



Client Example 2

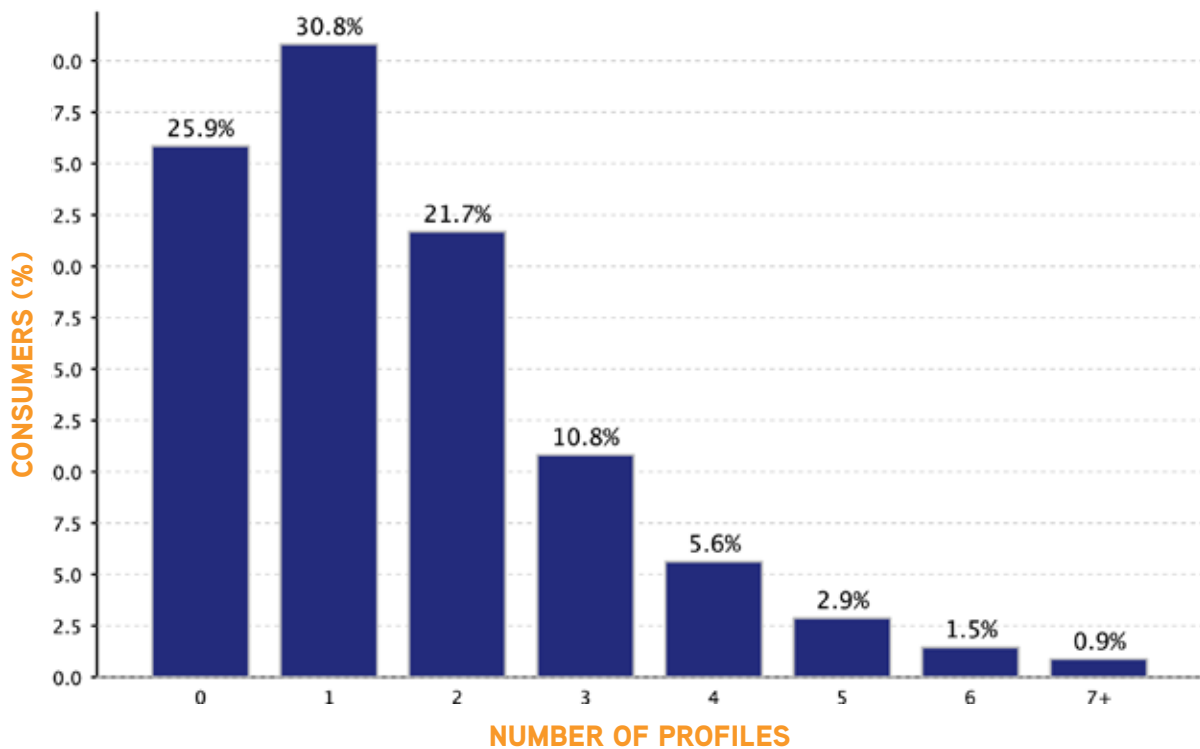
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Social Web Footprint

