



# Graham Mudd

Update Info

Activity Log



- Measurement Partnerships at Facebook
- Studied Strategy at Northwestern University
- Lives in San Francisco, California
- Married to Lisa Marchese Mudd

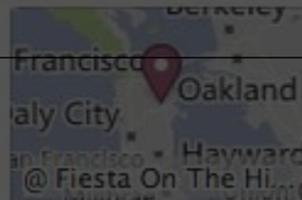
About



Friends 483



Photos 112



Map 71



Likes 54

6

Now

September

2012

2011

2010

2009

2008

2007

2006

1996

Born

Status

Photo

Place

Life Event

What's on your mind?

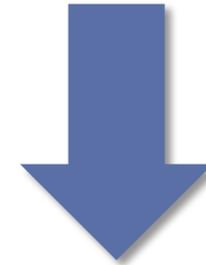
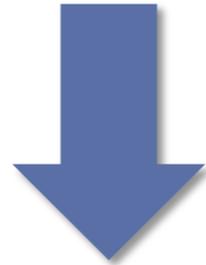
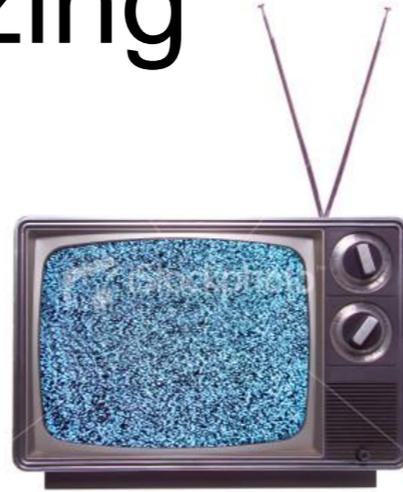
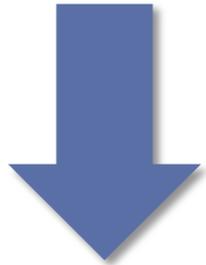
Activity Recent



Graham is now friends with John Yi and 6 other people.



# All media is digitizing



What can digital learn from  
traditional?

# Brands should tell stories, informed by customer insights

The screenshot shows the Red Bull Facebook page. At the top is the Facebook navigation bar with the search bar and user profile 'Graham Mudd'. The main header features the Red Bull logo and a large cover photo of Felix Baumgartner in his stratosphere jump suit. Below the cover photo is the Red Bull profile picture and the name 'Red Bull' with 32,704,152 likes and 1,876,031 people talking about it. Navigation tabs include 'About', 'Photos', 'redbull.tv', 'Athletes', and 'Games + Apps'. A 'Create Page' button is visible on the right side of the page.

**Red Bull**  
The countdown is on for Red Bull Stratos. RSVP to be alerted when it happens. <http://win.gs/stratosRSVP>

32 MM people

**Red Bull**  
"Sometimes you have to go up really high to understand how small you are" – Felix Baumgartner

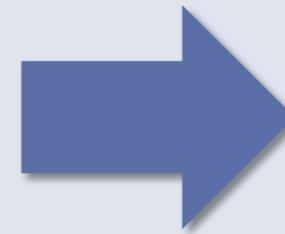
**Exclusive- What Felix Saw Red Bull Stratos Live Jump POV**  
[www.redbull.com](http://www.redbull.com)  
Experience the moment Felix Baumgartner broke the sound barrier during his world-record freefall in this exclusive POV video.

13 MM people

**Red Bull**  
Felix has landed safely from his jump from the stratosphere! <http://win.gs/stratoslive>

7 MM people

# Creative matters, a lot



**Eat Pray Love**



Can't wait for Eat Pray Love starring Julia Roberts? "Like" us now for clips and updates from the movie before it hits theaters 8/13.

1,546,159 people like [Eat Pray Love](#).

**Lexus CT Hybrid**



Trapped in a world of monotone oppression, watch the dynamic Lexus CT Hybrid escape convention. Click here to learn more.

886,038 people like [Lexus](#).

