

Meta (Facebook)

Contact: Jordan Miguel – Director of Platform Strategy

Sales Stage: Proposal Sent

Deal Size: \$950K (multi-org rollout)

Meetings:

May 1: Advanced segmentation demo.

May 12: Procurement walkthrough.

Needs:

Privacy-safe user behavior analytics for ad optimization.

Objections:

Legal reviewing cross-border data routing concerns.

Internal Notes:

Competing with Mixpanel and Heap.

Next Steps:

Send updated DPA.

Follow up post-policy review (ETA June 7).