

AMENDED Exhibit 221

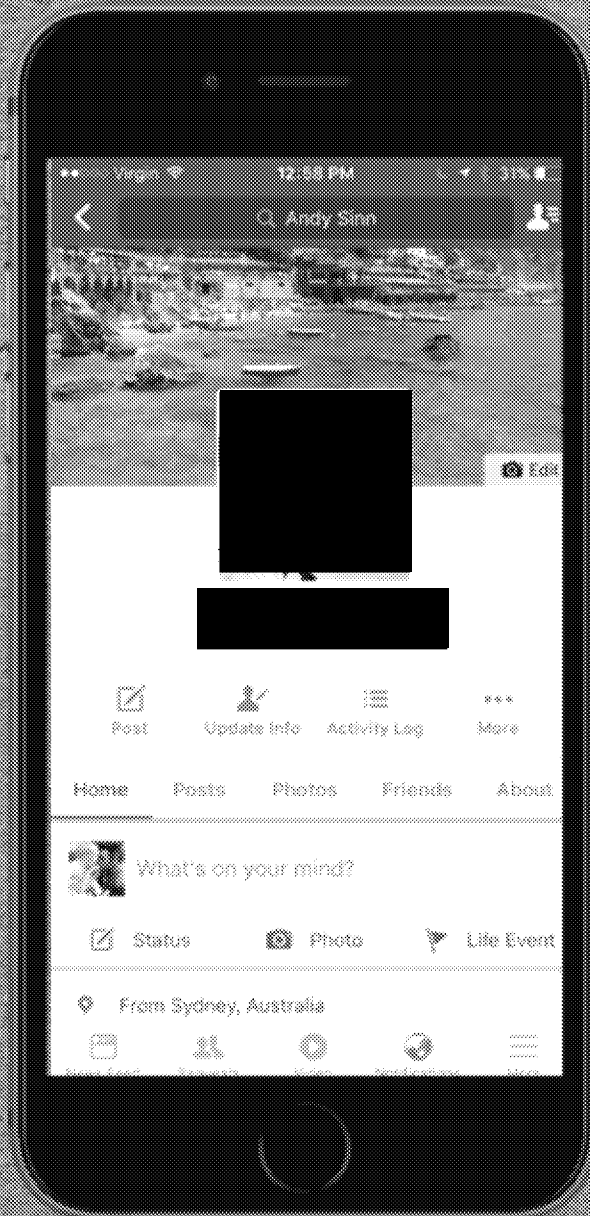
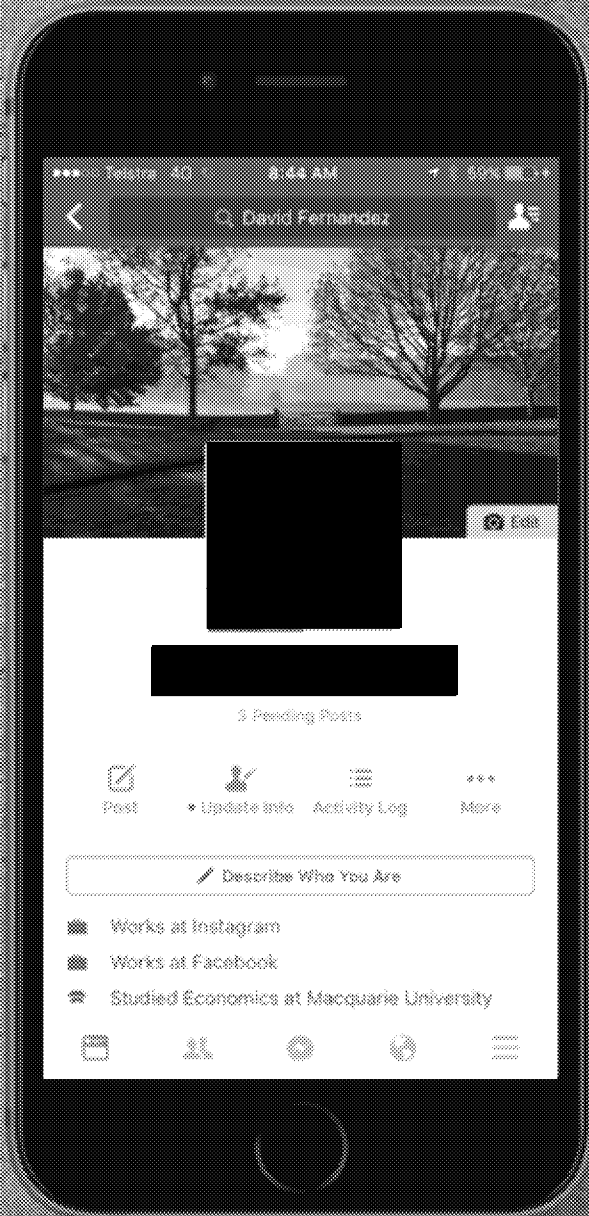
PLAINTIFFS' OMNIBUS OPPOSITION TO DEFENDANTS' MOTIONS FOR SUMMARY JUDGMENT