**Is your mom a Tide mom?**



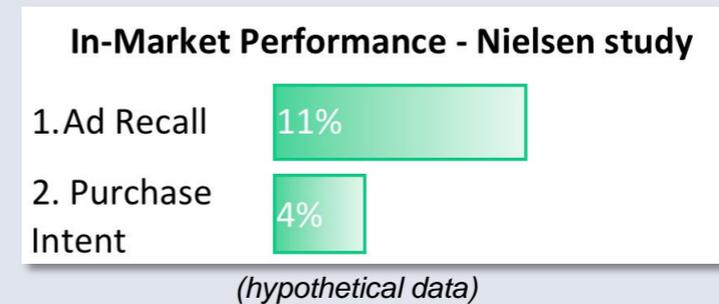
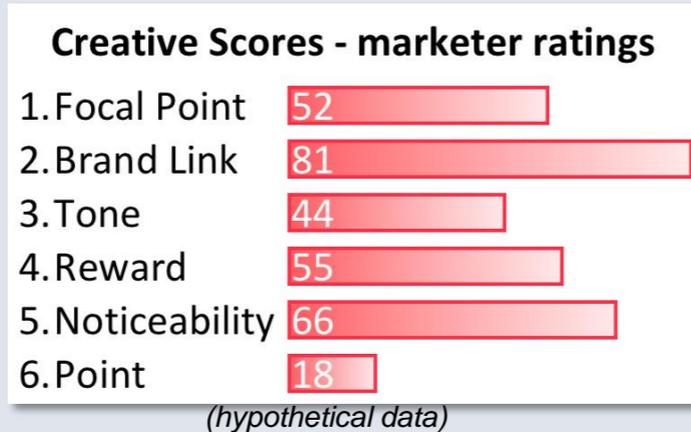
A lot of people tell us they started using Tide because their mom used it when they were growing up.

 What did your mom usually use?

- Tide
- Another brand
- I have no idea

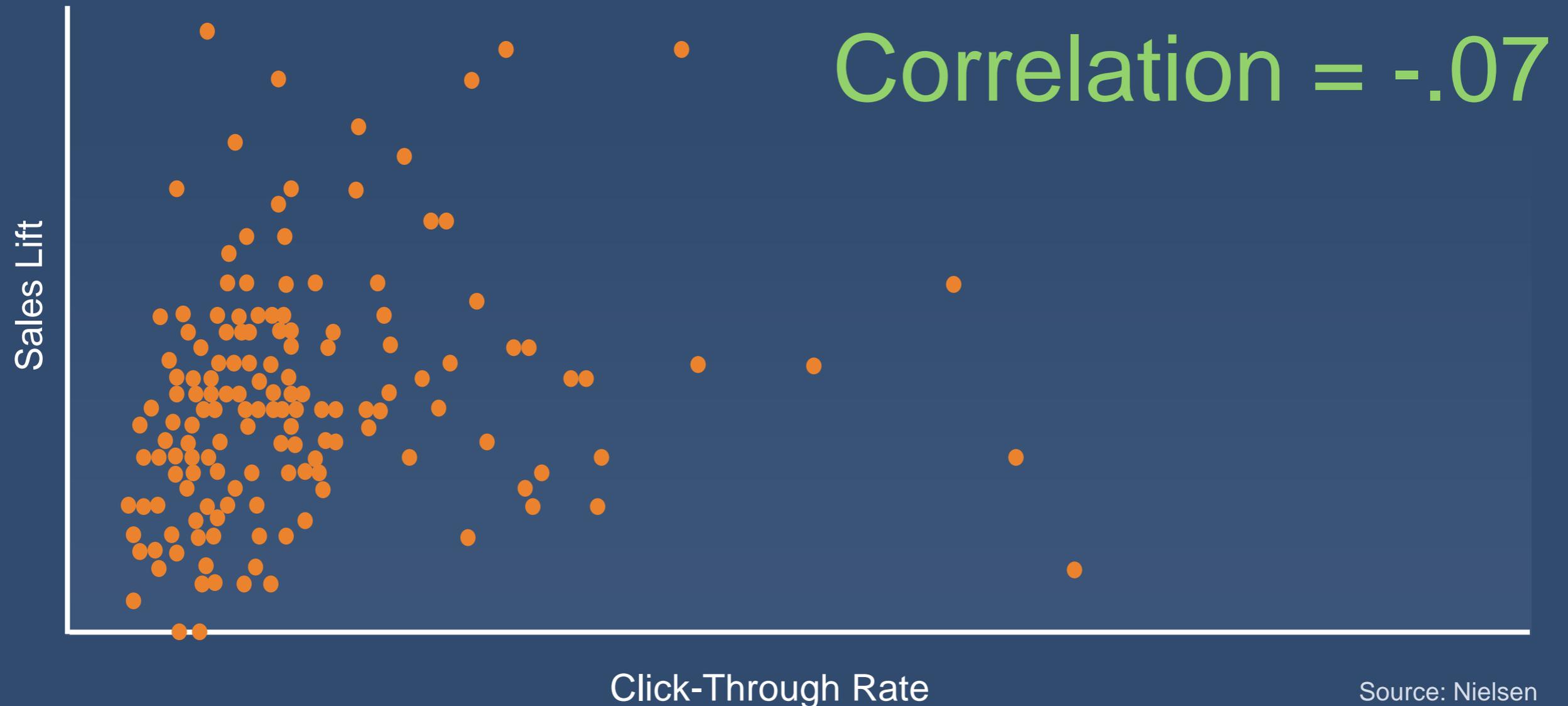
2,530,417 people like [Tide](#).