CONSUMER DATASET PROFILE ANALYSIS

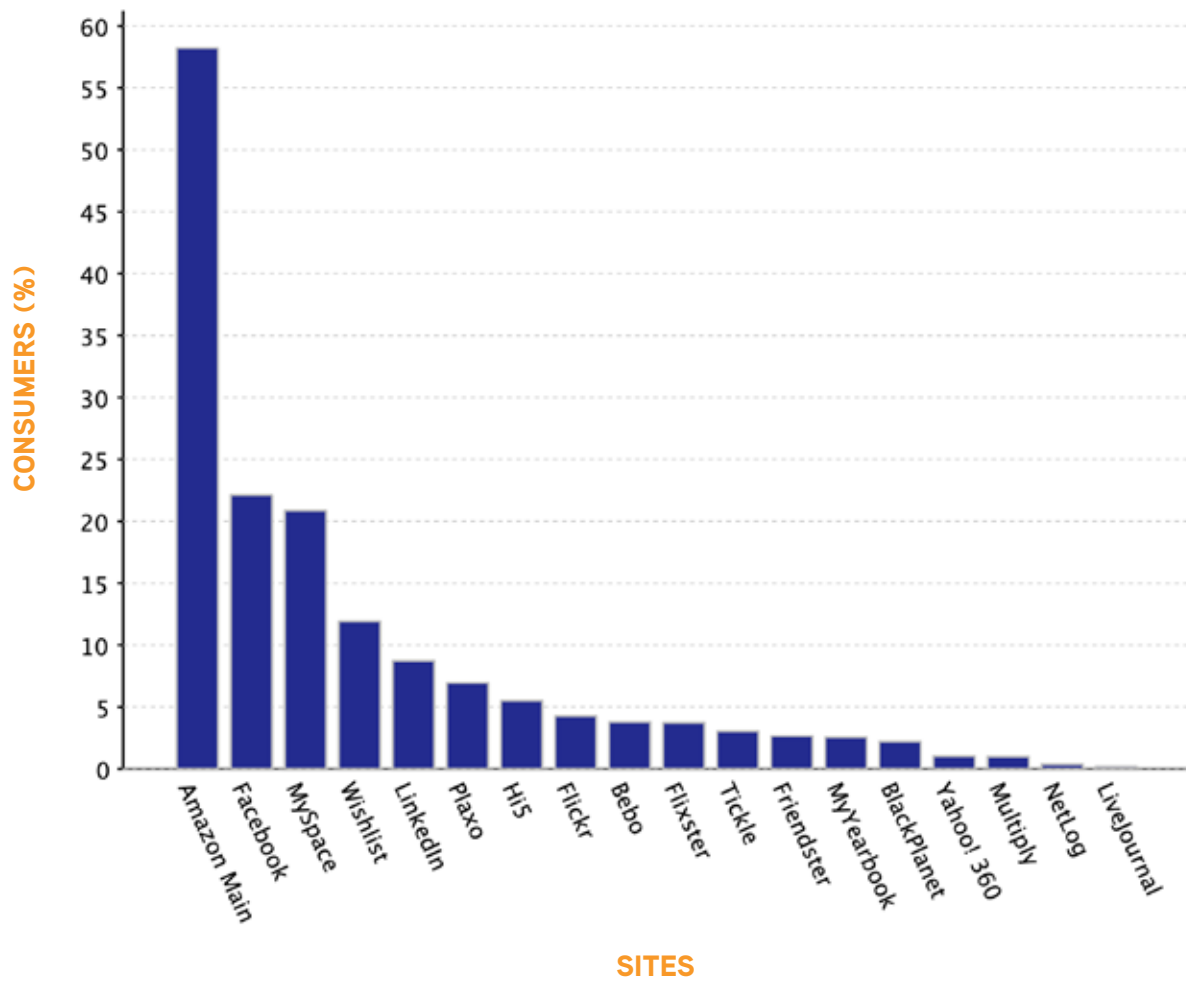
- Your consumer dataset included 5,009 email addresses. Of those email addresses, 3,714 (74.1%) have active internet profiles.
- Among the 3,714 active email addresses, 7,974 profiles were found. The chart below shows the percentage of your consumers associated with a given number of profiles. For instance, 30.8% of your consumers have 1 known profile while 5.6% of your consumers have 4 known profiles. The average number of profiles per email address is 2.1.



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SOCIAL NETWORKING SITE USAGE ANALYSIS

The chart below shows the percentage of your consumers with profiles on 18 different social networking sites and online communities. Actual number of profiles found is in the table that follows.



SOCIAL NETWORKING SITE USAGE ANALYSIS

The table below shows the number of profiles found for each site searched.

WEBSITE	URL	PROFILES	PERCENTAGE
Amazon Main	www.amazon.com	2,916	58.2%
Facebook	www.facebook.com	1,108	22.1%
MySpace*	www.myspace.com	1,045	20.9%
Wishlist	www.amazon.com/gp/registry/wishlist	597	11.9%
LinkedIn**	www.linkedin.com	438	8.7%
Plaxo	www.plaxo.com	348	6.9%
Hi5***	www.hi5.com	276	5.5%
Flickr	www.flickr.com	279	5.5%
Bebo****	www.bebo.com	190	3.8%
Flixter	www.flixter.com	187	3.7%
Tickle	www.tickle.com	152	3.0%
Friendster*****	www.friendster.com	133	2.7%
MyYearbook	www.myyearbook.com	128	2.6%
BlackPlanet	www.blackplanet.com	111	2.2%
Yahoo!360	360.yahoo.com	52	1.0%
Multiply	www.multiply.com	50	1.0%
NetLog	netlog.com	19	0.4%
LiveJournal	livejournal.com	10	0.2%

NOTE: Percentage out of 5,009 email addresses in consumer dataset.

* Of the 1,045 MySpace profiles found, 354 (33.9%) were private.

