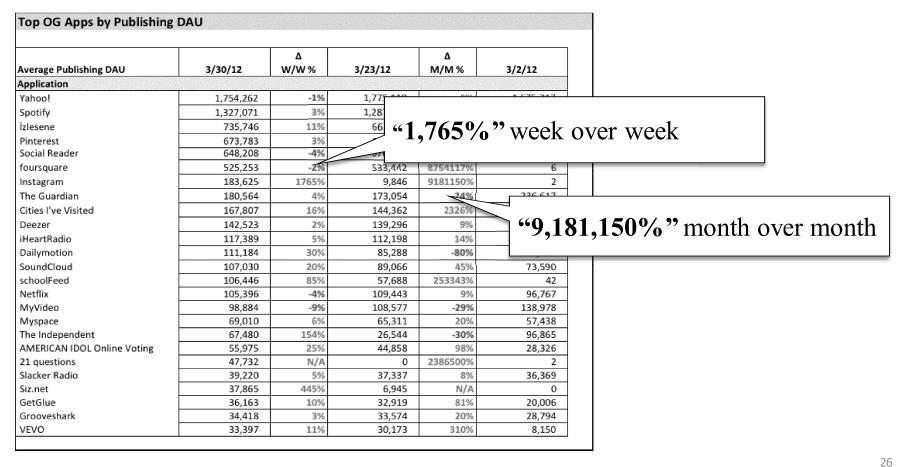


Instagram's Growth Rate



00091650



"[F]riends or [F]oes"

Hev 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 the zynga guy). Getting our data in great shape is going to require effort / some engineering time across the key productorgs. 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 5 / resource). 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 rader / platform strategy as wins, which is
 an 'interesting' dynamic. I think having the exact data about their uses engagement, value they derive in
 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 wers in China /
 the latest discussions regarding low end phones are some areas where we have been focused over the past
 ccuple of years on the growth ide (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 is 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:

Cc: Chris Cox

Subject: Re: Sync from the to time

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

00068928 - 00068929