# Creative strength & in-market performance for each unique ad creative



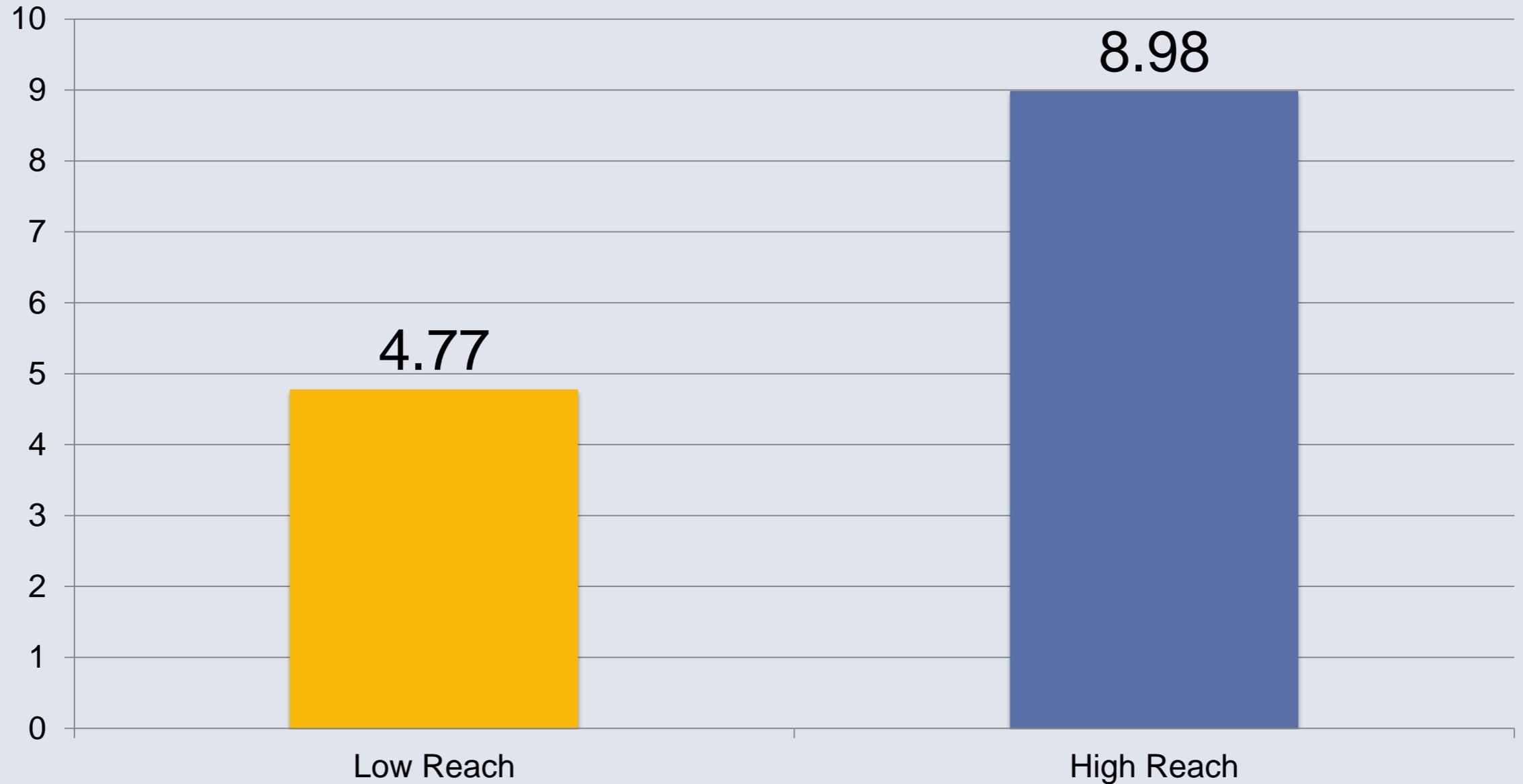
# Correlation of sales lift and click-through rate

