



social**Videobytes**

Social Media Video Advertising

**THE POWER OF VIDEO.
THE SCALE OF HUNDREDS OF MILLIONS.
THE PRECISION OF CONTEXTUAL MARKETING.
THE IMPACT OF WORD OF MOUTH.**



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Social Media Video Advertising

- 6 out of 10 US Internet users have a social media profile.
- 70% of users use applications monthly.
- More than 6 billion minutes are spent on Facebook each day.
- Average Facebook user has 120 friends.
- Viral Coefficient – for every user that engages your brand, how many others do they bring into your branding experience through ‘pass-around’ and Invites?
- Performance
 1. While CTR on social sites has been found to be lower, engagement with ads is significantly higher. (Mediaweek/Lotame).
 2. Most top advertisers ***doubled*** their ad spend on social in the past 12 months. (Nielsen).
- Targeting – type of application being used, age, gender, relationship status, number of friends, geo-location, favorite movies, favorite books, favorite sports teams.



US Facebook Users By Age and Gender

InsideFacebook.com, 10/1/09



(Note: about 5% of users do not report either gender or age, and are not included in this chart.)



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livingsocial

LivingSocial by LivingSocial



LivingSocial is the best way to show off and keep track of the things you like to do. Tell everyone the 5 books to read before they die, keep track of your movie watching and more! It works with books, movies, albums, beers, tv shows and more!

24,106,416 monthly active users



Daily Horoscope by 6 waves



No description available.

2,878,048 monthly active users



Movies by Flixster



Compare your taste in movies with friends. Share reviews. Discover new movies. Test your movie knowledge with the Never-Ending Movie Quiz.

13,962,754 monthly active users



Honesty Box by Honesty Box



Honesty Box lets your friends send you anonymous messages, removing any inhibitions and letting them be completely honest with you. Find out the truth!

1,794,427 monthly active users



rockyou!

Likeness by RockYou!



Find out who you're like! Compare yourself with friends and movie stars like Angelina Jolie, Jessica Alba, Keira Knightley, and many more. Can you find a perfect match?

2,146,174 monthly active users



Top Friends by Slide, Inc.



Own your profile with Top Friends! Now you can CUSTOMIZE your Top Friends Profile! Choose your skin, add music and more. Give and receive exclusive awards, show off your mood and keep tabs on the people you really care about with Top Friends News!

12,612,221 monthly active users



Bejeweled Blitz by PopCap Games



A special version of the classic gem-swapping puzzler created just for Facebook! Try out the new multiplier gems and speed bonuses. Compete against friends for bragging rights. Cooperate with friends for the chance to win prizes!

3,363,839 monthly active users



Users "Allow" Applications it into their profile

facebook Home Profile Friends Inbox Nw Weinberg Settings Logout Search

Go to Application

Block Application

The ultimate user-driven game of popular thinking!

Information

★★★★☆ (3.4 out of 5)
Based on 310 reviews

Users:
107,858 monthly active users

Category
Games

Facebook Verified App

This application is a Verified Application, passing Facebook's review for trustworthy user experiences.

Fans

6 of 5,240 fans See All

Pop Answers [Become a Fan](#)

Wall Info Reviews Discussions Mappdev Photos

About Pop Answers

PLAY **POP ANSWERS**
THE GAME OF POPULAR THINKING

Pop Answers is the ultimate survey-based trivia game! In each game, we surveyed at least 100 people with a simple question, such as "Tell me something you associate with Egypt" or "Name the smartest animal." Your job is to guess what the most popular answers were. Remember, it is not about which answers are most correct, but rather, which answers people were most likely to say.

When you start a game, you have 60 seconds to try and guess all the answers on the board. Each game can have from 4 to 10 answers. Try to think of the simplest answers possible - for example, instead of "peanuts" or "almonds", just say "nuts." At the end of each game, you'll have a chance to see how you scored against your friends, and you will also get to challenge your friends to beat your score.

Remember, a new game is added each day, so come back often!

Friends using this Application

No friends are using this application.

About Mappdev

Games you love to play!

Create an Ad

Hair Trigger ×

Test your aim in Mobsters 2. Play now!

Like

Le MERIDIEN

Le Meridien Philadelphia

SAVE 50% ON YOUR NEXT NIGHT.

UNLOCK A BETTER TOMORROW

RESERVE NOW >



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User's see SocialVideoBytes while opening their Apps:



POP Pop Answers 1:18 pm 6 Tickets Lightning! Share Zwigglers Apps

Zwigglers Play Lightning Create Profile Friends Invite FAQ Settings

June 22, 2009

Name something essential to take when camping in a tent

Make your guesses!

Submit

Messages

Nice work!

Need help? Get a hint

Exchange 6 tickets for one answer! The answer will appear above. Get!

Quick Tips

You do not need to worry about capital letters or even spaces in your answers.

Just type & press ENTER to guess. Pop Answers will keep your place for you.

Remember that some answers have synonyms, so even if your guess doesn't match the answer, it might be a synonym of the answer.

Don't forget to challenge your friends when the game is done!

TIME	32	SCORE	37
	1		
	Sleeping Bag		29
	Lantern		8
	4		
	5		
	6		
	7		

All stumped?

End this game now

Advertise

Plant and Grow Now



Try your hand at farming with friends in the newest and fastest growing game, Farmville. Click to play for free now!

Hiring Account Executive



Creative Agency is hiring Account Executives to maintain customer accounts. Clients increased more than 500%

The 300 Workout



Learn how you can get ripped like the actors from the movie 300!

