

## Three Industry Insights



Facebook posts viewed by 3 - 10% of audience - importance of the social stream



99.6% conversion from Browser Theme promotion - shows persistent placement in the browser is even more powerful

- <http://searchengineland.com/report-only-3-to-7-5-of-fans-view-posts-from-a-facebook-page-82732>
- <http://www.marketingsherpa.com/article.php?ident=31949>



Each Facebook fan generates 20 visits a year - incremental lift of a fan



Each browser theme user does 20 visits every other month - the power of turning a fan into a super fan.

**Note:** The supporting case study is still reflective of browser theme performance.

- [http://weblogs.hitwise.com/robin-goad/2011/06/1\\_facebook\\_fan\\_20\\_additional\\_v.html](http://weblogs.hitwise.com/robin-goad/2011/06/1_facebook_fan_20_additional_v.html)



Web use declines 3%, Facebook consumption up 69% - shifting usage patterns of Internet content



A browser theme captures nearly all Internet use for computer users - when you connect in the browser, where they browse doesn't matter.

- <http://allthingsd.com/20110623/the-web-is-shrinking-now-what/>