



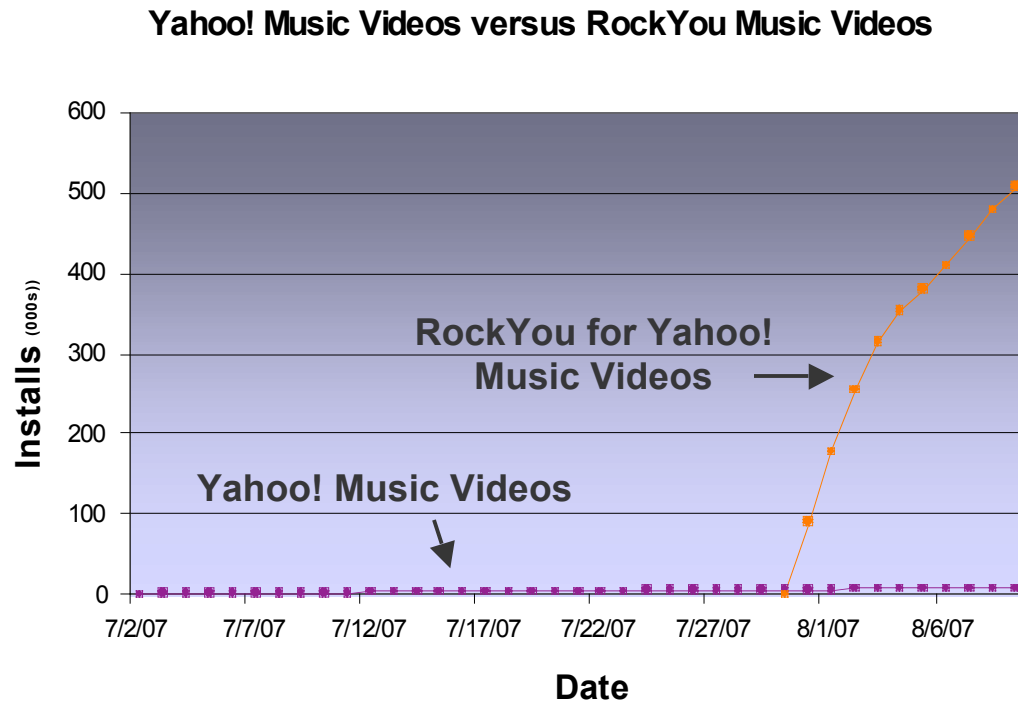
**ROCK**  
**You!**

It's all you!

**CONFIDENTIAL**

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# Case Example 1: RockYou promotes Yahoo's Music App



## Case Example 2: Complete Cycle: Super Wall

Concept:	Friday 6/15
Design:	Friday 6/15
Implementation:	6/15-6/17
Deployed:	Monday 6/18, 4AM
Promotion:	Tuesday 6/19, 118K users
Viral growth:	2 weeks





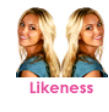
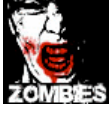

**1 Million Users!**

# RockYou is a Leading Provider of Facebook Applications

RockYou has on Facebook:

- λ 25% of the most popular apps
- λ The #1 fastest growing app
- λ Over 16M live apps
- λ 500K new users embedding our apps per day

# Leadership on Facebook

<u>Overall Rank</u>	<u>Application</u>	<u>Number of Facebook Users</u>	<u>Number of New Users per Hour</u>	<u>Growth Rank</u>
#6	 Horoscopes	4.3M	~1,000	#34
#7	 XMe	4.4M	~3,000	#16
#24	 Slideshows	1.4M	~500	#50
#13	 Superwall	2.2M	~4,000	#4
#25	 Likeness	1.3M	~7,000	#1
#18	 Zombies	1.8M	~3,500	#10
#29	 Emote	753K	~1,000	#36

you!

# Leveraging RockYou's Network

- λ RockYou's Network on Facebook can radically accelerate 3<sup>rd</sup>-party application adoption
- λ New apps with promotions on RockYou Network can **acquire over 100K users in 24 hours**
- λ After the user has installed a RockYou application, the confirmation page (last in installation flow) displays a promotion for a 3<sup>rd</sup> party application.

# The Promotion

The image shows a Facebook profile page for 'RockYou.com Horoscope'. The page features a blue header with navigation links: Profile, edit, Friends, Networks, and Inbox. On the right side of the header are links for home, account, privacy, and logout. The left sidebar contains a search bar and a list of applications: Horoscopes, Photos, Posted Items, Events, Groups, and Notes. The main content area displays a congratulatory message: 'Congrats, you've added a Horoscope to your profile. Your good fortune will definitely come true!'. Below this is a large graphic with the word 'SUPERWALL' in white letters on a blue background, accompanied by a green speech bubble icon. To the right of the graphic is a blue button labeled 'Get Super Wall!'. Red arrows point from text labels to these elements: 'Title' points to the congratulatory message, 'Body' points to the text 'Friends can post their favorite photos, videos, and more!', 'Graphic' points to the 'SUPERWALL' graphic, and 'Button' points to the 'Get Super Wall!' button. The footer of the page includes 'Page built by Horoscopes' and a list of links: about, developers, jobs, advertisers, polls, terms, privacy, help.

facebook Profile edit Friends Networks Inbox home account privacy logout

RockYou.com Horoscope

Search

Applications edit

- Horoscopes
- Photos
- Posted Items
- Events
- Groups
- Notes
- more

Congrats, you've added a Horoscope to your profile.  
Your good fortune will definitely come true!

**Title**

Get photos and videos for your Wall!

Friends can post their favorite photos, videos, and more!

**Body**

**Graphic**

Get Super Wall!

**Button**

Page built by Horoscopes

about developers jobs advertisers polls terms privacy help

you!

# Promotion Pricing

Pricing based on volume:

Total Spend	User Acquisition
\$5K	6,500
\$10K	16,000
\$20K	40,000
\$50K	100,000

**Additional pricing information available upon request**

# Grow Your Application with RockYou

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