** Of the 438 LinkedIn profiles found, 1 (0.2%) were private.

*** Of the 276 Hi5 profiles found, 52 (18.8%) were private.

**** Of the 190 Bebo profiles found, 165 (86.8%) were private.

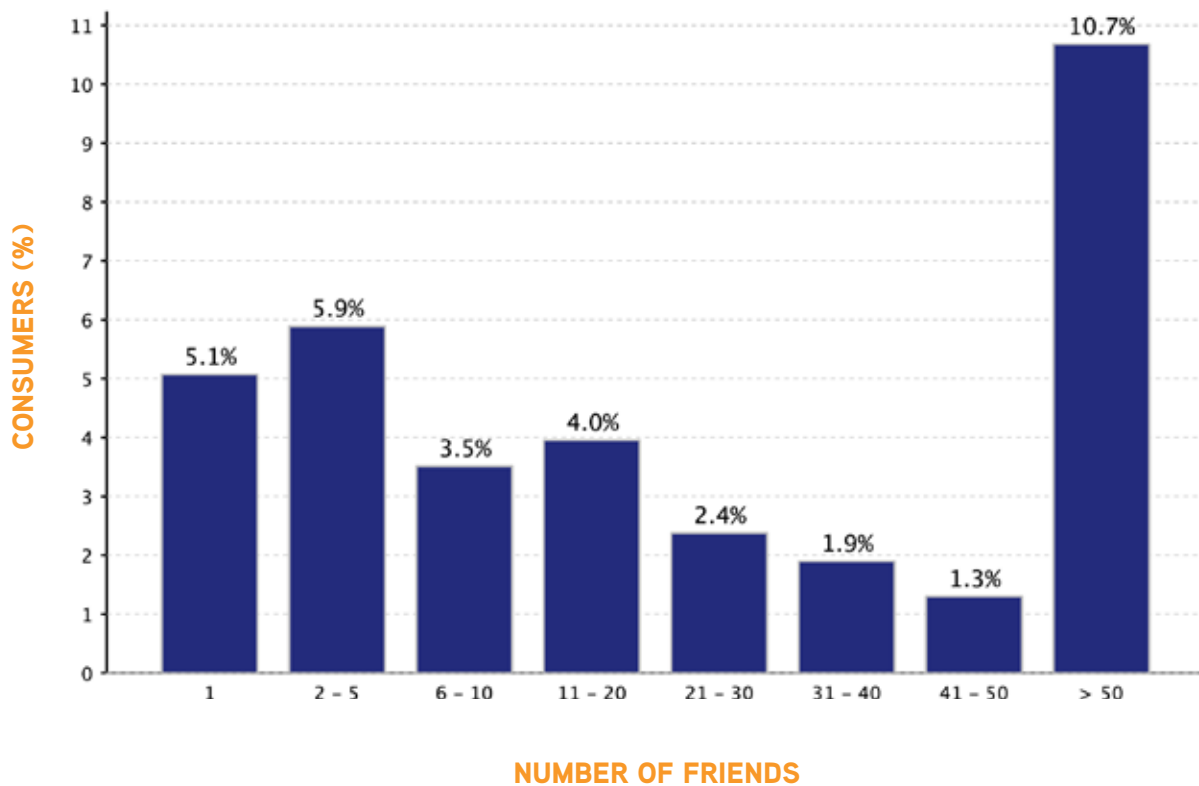
***** Of the 133 Friendster profiles found, 16 (12.0%) were private.