The random scatter of points indicates a lack of relationship between sales lift and click-through rate.



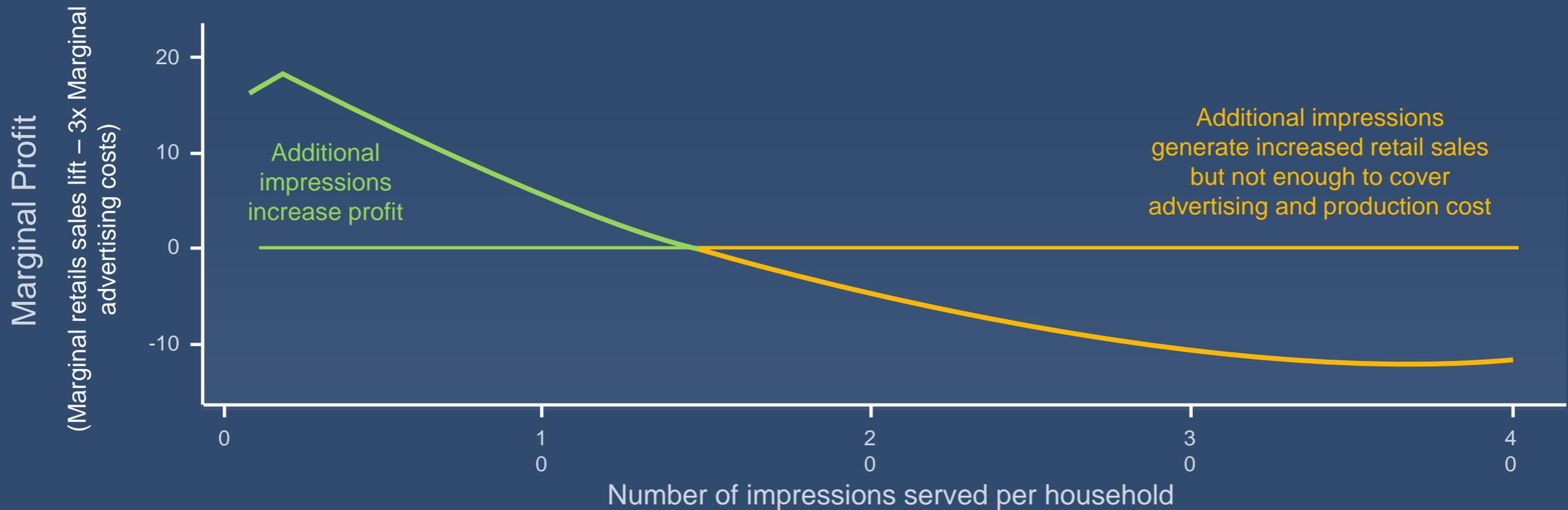
# Reach drives ROI

## Median ROAS



# Frequency is important

Profit by marginal impression



What can digital learn from  
traditional?

