



Instagram's Growth Rate

Top OG Apps by Publishing DAU					
Average Publishing DAU	3/30/12	Δ W/W %	3/23/12	Δ M/M %	3/2/12
Application					
Yahoo!	1,754,262	-1%	1,775,118	1%	1,635,217
Spotify	1,327,071	3%	1,281,000	-4%	1,245,000
İzlesene	735,746	11%	815,666	11%	735,746
Pinterest	673,783	3%	693,666	3%	663,666
Social Reader	648,208	-4%	623,666	-4%	648,208
foursquare	525,253	-2%	513,666	-2%	525,253
Instagram	183,625	1765%	9,846	9181150%	2
The Guardian	180,564	4%	173,054	-4%	180,564
Cities I've Visited	167,807	16%	144,362	-14%	167,807
Deezer	142,523	2%	139,296	-2%	142,523
iHeartRadio	117,389	5%	112,198	-4%	117,389
Dailymotion	111,184	30%	85,288	-23%	111,184
SoundCloud	107,030	20%	89,066	-17%	107,030
schoolFeed	106,446	85%	57,688	-46%	106,446
Netflix	105,396	-4%	109,443	4%	105,396
MyVideo	98,884	-9%	108,577	10%	138,978
Myspace	69,010	6%	65,311	-5%	69,010
The Independent	67,480	154%	26,544	-61%	67,480
AMERICAN IDOL Online Voting	55,975	25%	44,858	-20%	28,326
21 questions	47,732	N/A	0	2386500%	2
Slacker Radio	39,220	5%	37,337	-5%	39,220
Siz.net	37,865	445%	6,945	-82%	0
GetGlue	36,163	10%	32,919	-9%	20,006
Grooveshark	34,418	3%	33,574	-2%	28,794
VEVO	33,397	11%	30,173	-9%	8,150

“1,765%” week over week

“9,181,150%” month over month



“[F]riends or [F]oes”

Hey Mark,

There have been some items lately that made me wonder whether it would make sense for us to stay in sync / get your input from time to time. These are some examples:

- Data – we just hired [REDACTED] (the zynga guy). Getting our data in great shape is going to require effort / some engineering time across the key product orgs. I have a clear idea of the most pressing issues, but would love to make sure you are aligned with the vision
- Competitive research. We have some good progress on the web front with the comscore data / we think we can build our own custom mobile panel pretty fast (with some significant investment in \$\$ / resources). Visibility into this data will allow us to get 10x better at understanding the mobile web / ecosystem. I keep seeing the same suspects (instagram, pinterest, ...) both on our competitive radar / platform strategy as wins, which is an 'interesting' dynamic. I think having the exact data about their users engagement, value they derive from, etc... would help us make more bold decisions on whether they are friends or foes. Back to your thread about 'copying' vs. 'innovating' we could also use this info to inspire our next moves...
- Mobile pricing in emerging markets – your thread with questions on mobile pricing while you were in China / the latest discussions regarding low end phones are some areas where we have been focused over the past couple of years on the growth side (investing in snaptu, working with operators in all emerging markets to drive zero rating, etc...). I would love to hear where your thoughts are on this area / what we could do on mobile to win an edge over the competition.
- Monetization strategy / engagement – so far we have been pretty agnostic about monetization when driving growth / engagement. I would love to hear whether this is something you want to revisit

Last thing I want to be on the negative side of your ROI calculations on how you spend your time (@zero time I was on the safe side ;)), so no worries at all if you have other more important stuff going on and think this does not make sense. That said, if these types of topics warrant 20 / 30 mins of your time every couple of weeks or more we can do it over a walk or something so that we get some fresh air) I would be thrilled to do it. If we see it does not make sense, or you think there are better formats (e.g. review specific topics you are interested with the team, etc...) we can modify it / just cut it.

Lmk what you think,



“I think having the exact data about their users engagement . . . would help us make more bold decisions on whether they are friends or foes.”

“Yeah, let’s do it.”

From: Mark Zuckerberg
Sent: 4/4/2012 1:28:10 AM
To: [REDACTED]
Cc: Chris Cox
Subject: Re: Sync from [REDACTED] time to time

Yeah, let's do it. We can find some time periodically during my weekly reviews to go over this stuff.