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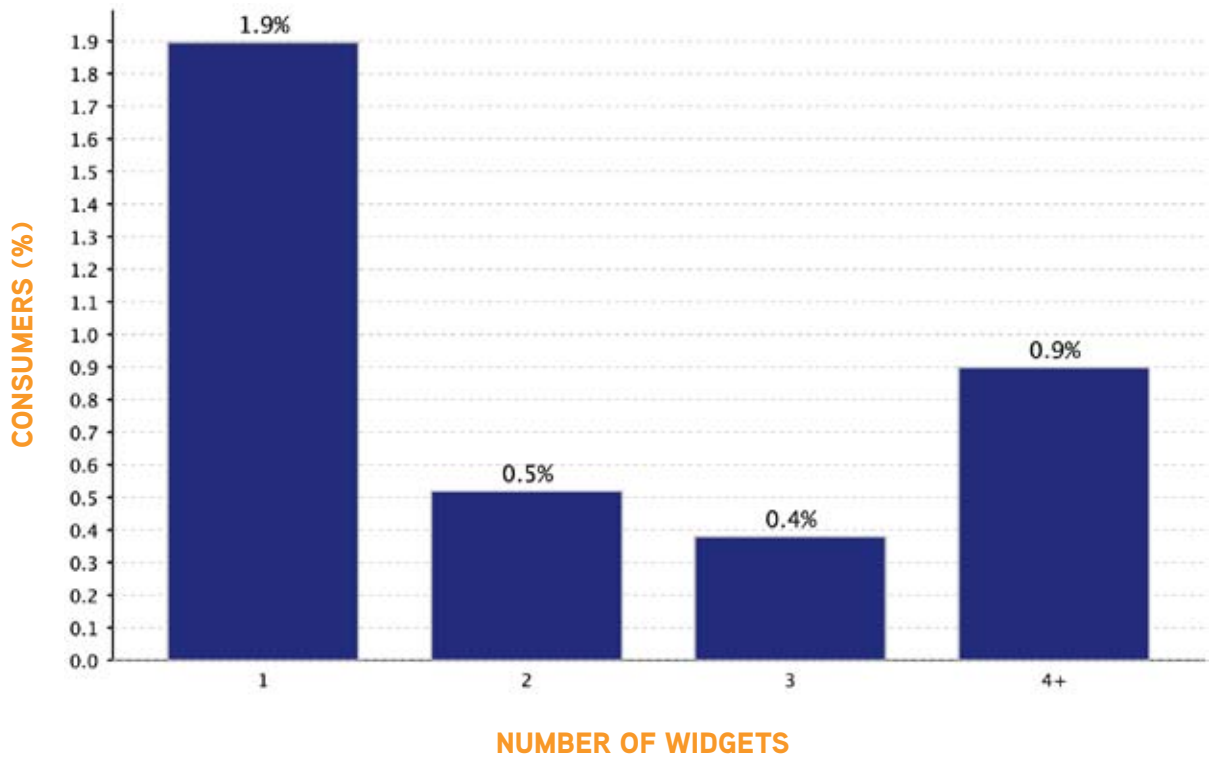
FRIEND ANALYSIS

The chart below graphs the percentage of emails that have a given number of friends. For example, 5.1% of your consumers have 1 known friend and 5.9% of your consumers have 2-5 friends.



WIDGET USE ANALYSIS

The chart below shows the percentage of your consumers using a given number of widgets. For example, 1.9% of your consumers have 1 known widget, while 0.4% of your consumers have 3 known widgets.

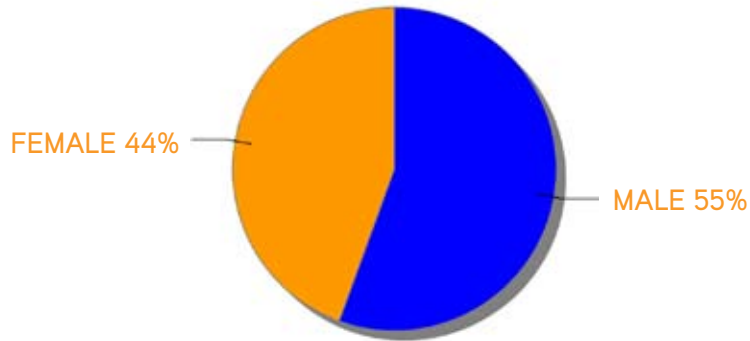


Demographics

GENDER ANALYSIS

Gender metrics based upon 17% of profiles with gender data.

Gender Analysis (Cumulative):

