Facebook

Luc Delany – European Policy Manager
Facebook’s mission is to make the world more open and connected
The web has changed…

"On the Internet, nobody knows you’re a dog."
Luc Delany

- European Policy Manager at Facebook
- Studied European Studies at Maastricht University
- Lives in London, United Kingdom
- In a relationship with Anne-Marie Suren
Facebook enables businesses to connect with more people on more devices...

1 Billion monthly active users across all platforms

- 58% return daily

600M monthly active users on mobile

- 67% YOY growth

Source: Facebook 10Q, June 2012.
More often than anywhere else

Hours spent per person per month

Facebook: 6:35
Microsoft™: 1:55
Yahoo™: 2:07
Google™: 3:20

40% of all time spent on the top 10 websites in the world

Source: comScore, June 2012.
People are extremely engaged on Facebook…

5B+ stories posted every day (worldwide, average)

Source: Facebook internal data, June 2012.
And they’re interacting with each other

170B+ news feed impressions every day
(worldwide, average)

Source: Facebook internal data, August 2012.
People engage with commercial content in their newsfeed
Adds real value

According to a Deloitte study from January 2012 they found across Europe [27 EU member states and Switzerland], Facebook has:

- Enabled €32 billion gross revenue
- With an economic impact of €15.2 billion
- Supporting 232,000 jobs
Businesses can target the right customers with sophisticated ad targeting

Demographic
- Age
- Gender
- DMA

Personal
- City/State/Zip
- Birthday
- Education
- Workplace
- Relationship status

Social
- Likes & interests
- Friend connections
- Activity (e.g., check-ins)
- Intent
Businesses can reach the right people more efficiently with more accurate ad targeting

Source: Nielsen OCR, October 2011.
It’s all about the mobile…

Full screen on mobile
Use Page Posts in news feed to engage across platforms – wherever people are.

>8X

more engagement with Page posts in the news feed

Note: Engagement analysis is based off of average CTR for aggregate Page posts over a 7-day period, comparing news feed (delivery to fans and friends of fans) to right-hand side.

Source: Facebook internal data, July 2012. Worldwide normalized data (based on news feed impressions and right-hand side impressions).
The Future
NEXT EXIT
facebook