# Microtargeting can dramatically improve efficiency

facebook

Bulk Import Download Upload Options

25683576

Ads Campaigns Images Page Posts Custom Audiences Funding Sources Billing

Create Ad Revert Changes Duplicate Export Stats: Lifetime Search

Ad Name	Campaign...	Campaign...	Campaign...	Ad Bid	Title	Body	Destination	Location	Age	Sex	Clicks	CTR %	Avg. CPM
Widgets	Test Campaign	10/23/12	Ongoing	N/A					Any	All	0	0.000%	\$0.0

2 Errors: 1. Body required. 2. Countries required.

Creative

Audience

Advanced Options

Pricing & Status

Placements

Country: Enter a country  
You can only target countries whose rate matches the value selected for this campaign

Age: Any — Any  
 Require exact age match

Sex:  All  Men  Women

Precise Interests: Enter an Interest

Broad Categories:

- Activities
- Business/Technology
- Ethnic
- Events
- Family Status (3)
- Interests
- Mobile Users (All)
- Mobile Users (Android)
- Mobile Users (iOS)
- Mobile Users (Other OS)
- Movie/Film
- Music
- Retail/Shopping
- Sports

- Away from Family
- Away from Hometown
- Baby Boomers
- Engaged (1 year)
- Engaged (6 months)
- Expecting Parents
- Newlywed (1 year)
- Newlywed (6 months)
- Parents (All)
- Parents (child: 0-3yrs)
- Parents (child: 4-12yrs)
- Parents (child: 13-15yrs)
- Parents (child: 16-19yrs)

3 categories selected

Connections: Target users who are connected to:  
Enter your Page, Event, Group, App, or Reviews

Target users who are not already connected to:  
Enter your Page, Event, Group, App, or Reviews

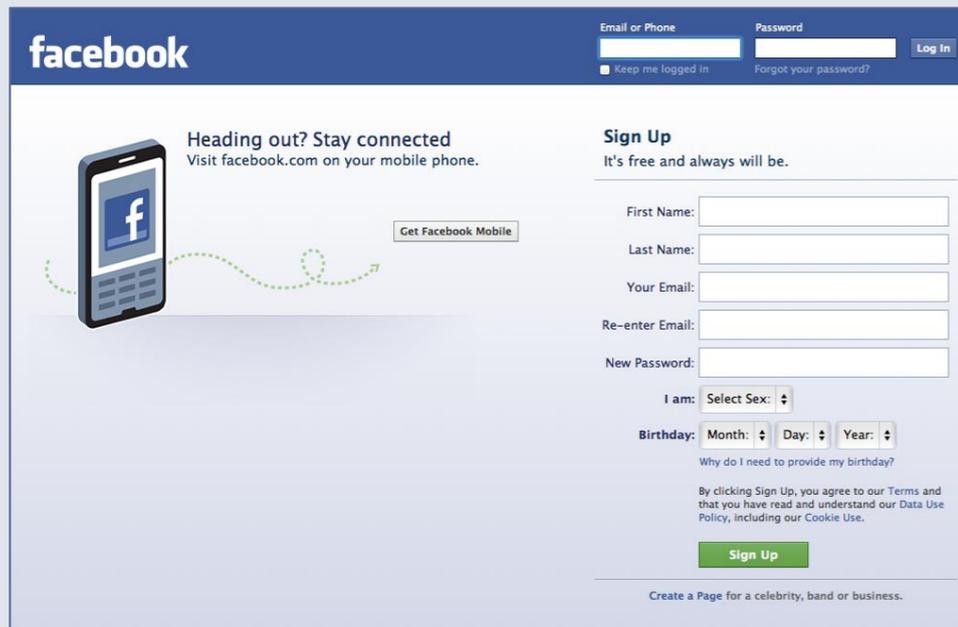
Friends of connections: Target users whose friends are connected to:  
Enter your Page, Event, Group, App, or Reviews