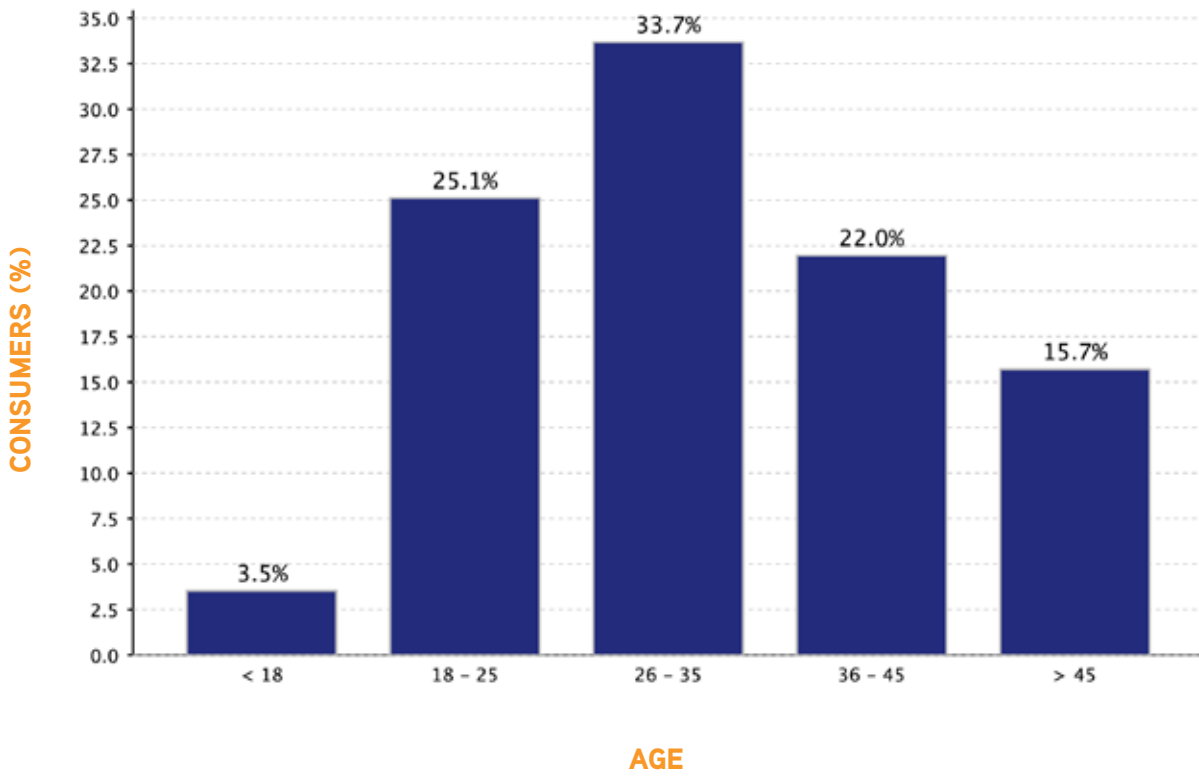


Gender Analysis Websites:

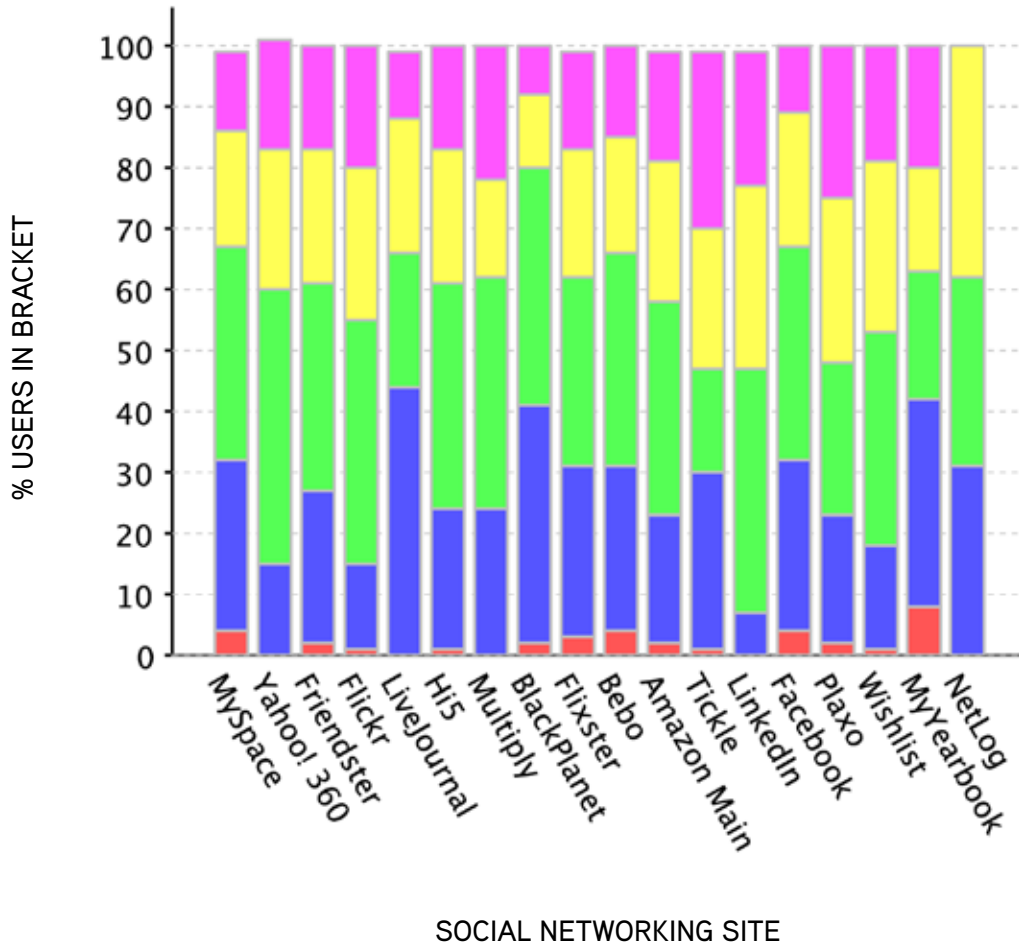
SITE	MALE	FEMALE
Amazon Main	52%	48%
Bebo	47%	53%
BlackPlanet	65%	35%
Facebook	54%	46%
Flickr	58%	42%
Flixster	50%	50%
Friendster	68%	32%
Hi5	61%	39%
LinkedIn	58%	42%
LiveJournal	56%	44%
Multiply	74%	26%
MySpace	56%	44%
MyYearbook	54%	46%
NetLog	69%	31%
Plaxo	58%	42%
Tickle	33%	67%
Wishlist	47%	53%
Yahoo! 360	55%	45%

