

Outlook E-mail

From: [REDACTED]
Sent: 4/3/2012 3:57:08 PM
To: Mark Zuckerberg
Cc: Chris Cox
Subject: Sync from time to time

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 FB, 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 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,

[REDACTED]