Creative Preview:

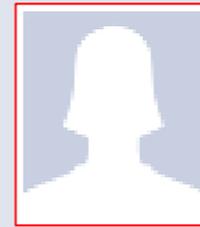
Estimated Reach  
fewer than 20

- who graduated from college
- who are in a relationship
- who are in one of the categories:  
Newlywed (1 year), Parents (child: 0-3yrs)  
or Parents (child: 4-12yrs)

# Personalized marketing can dramatically improve effectiveness



The image shows a screenshot of the Facebook sign-up page. At the top left is the Facebook logo. To the right are input fields for 'Email or Phone' and 'Password', with a 'Log In' button. Below these are checkboxes for 'Keep me logged in' and a link for 'Forgot your password?'. The main content area is split into two columns. The left column features a smartphone icon with the Facebook 'f' logo and the text 'Heading out? Stay connected. Visit facebook.com on your mobile phone.' with a 'Get Facebook Mobile' button. The right column is titled 'Sign Up' and contains the text 'It's free and always will be.' followed by input fields for 'First Name', 'Last Name', 'Your Email', and 'Re-enter Email'. Below these are dropdown menus for 'I am: Select Sex:', 'Birthday: Month: Day: Year:', and a 'Sign Up' button. At the bottom, there is a link to 'Create a Page for a celebrity, band or business.'



## Who's got the lips?



Tell us which Facebook friend of yours has the prettiest pair of lips? With ChopSaver Lip Balm lips stay healthy.

1,955 people like [ChopSaver Lip Balm](#).



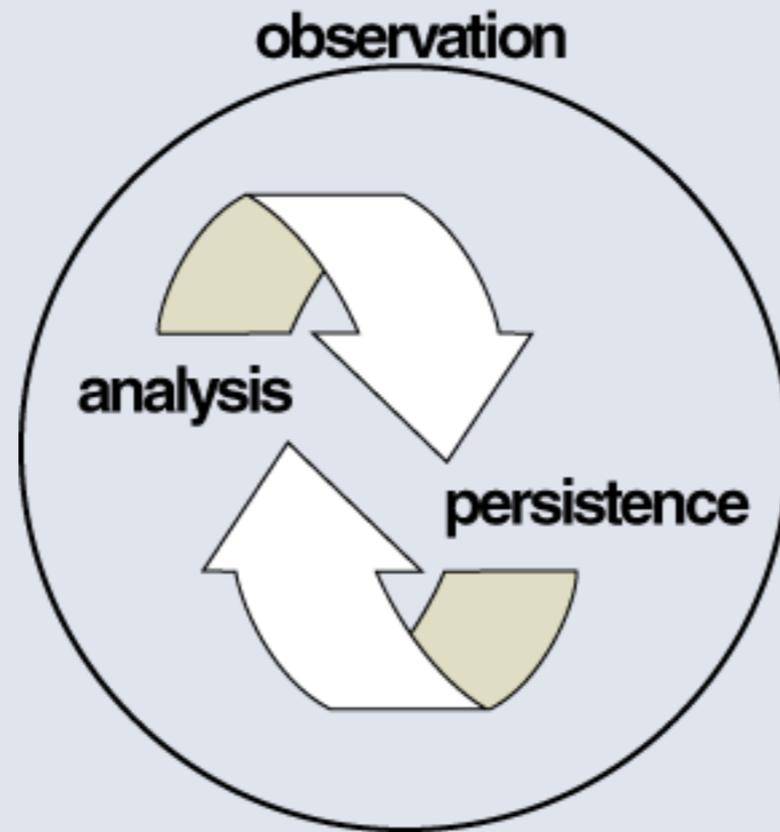
## Stop gnarly lips



With vitamin E and SPF 15, ChopSaver Lip Balm's alpine formulation protects you from dry, cracked lips on the slopes.

1,955 people like [ChopSaver Lip Balm](#).

Iteration and experimentation lead to innovation and faster cycle times



**facebook**