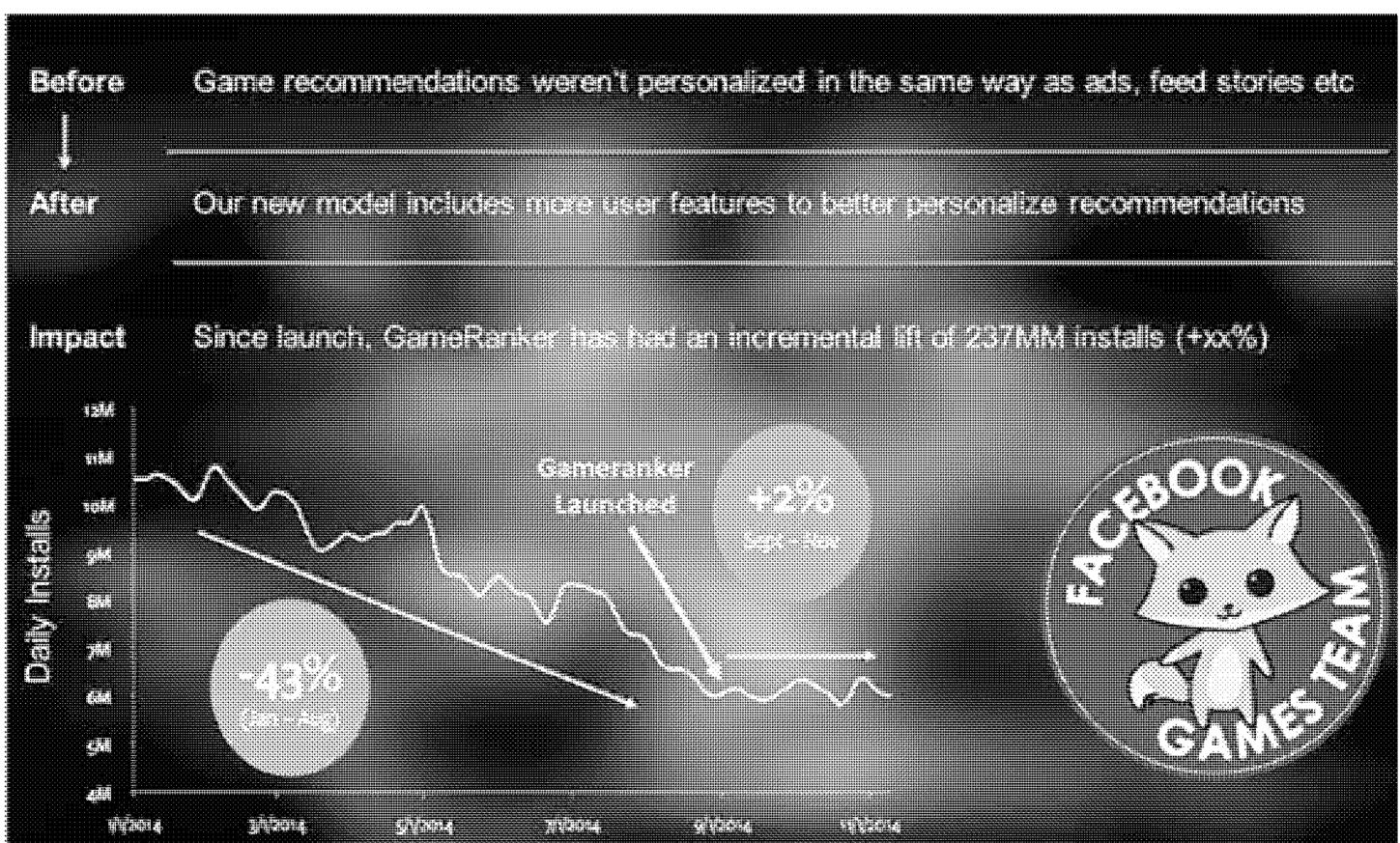
**Country:** U.S.

**How Facebook helps them:** The app relies heavily on Parse for Core, Cloud Code & Long Running Jobs and now boasts ~720K Monthly Active People and is growing 20% MoM. The game leverages Facebook Login and other sharing tools. Zindagi's spend on Crazy Kitchen alone has ramped to over \$17K/day and of course they're utilizing App Events (both custom and out-of-box) to improve the efficiency of their campaigns. The results show: the game has been in the top 250 downloaded Games for the past several months and peaked at 93.