More Ads



MEASURABLE BENEFITS

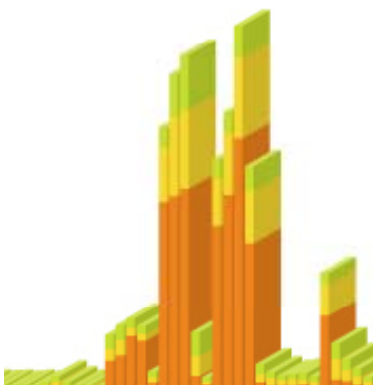
- Gain unprecedented access into your campaign user demographics (age, sex, location, education, activities, content interests and more)
- Measure click-throughs and track all social network traffic for your campaign on the Newsfeed, Invites, Notifications and Profile Boxes
- Learn who your most loyal and engaged users are, and keep track of their latest trends and interests

FIND YOUR SOCIAL INFLUENCERS

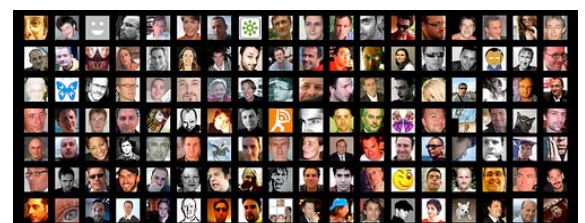
Online social networks provide an unprecedented opportunity to identify your key influencers and trigger them to share, communicate and engage their friends and family around your brand.

SEE YOUR DEMOGRAPHICS AND HOW THEY ENGAGE

- Access deep demographics and interest profiles for all campaign users
- Track most active, loyal and influential users



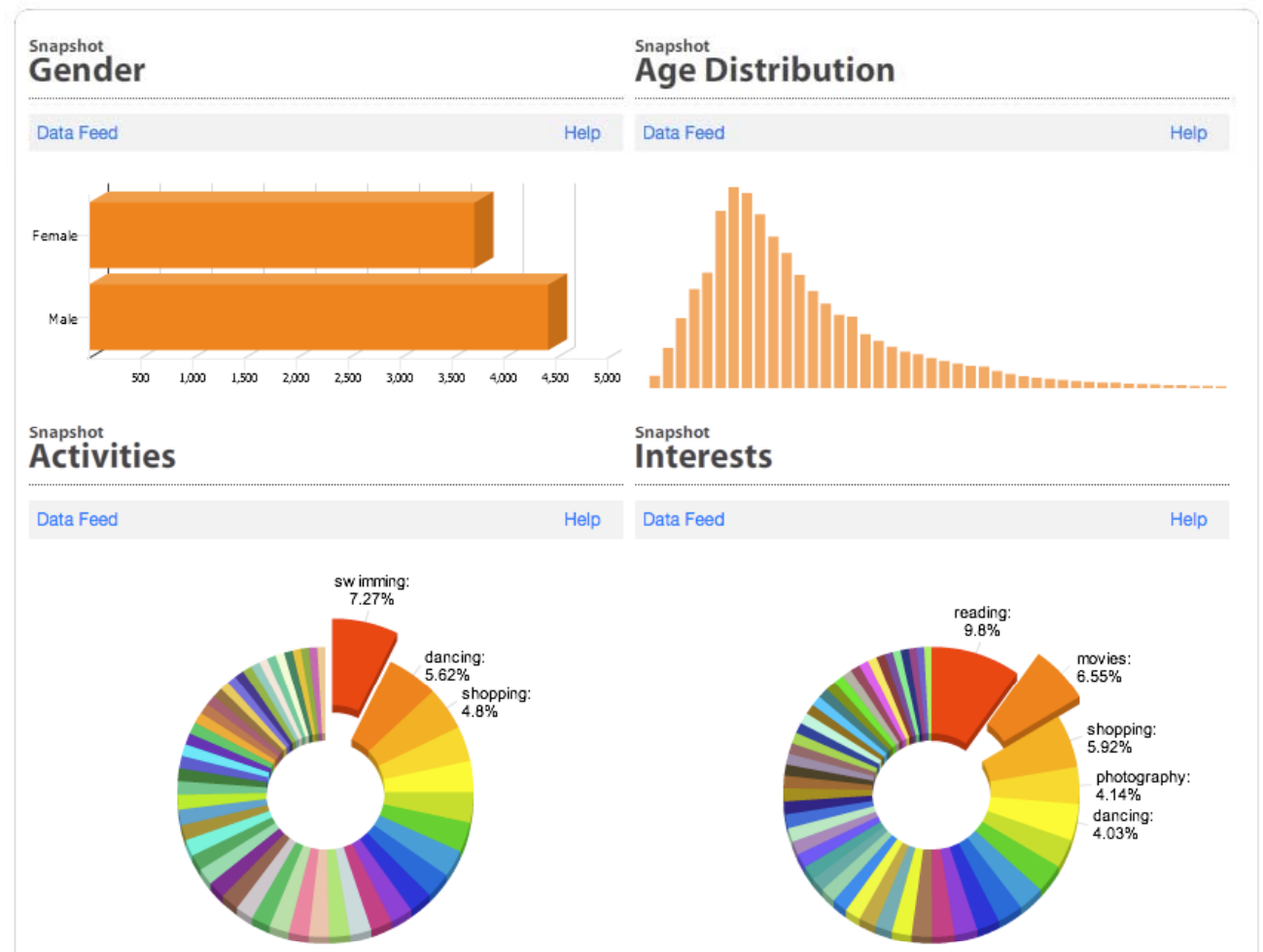
2008-07-18 2008-07-26 2008-08-02 2008-08-09 2008-08-16





SOCIAL USER DEMOGRAPHICS

What are the social demographics and interests of my users and their friends?





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CONTACT US FOR MORE INFORMATION.

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