AGE ANALYSIS

Age metrics inferred from 1330 consumers with age data.



AGE ANALYSIS - WEBSITES



■ < 18 Years Old
 ■ 18 - 25 Years Old
 ■ 26 - 35 Years Old
 ■ 36 - 45 Years Old
 ■ > 45 Years Old



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AGE ANALYSIS - WEBSITES (CONT.)

SITE	<18	18-25	26-35	36-45	>45	TOTAL PROFILES
Amazon Main	2%	21%	35%	23%	18%	911
Bebo	4%	27%	35%	19%	15%	161
BlackPlanet	2%	39%	39%	12%	8%	104
Facebook	4%	28%	35%	22%	11%	538
Flickr	1%	14%	40%	25%	20%	107
Flixster	3%	28%	31%	21%	16%	150
Friendster	2%	25%	34%	22%	17%	129
Hi5	1%	23%	37%	22%	17%	257
LinkedIn	0%	7%	40%	30%	22%	139
LiveJournal	0%	44%	22%	22%	11%	9
Multiply	0%	24%	38%	16%	22%	37
MySpace	4%	28%	35%	19%	13%	947
MyYearbook	8%	34%	21%	17%	20%	86
NetLog	0%	31%	31%	38%	0%	13
Plaxo	2%	21%	25%	27%	25%	157
Tickle	1%	29%	17%	23%	29%	69
Wishlist	1%	17%	35%	28%	19%	198
Yahoo! 360	0%	15%	45%	23%	18%	40

NOTE: Age Analysis based upon 17% of profiles with age data.



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LOCATION ANALYSIS (US STATES)

The following table shows the number of consumers found in each US state.

STATE	COUNT	PERCENTAGE	STATE	COUNT	PERCENTAGE
California	173	12.0%	Minnesota	17	1.2%
Texas	115	8.0%	Oklahoma	13	0.9%
New York	100	7.0%	Oregon	12	0.8%
Florida	87	6.1%	Mississippi	11	0.8%
Illinois	80	5.6%	Kansas	11	0.8%
Georgia	72	5.0%	Arkansas	10	0.7%
Ohio	66	4.6%	Connecticut	10	0.7%
Pennsylvania	52	3.6%	Rhode Island	10	0.7%
New Jersey	45	3.1%	Iowa	10	0.7%
Washington	44	3.1%	Alaska	9	0.6%
North Carolina	41	2.9%	New Mexico	8	0.6%
Michigan	40	2.8%	Maine	6	0.4%
Virginia	37	2.6%	Hawaii	6	0.4%
Massachusetts	34	2.4%	District of Columbia	5	0.3%
Arizona	31	2.2%	Montana	4	0.3%
South Carolina	29	2.0%	Idaho	4	0.3%
Wisconsin	24	1.7%	Utah	4	0.3%
Louisiana	24	1.7%	Wyoming	3	0.2%
Indiana	24	1.7%	South Dakota	3	0.2%
Alabama	24	1.7%	Vermont	3	0.2%
Maryland	23	1.6%	West Virginia	3	0.2%
Kentucky	22	1.5%	New Hampshire	3	0.2%
Missouri	22	1.5%	Delaware	2	0.1%
Nevada	21	1.5%	Nebraska	1	0.1%
Tennessee	20	1.4%	North Dakota	1	0.1%
Colorado	18	1.3%			



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LOCATION ANALYSIS (COUNTRIES)

The following table shows the number of consumers found in each country.