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

MDL No. 3047

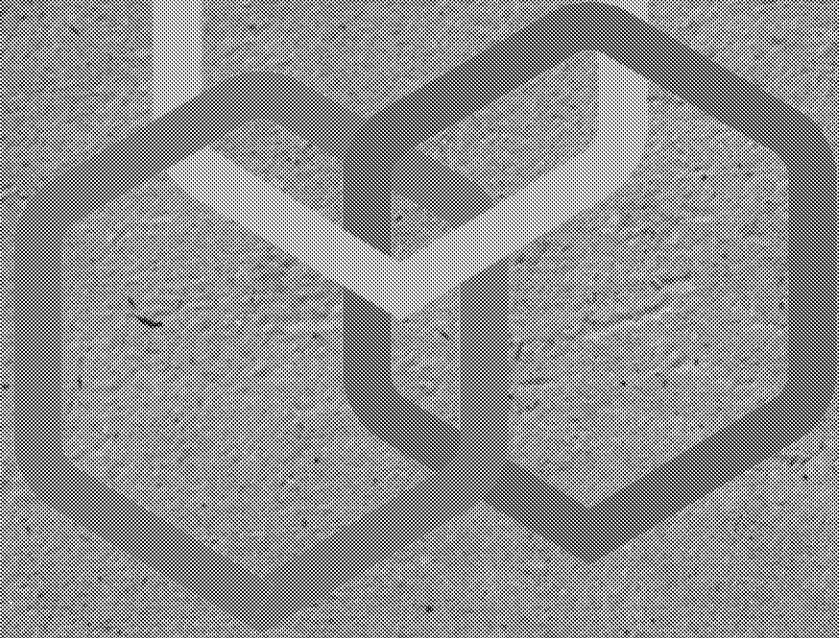
In Re: Social Media Adolescent Addiction/Personal Injury Products Liability Litigation

[REDACTED] & [REDACTED]
Agency Relationship Manager | ANZ



2017 PILLARS

1. Metrics That Matter
2. Insights
3. Creative
4. People & Culture
5. Client Engagement
6. Leadership Offsite
7. Client Resource



2. Insights

Facebook Australia Insights



Each Half Year, Marketing Science can present a summary of relevant studies and key findings to agencies, detailing studies relevant to their clients. We can also discuss upcoming vertical studies, and opportunities test hypotheses based on agency feedback.

- Each quarter Marketing Science works with our vertical teams and Facebook Creative Shop to provide insights into conversations and behaviour among Australians on Facebook and Instagram.
- We answer questions on a vertical or category level, including:
 - Trending Facebook 'moments' within audience groups and concerning specific topic areas (see example);
 - Audience insights into specific clusters of users on the platform (e.g. descriptive insights into audience clusters based on Facebook signals);
 - Behavioural trends within and between audience groups (for example, behavioural differences between grocery-buying mums vs. independent SINKs & DINKs);
 - How audiences are representing emotion and communicating visually (for example, using image recognition tools, we can see how people visually represent food on our platforms)

Purchase
Signals

Grocery
Buyers vs.
Grocery
Disrupters

Home Office
Insights

Financial
Services
Conversations

This content is based on internal Facebook data, is shareable under NDA only, and is not publicly available.

JUNE 2016

