

AMENDED Exhibit 263

PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

Case No.: 4:22-md-03047-YGR

MDL No. 3047

In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation



[IGWB Email Review][Mental Well-being] H1 2022

Goal Methodology Update V2

Thanks for the feedback! Team will keep meaningful adoption and leave as a % but does not believe we have a path to hitting that goal so would like to request we reduce from 0.6% to 0.25% given the tactics we have aligned and prioritized for this half. I have reflected these changes in V2 proposal below:

Revised Summary of recommended H122 Numerical goal changes for IG Mental Well-being:

Original goal: 0.6% weekly active teens with meaningful adoption of mental well-being features (0.843M/

V1 Proposal: 4.45M weekly active teens adopting mental well-being features

V2 Proposal: 0.26% weekly active teens meaningfully adopting Take a Break or Alt Topic Nudge (0.58M/225M)

Revised Context:

- Team was unable to test Take a Break opt-out by default for new teens due to 'one-way door' principle, but it was used as a high confidence bet in goal planning contributing >80% of teams expected impact for the half

Revised Details:

Numerator: Leave TaB 'meaningful adoption' definition as is (teens sees break reminder and within 1 minute takes a 10 min+ break), Alt Topic nudge adoption = clicked on nudge, or left explore chain after seeing nudge.

Interventions included in goal: TaB and Alt Topic Nudge only

0.26% weekly active teens meaningfully adopting TaB or Alt Topic is seen as a hittable goal, but this will still push the team given the time left in the quarter and other goals the team is working to hit outside of adoption.

How we set the goal, where we are now, and what we predict we'll achieve:

Product	Estimates used to set 0.6% goal	Current 'Meaningful Adoption' Status	Predicted End of H1 Adoption based on Q2 roadmap + current	% WAU Teens (225M predicted + stated)
Take a Break	790,000	226,736	408,582	0.18%
Alt Topic Nudge	13,000	0	162,345	0.07%
Producer hiding likes	40,000	0	0	0.00%
Total	843,000	226,736	570,927	0.25%

By roadmap project (disclaimer: predictions are just that):

Project	Meaningful Weekly Active Teen Meaningful Adoption	% WAU Teens (225M predicted + stated)	Notes
Current TaB	226,736	0.10%	
Add predicted teens (world wide, where available)	73,698	0.03%	1. Also increases denominator, net 0 impact using % 2. We may not be approved for all countries right away, we need to work with the prediction team, but doesn't matter when using %
Profile QP (targeted to Teens with at least 1 20min session in last week)	46,989	0.02%	Will need approval from QP platform team and Adam given scale and audience, but has preliminary buy-in from Miki.
One-click adoption from upsell	42,461	0.02%	Approved for testing, not necessarily for launch.
Break Design Refresh	17,215	0.01%	Possible predictions are too aggressive, we haven't proven we can influence break adherence with creative.

Reels Upsell (6EN)	1,484	0.00%	Will need approval for ads regression trade-off. We don't believe we have time to ship beyond 6EN this half.
Alt Topic Nudge	162,345	0.07%	Approved for test, could be blocked if tradeoffs are more significant than anticipated or value is lower than hoped.
Total	570,927	0.25%	

TaB

	A	B	C	D	E	F	G	
1								
2		Incremental Intervention	Confidence in shipping	% Confidence	Timeline in shipping	Eng Lift	Topline Teen WAU	s
3	Ranked	Explore upsell + Global expansion (Current state through 3/15))	Complete			-	153,200,000	
4	1	Sessionization - 3 min (grouping sessions with 3 min gap together)	low			low	153,200,000	
5	2	Sessionization - 1 min (grouping sessions with 1 min gap together)	med			low	153,200,000	6
6	3	Add predicted teens (world wide)	high		4/20/2022 US	low	153,200,000	6
7	4	One-click adoption from upsell (20min default)	high	50%	5/31/2022	med	153,200,000	3
8	5	Profile QP (targeted to Teens with at least 1 20min session in last week)	high	70%	5/31/2022	med	153,200,000	6
9	6	Organic growth + requiring stated age	High		daily, through H1	na	153200000	5
10	7	End of Feed upsell	low			high	153,200,000	
11	8	Break design refresh	high		5/31/2022	med	153,200,000	
12	9	Reels upsell (6EN)	High		5/31/2022	high	153,200,000	5
13		Potential incremental (high confidence bets only)					153,200,000	
14		Total Take a break					153,200,000	
15		Total Take a Break + Alt Topic Nudge					153,200,000	

Note: these optimizations can work together (i.e. one-click upsell is better with more upsells) but they are also not 100% incremental as users may see more than one upsell.

Alt Topic

Intervention	Confidence in shipping	Eng Lift	Predicted Teen WAU (US, CA, NZ, AU)	Projected WAU to See Alt Topic Nudge	Clicked Alt Topic	unique CTR	Abandoned chain	estim aban
Alt Topic Nudge	high	high	31,600,000	4,329,200	151,522	3.50%	10,823	0.25%

Daisy (Hide Likes)

We will not towards our H1 adoption goal.

Intervention	Confidence in shipping	Topline Teen WAU	Weekly Active Teens turning off likes	rate	using 225m superset	minus panavision rollout
Producers turning off likes	med (exist, but will decrease with panavision rollout)	153,200,000	960,000	0.63%	1,409,922	1,127,937
Viewers with likes off	low (exist)	153,200,000	4,840,000	3.16%		

Appendix

- Reels upsell sizing: https://docs.google.com/document/d/1Ei93py8dk5iZ2_9ZLOWzITW4el6-gm2kJOPTs4-B5w4/edit
- Topic Nudge sizing: <https://docs.google.com/document/d/1kDo4SYVJT7--ou9gIfQWpjuxw1pVE0dC8HtLJMHD-JwI/edit>

Product	End of H1 Adoption numbers used to set 0.6% goal	Current 'Meaningful Adoption' Status	End of H1 Predicted Adoption	predicted % to original number goal at End of H1
Take a Break	790,000	226,736	408,582	48.47%
Alt Topic Nudge	13,000	0	162,345	19.26%
Producer hiding likes	40,000	0	0	0.00%
Total	843,000	226,736	570,927	67.73%

Prior goaling docs:

- TaB https://docs.google.com/spreadsheets/d/1rkP6Gnpil4i-lhfO7HB_U7NfVkyFoEibDwik5aD8ExA/edit#gid=0
- Alt Topic nudge: <https://docs.google.com/spreadsheets/d/1o0xpfC0-F9n9I9sFoMI4a1hZr1Kk9f0GnVCC3EJcE0s/edit#gid=0&range=A4>

Contact Support

Conversation History

Quipbot#18 left the thread Oct 14 at 7:58 pm

Quipbot#18 Oct 14 at 7:53 pm

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