STATE	COUNT	PERCENTAGE	STATE	COUNT	PERCENTAGE
United States	1,437	96.1%	France	1	0.1%
Canada	12	0.8%	Colombia	1	0.1%
India	9	0.6%	Egypt	1	0.1%
Kenya	8	0.5%	Sierra Leone	1	0.1%
Mexico	3	0.2%	Georgia	1	0.1%
United Kingdom	3	0.2%	El Salvador	1	0.1%
Faroe Islands	3	0.2%	Philippines	1	0.1%
Australia	2	0.1%	Germany	1	0.1%
Peru	2	0.1%	Netherlands	1	0.1%
Italy	2	0.1%	Malaysia	1	0.1%
Jamaica	1	0.1%	Uganda	1	0.1%
Greece	1	0.1%	Ireland	1	0.1%
Other	0	0.0%			



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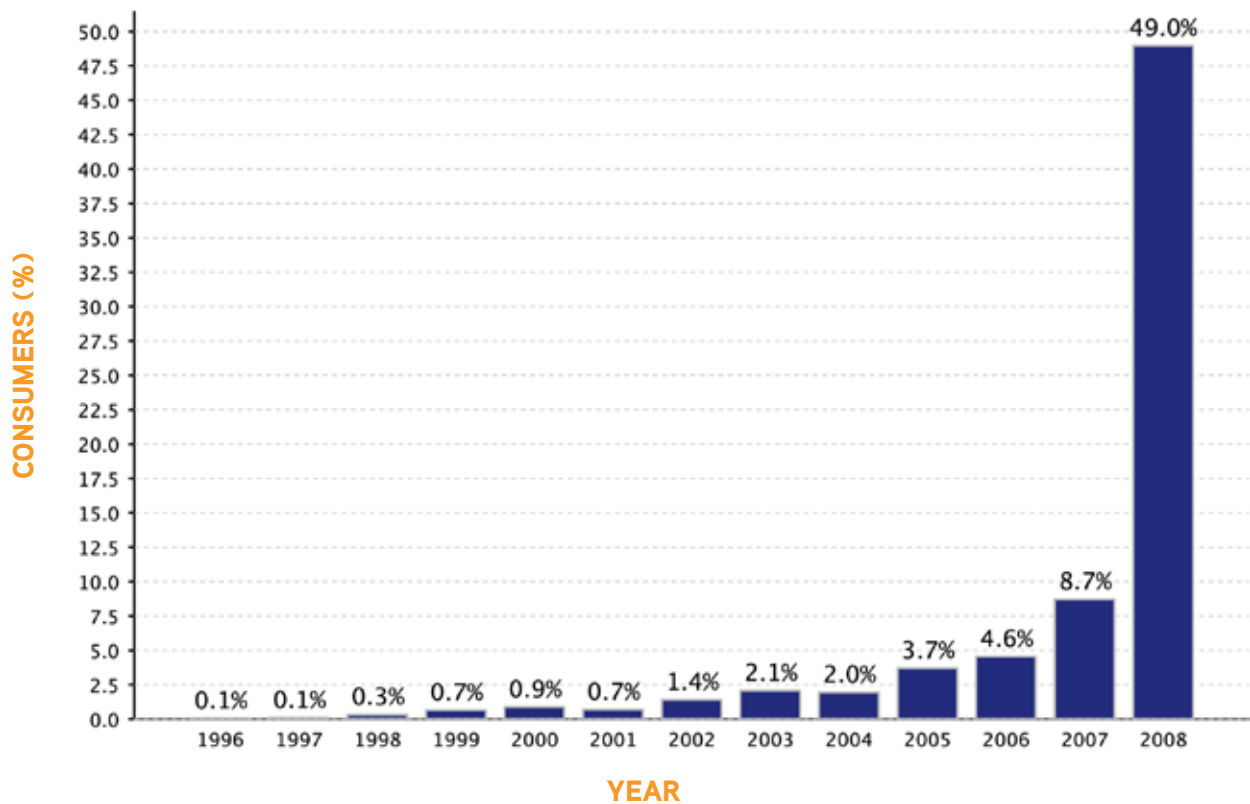
Appendix

REGENCY LEVEL ANALYSIS

Of the 3,714 consumers found, 1,076 (29%) were active within the last 6 months (i.e. "Last Login" < 6 months.)

Email Longevity ("Member Since") Analysis.