## == PEOPLE ==

\* Great shout out in the Q&A this week for Gameranker being the "Fix of the Week." Shout outs to Wei Wu, Leif Foged, Parsa Bakhtary, Henry You, Jun Sun and the whole GameRanker taskforce for their awesome work to improve the Game playing experience!

\* Our very own Jun Li, on the App Ads team, was recognized with a standing ovation at GMS with his stellar \$130M bug fix. Well deserved and great to see this impact noticed in such manner!



## == METRICS ==

## BUILD

Platform adoption on mobile: 67.4% of top apps, -0.2% w/w [H1 baseline: 67.5%, H1 goal: 70.5%]  
[dashboard: <https://our.intern.facebook.com/intern/unidash/dashboard/platform-adoption/main/>]

Migrating large apps to F8 2014 products and Login Review:

\* % of large apps making > 10% API calls to v2.x: 33.29%, +1.48% w/w [H1 goal: 75%]  
[dashboard: <https://our.intern.facebook.com/intern/unidash/dashboard/?id=620955431344045>]

\* # large apps submitted for Login Review: 13.24%, +1.19% [H1 goal: 70%]

[dashboard: <https://our.intern.facebook.com/intern/unidash/dashboard/?id=620955431344045>]

Bugs:

\* Out-of-SLA backlog: 280 [H1 goal: 250]  
\* Hi-Pri bugs opened since Jan 1 closed within SLA: 100% [H1 goal 85%]  
\* All-Pri bugs opened since Jan 1 closed within SLA: 100% [H1 goal 70%]  
[dashboard: <https://our.intern.facebook.com/intern/platform-triage>]

App Events:

\* Num apps logging App Events: 38k, +700 w/w  
\* Daily User-App Pairs Logging Events: 591M, +7M w/w  
\* Num apps logging non-activate & explicit App Events: 4.89k, +70 w/w  
\* Num canvas app logging events: 323, +21 w/w  
\* Num apps logging commerce related events: 2.71k, +80 w/w. 1.75k, +30 w/w  
\* MACA lookalike revenue: \$505k, +\$115k w/w  
[dashboard: <https://our.intern.facebook.com/intern/argus/view/182426>]

## PAYMENTS

\* New Topline Dashboard: <https://our.intern.facebook.com/intern/data/explore/platform/topline>  
\* Advertisers acquired in non-core markets: 464 (as of 02/02)  
\* Advertiser acquisition and reactivation on Mobile Interfaces: 69,854 (as of 02/02/15: +9.60% w/w)  
\* Games TPV: 7-day daily average \$7.32 M (+7% w/w). In line with seasonal trends.  
\* Ads Payments Reconciliation Discrepancy: Stat-cluster to Invoice: \$1.37K (7-day daily average on 02/03),  
Invoice to Payment: \$4.07K (7-day daily average on 02/03). Eng is looking at a bug in Ads Payments which  
processes Payment RTUs (Real Time Updates). Another bug related to chargeback processing is fixed, but we  
will have higher discrepancy for awhile.  
<https://our.intern.facebook.com/intern/argus/view/230740>  
\* Ads Leakage (as of 01/31/2015): 88 bps of fraud. Level is coming down after a Turkish fraud exploit was  
mitigated by deployment of new rules. Recent failing of some fraud features has been resolved, so we should  
see lower numbers next week.  
\* Flow end-to-end reliability (Games / Ads): >99.9% / >99.9%

## COMMERCE

\* Monthly Transaction Exit Run-Rate: 60,000  
\* Monthly Active Sellers (Buy on Facebook Posts): 69

## GAMES

\* Games TPV for H1 2015 is currently running at \$241.61M (as of Feb 3rd), which is \$22.7M (10.4%) above  
goal. TPV is up 7.0% week over week to \$7.3M as we emerge from the seasonal January slump. This was aided  
by various developer-led Superbowl Sunday sales on 2/1.

## **APP ADS STATS (MAIA + Canvas Install Ads)**

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Developer Ads Total –

- \* Weekly Revenue: \$42.48MM (+7.3%)
- \* 2015 Q1 revenue to date: \$207.94MM

Mobile --

- \* Weekly Revenue: \$36.90MM (+9.5%)
- \* 2015 Q1 revenue to date: \$179MM
- \* Share of Mobile Revenue: 22.6%
- \* Weekly CPI: \$2.56 (4.8%)

Desktop –

- \* Weekly Revenue: \$5.58MM (-4.8%)
- \* 2015 Q1 revenue to date: \$28.95MM