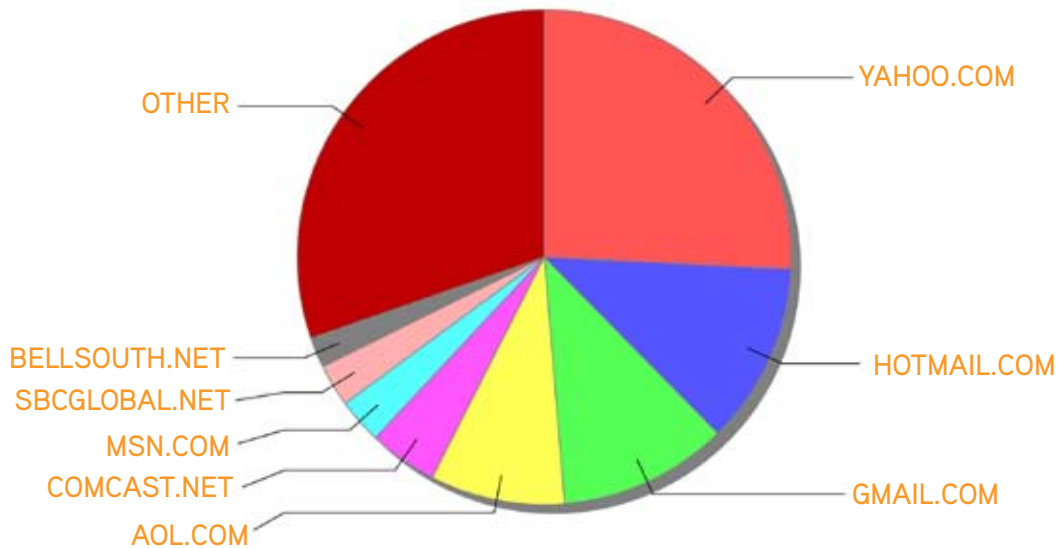
The chart below shows how long your consumers' email addresses have been in existence. The data is based off of 3,714 email addresses that yielded "Member Since" information from various social networking sites.



DOMAIN NAME ANALYSIS

The table below looks at the top 8 domain names of the 5,009 email addresses provided. The top four free webmail services AOL, Yahoo, Hotmail/MSN, and Gmail, account for at least 60.9% of all email addresses.

EMAIL DOMAIN NAME	NETWORK OWNER	CATEGORY %	EMAIL ADDRESSES
yahoo.com	Yahoo!	Free Webmail	25.8%
hotmail.com	MS Hotmail	Free Webmail	11.8%
gmail.com	Google	Free Webmail	11.1%
aol.com	America Online	Free Webmail	8.8%
comcast.net	Comcast Cable	NSP	4.5%
msn.com	MS Hotmail	Free Webmail	3.0%
sbcglobal.net	SBC Global	NSP	2.8%
bellsouth.net	BellSouth.net	NSP	2.0%
Other			30.3%



WIDGET USE ANALYSIS

The table below displays widget data from a possible 1,032 public profiles - of these, at least 187 profiles (18%) have at least 1 widget. The 506 total widgets found on these 1,032 profiles equates to 2.71 widgets embedded per profile.

WIDGET SITE	WIDGET TYPE	WIDGETS FOUND	PROFILES W/WIDGETS	WIDGETS/ PROFILES RATIO	% OF PROFILES W/WIDGETS
YouTube	Video	296	112	2.64	10.9%
Myspace	Video Player	40	21	1.90	2.0%
	Slideshow	47	40	1.18	3.9%
Slide	Slideshow	88	43	2.05	4.2%
	Guestbook	6	6	1.00	0.6%
	Themepic/Skinflix	1	1	1.00	0.1%
Photobucket	Slideshow	8	7	1.14	0.7%
	Video	5	5	1.00	0.5%
RockYou	Slideshow	10	10	1.00	1.0%
Snapvine	Voice Comment	3	3	1.00	0.3%
RockYou	PhotoFx	2	1	2.00	0.1%

*NOTE: The "% of Profiles w/ Widgets" is the percentage of profiles (with that widget) out of 1,032 public profiles.

SITE	PRIVATE PROFILES	PUBLIC PROFILES	# OF WIDGETS FOUND	# OF PROFILES FOUND W/WIDGETS
MySpace	354	691	480	172
Friendster	16	117	3	3
Hi5	52	224	23	12
Totals	422	1,032	506	187



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WIDGET ANALYSIS (CONT.)

Profiles with Widgets by Site:

