

facebook

Building the next generation of Mobile Apps with Facebook

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Head of Platform Partner Engineering, APAC





MOBILE IS EATING THE WORLD

170

Minutes spent
daily on Mobile

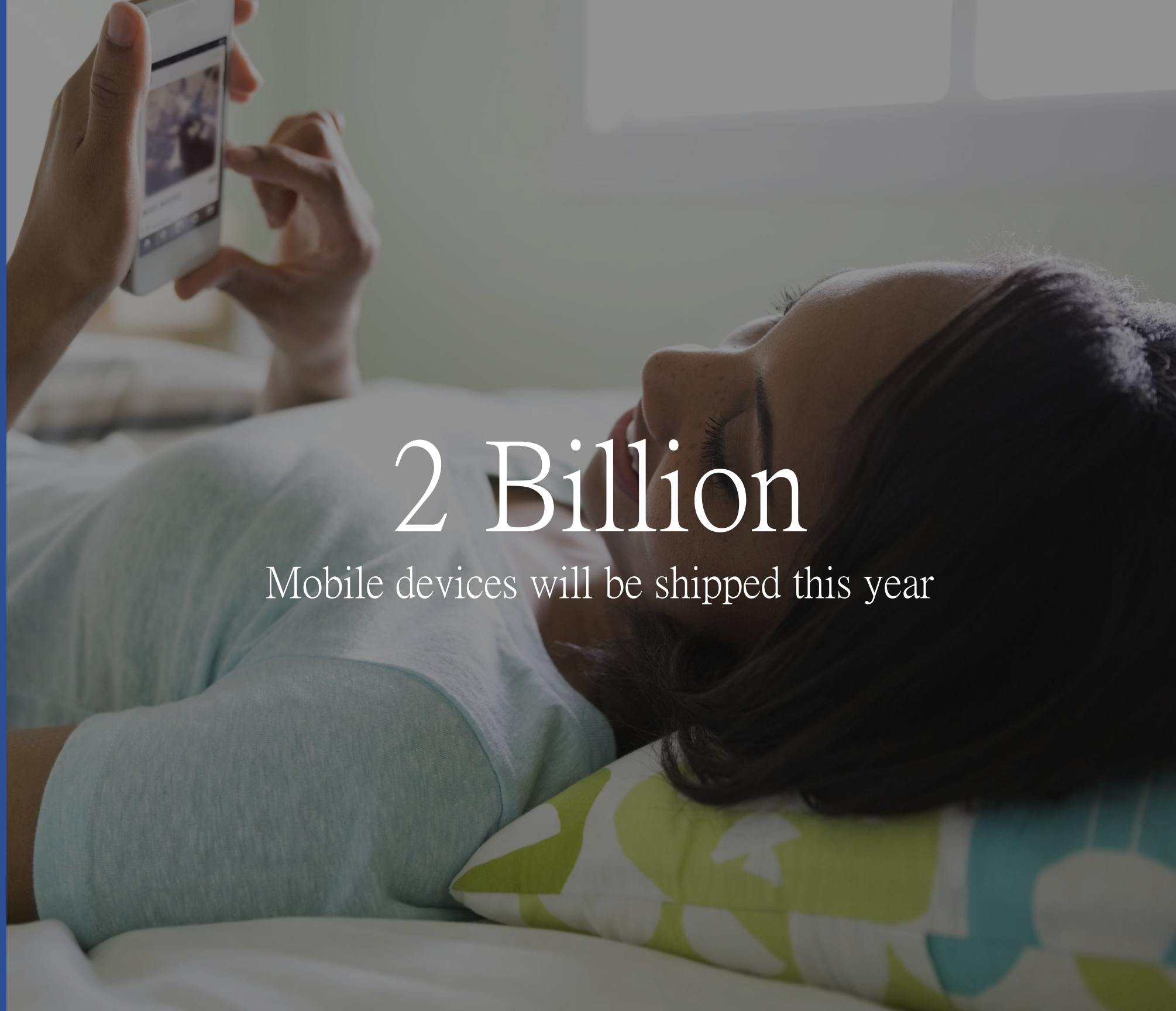
79%

Of people 18-44
have their smart
phone with them 22
hours a day

Source: IDC Research

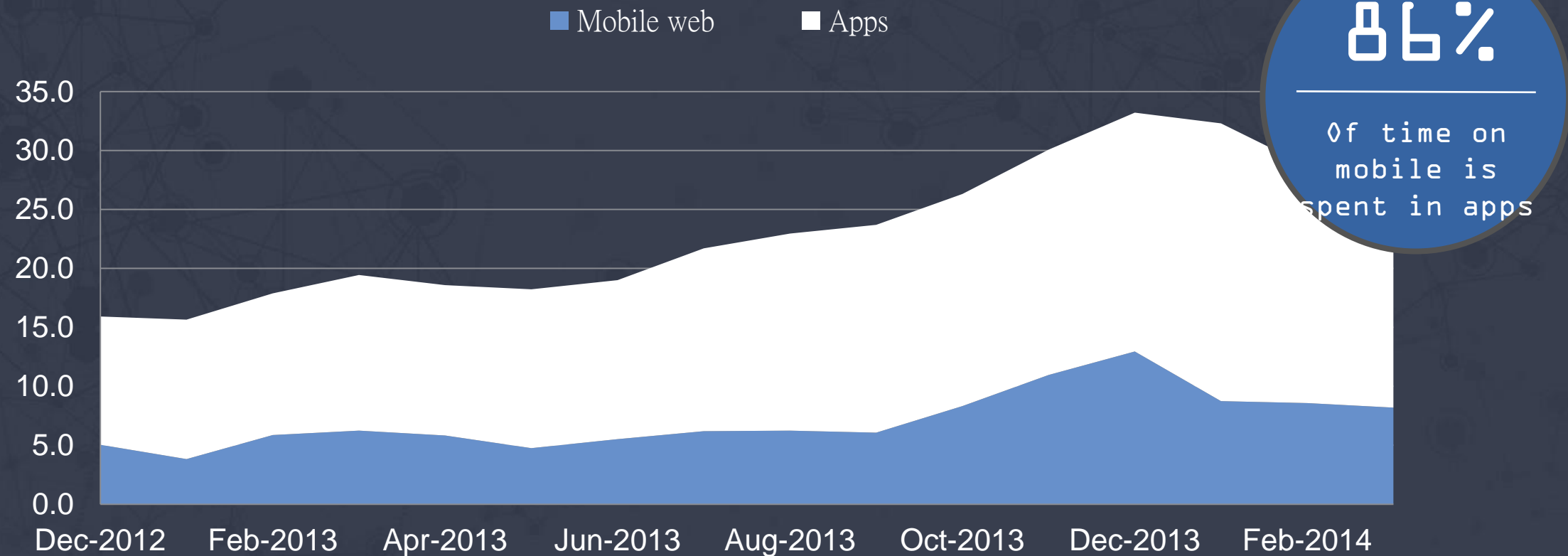
2 Billion

Mobile devices will be shipped this year



Mobile Apps are Taking Center Stage

Time Spent on Mobile Retail Sites vs. Apps
(Billion Minutes)





1+
Billion

Mobile active people on
Facebook every month

Facebook Revenue by Source



Source: Facebook Financial Data 2014



DEVELOPING
APPS IS
COMPLEX

facebook

←

←

←

IDENTITY

DEV TOOLS

ANALYTICS

SHARING

→

→

→

→





WEB



BUILD



GROW



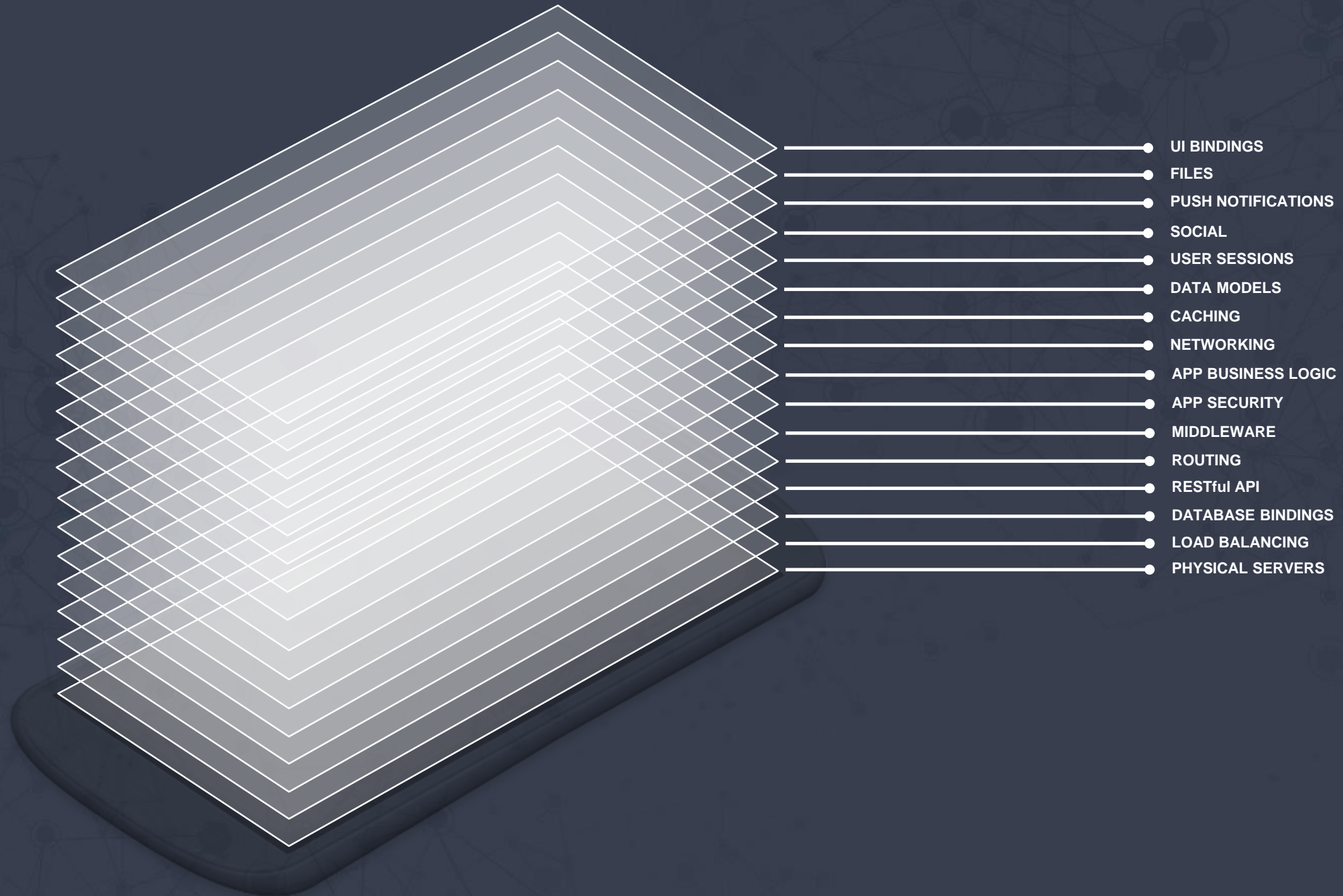
MONETIZE

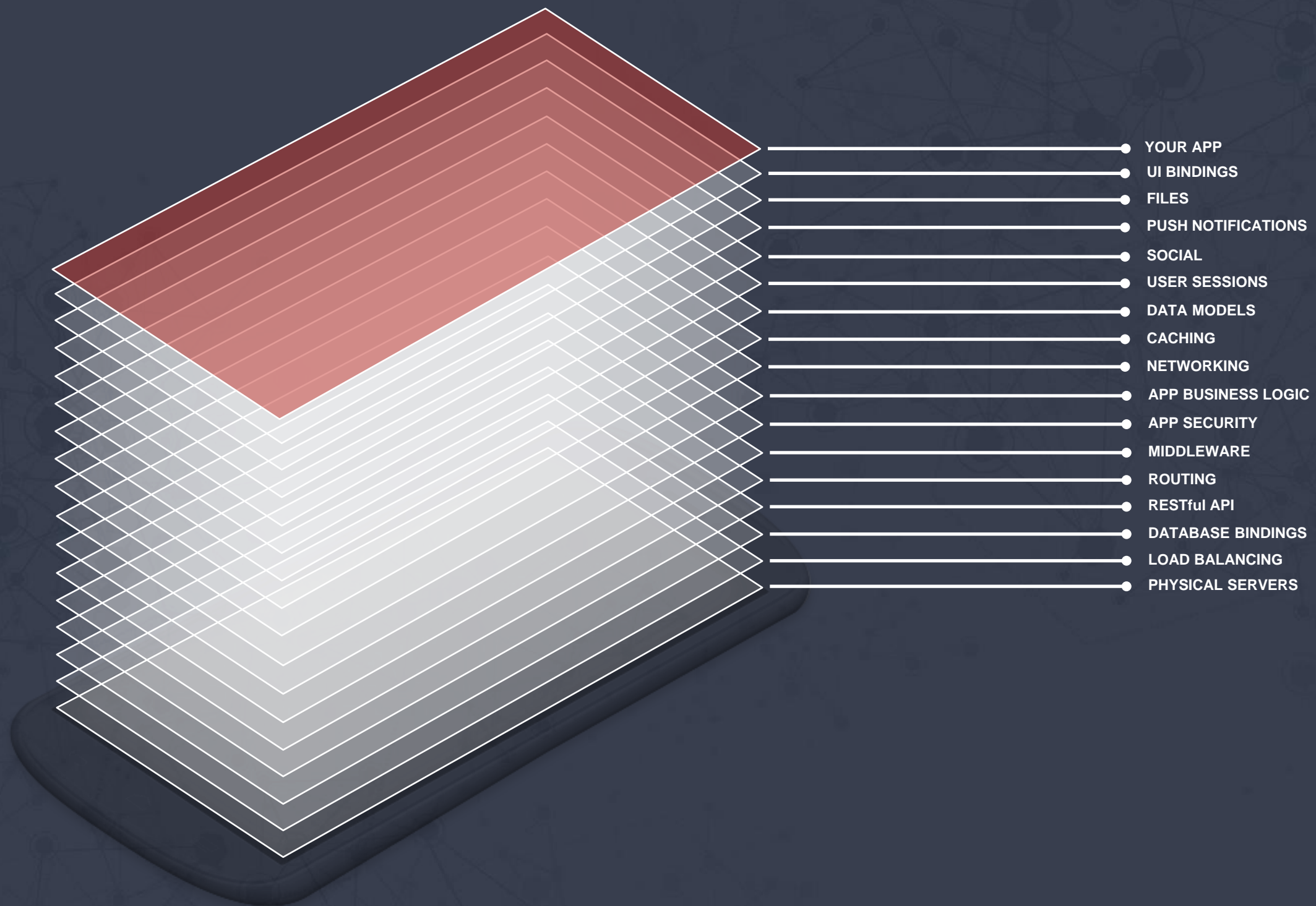


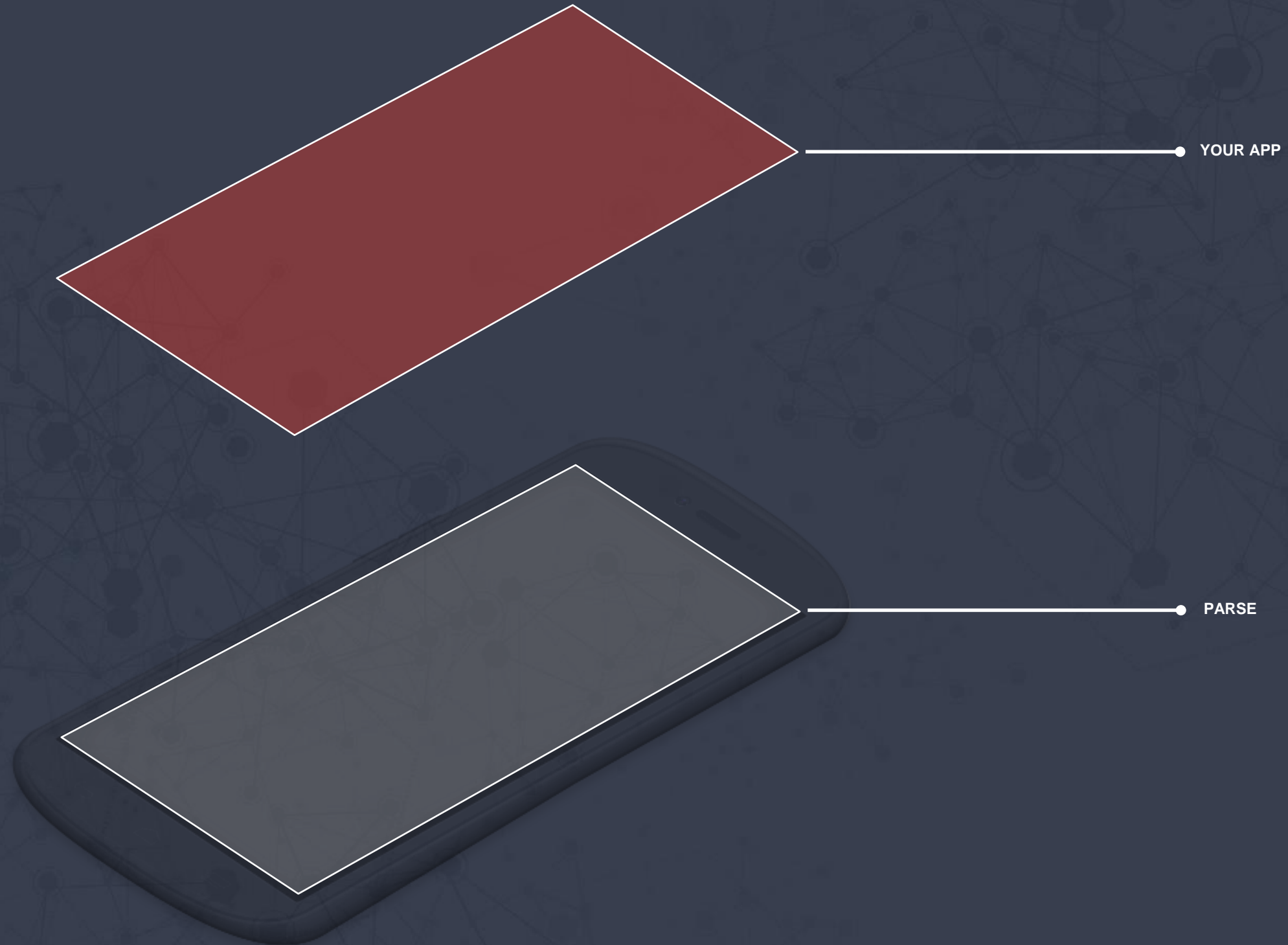
BUILD

Parse









1



Parse Core

2



Parse Push

3



Parse Analytics





Parse Core



Parse Push



Parse Analytics

Up to 30
requests/sec



\$100 / month
Per 10 additional req/sec

Up to
1,000,000
recipients



\$0.05 / 1k
Per additional recipient

Unlimited
Data Points



FREE



Log in with Facebook

02-UK 18:17


[Cancel](#) Flipboard Account [Sign In](#)

Username or Email

Password

Sign In

OR

 Sign in with Facebook

[Need Help?](#)

●●●●○ AT&T

3:20 PM




Login



Rdio will receive the following info: your public profile, friend list, email address, birthday and likes.

 [Edit the info you provide](#)

 This does not let the app post to Facebook.

Cancel

OK



Info You Provide

Clear

Public profile (required)

Mark Zuckerberg, profile picture, 21+, male and other public info



Friend list

James Yu, Peter Yang and 182 others



Email address

mz@fb.com



Birthday

May 14, 1984



Likes

Lana Del Rey, Adele and 23 others



This does not let the app post to Facebook.

#1

Login system
In the world

7 Billion

Logins in 2014

80%

Top grossing U.S iOS & Android apps
use Facebook Login



Las Vegas Hotels 273 of 273

Check In



Check Out



Show Prices

Enter dates for best prices



All Las Vegas hotels (273)



BETA

Just for you



Best Value (27)



Romantic (84)



Business (79)



Family (76)



Casino (65)



Luxury (37)



Green (30)

Price

Rating

Neighborhood

More

Sort: Friends first



11 friends have been to Las Vegas, NV.
2 reviews | 10 likes | 1 been



Aryeh Selekman reviewed

★★★★★ "Perfect Weekend Getaway"

Four Seasons Hotel Las Vegas ★★★★★

Special Offer USD 100 Hotel Credit

Show Prices



Slideshow

#2 of 273 hotels in Las Vegas

★★★★★ 2,354 reviews

"Four Seasons Quality" 04/27/2014

"Las Vegas without all the Las Vegas..." 04/22/2014

Professional photos | Traveler photos (1460) | Map



Go to map view

Sponsored by:



Special offers in Las Vegas



Holiday Inn Express Hotel and Suites

★★★★★ 65 Reviews

Save on Hotel Packages!



New York - New York Hotel and Casino

★★★★★ 7,385 Reviews

TripAdvisor Exclusive



Wynn Las Vegas

★★★★★ 7,400 Reviews

\$100 Dining Credit

26%+ increase in engagement

on Trip Advisor's hotel listings when a user
saw travel recommendations from friends over
those without friends recommendations



FACEBOOK SDK FOR UNITY

Enable users to play with friends

Connect gamers x-platform

Grow your audience

Easy integration & deployment



+ facebook



App Events

WHAT ARE APP EVENTS?

A simple way to log metrics you care about,
with a single line of code.

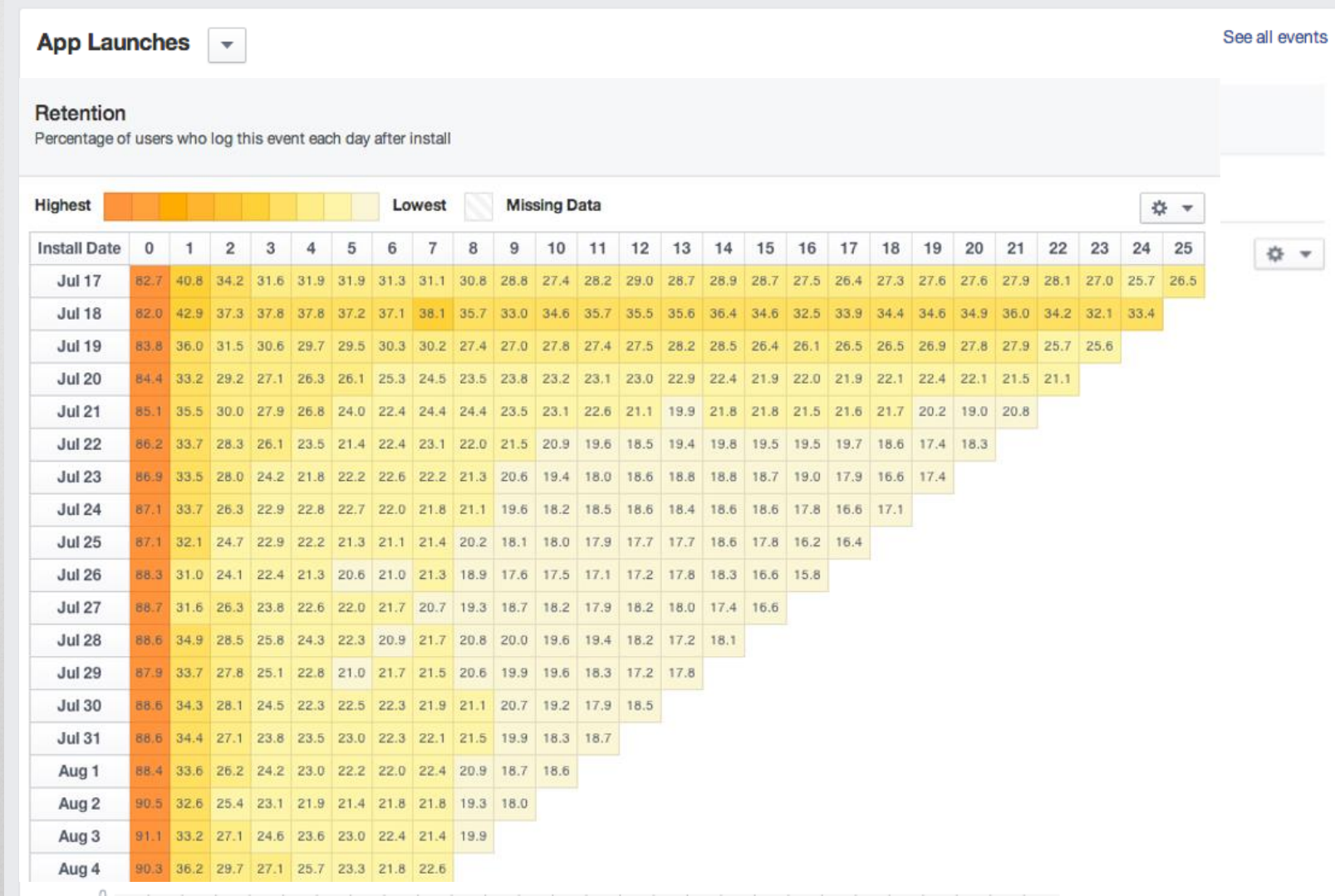
- App Installs
- App Launches
- Time Spent
- Revenue
- Level completed
- More: 14 pre-defined events + developer defined events

Log any action take inside your app

WHAT CAN YOU DO WITH APP EVENTS?

- Conversion Measurement
- Create high value audiences
- Re-engagement ads for exactly the right users
- Demographics
- Analytics (Trend lines, cohorts, retention charts)

APP EVENTS OVERVIEW



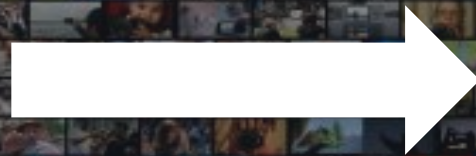


GROW

App Store > +1 Million Apps

Google Play > +1 Million Apps

You are here



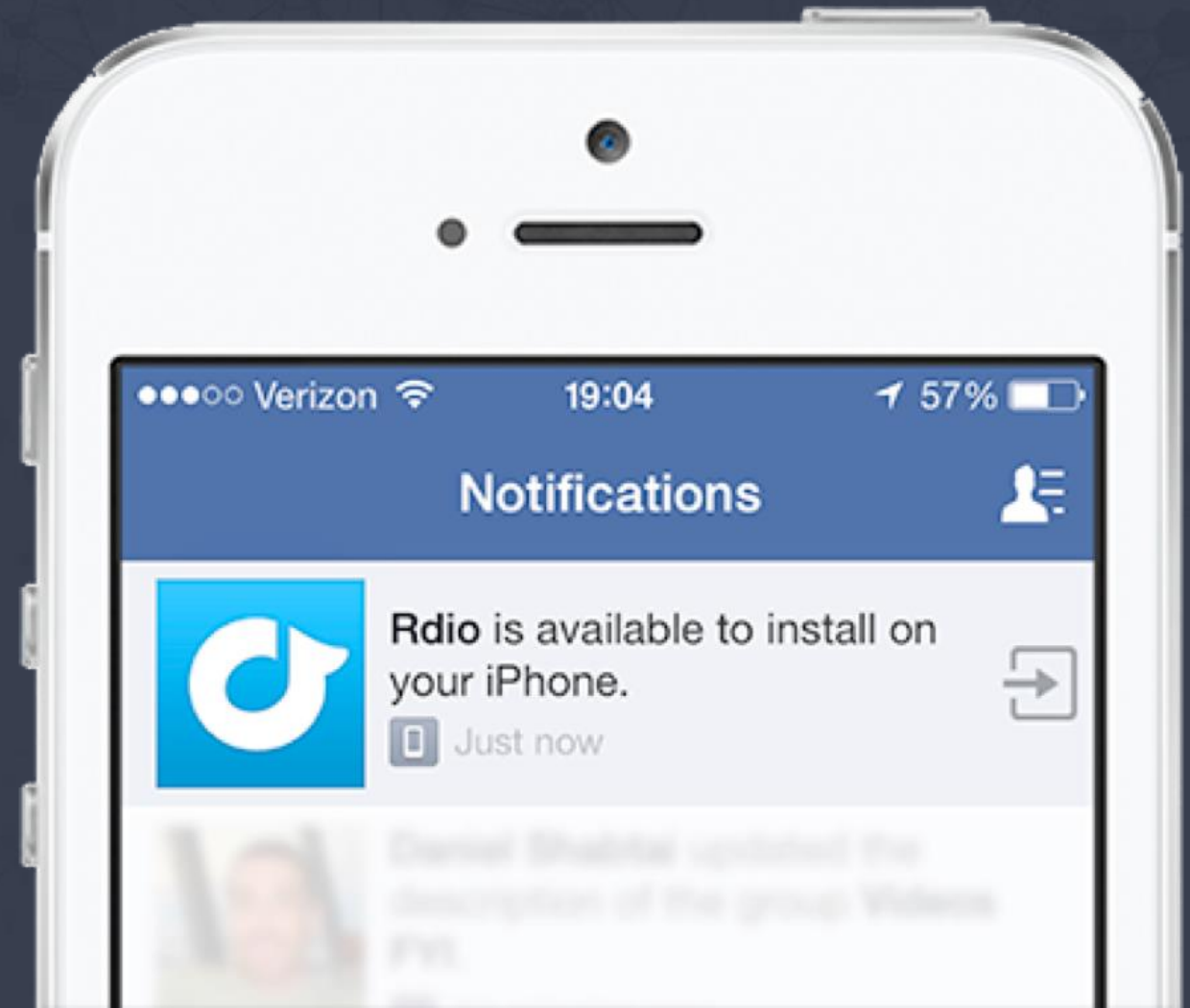
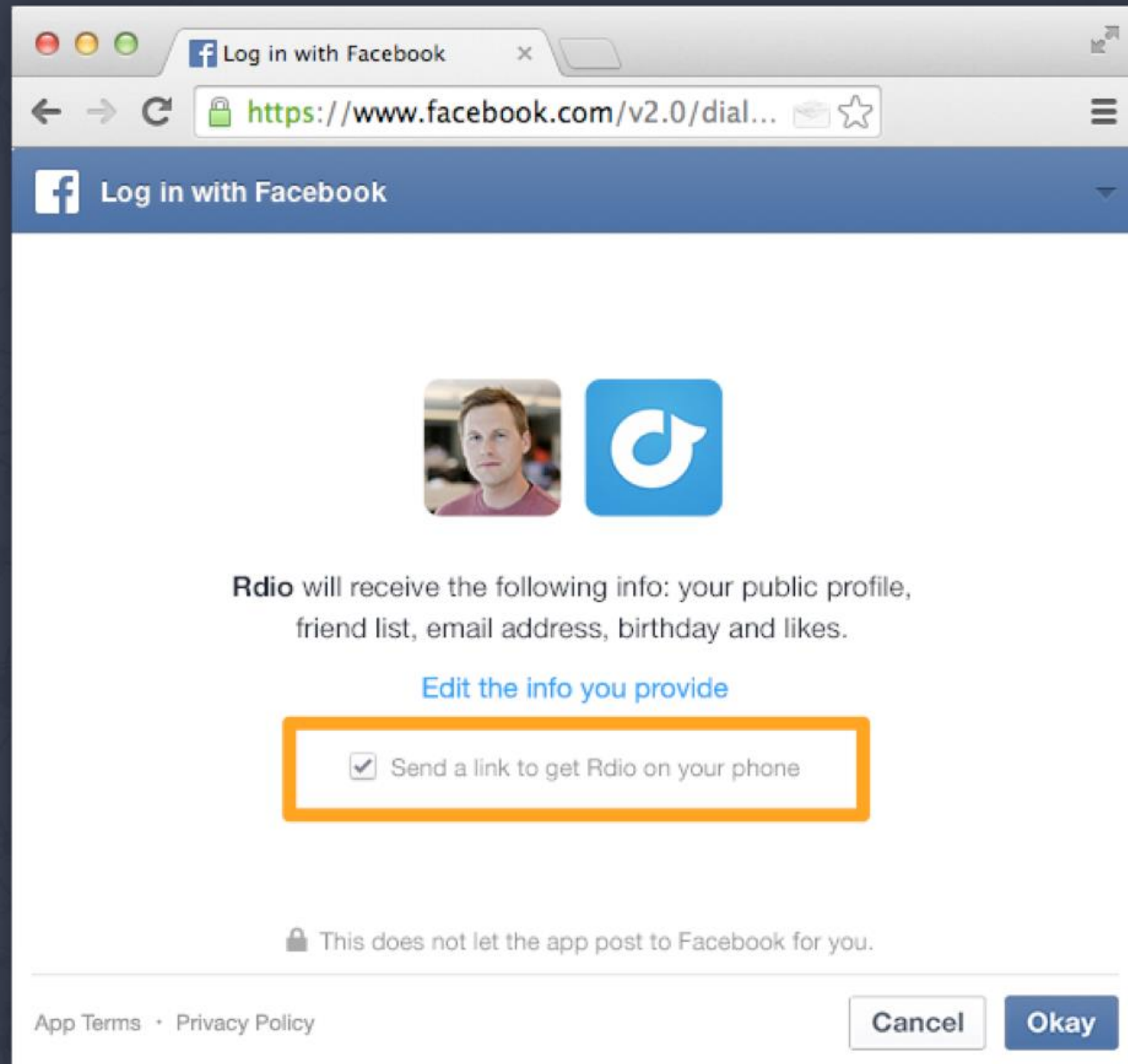


Get discovered organically



Reach with ads

Cross-platform
enables Send to
Mobile



SHAREDLOG

01

Fast-app-switch to invoke fb app to show the dialog. Facebook Login in the app is not required.

02

People need to explicitly confirm in the dialog to share stories from your app

03

App Links seamlessly transition to the right location in your app



MESSAGE LOG

01

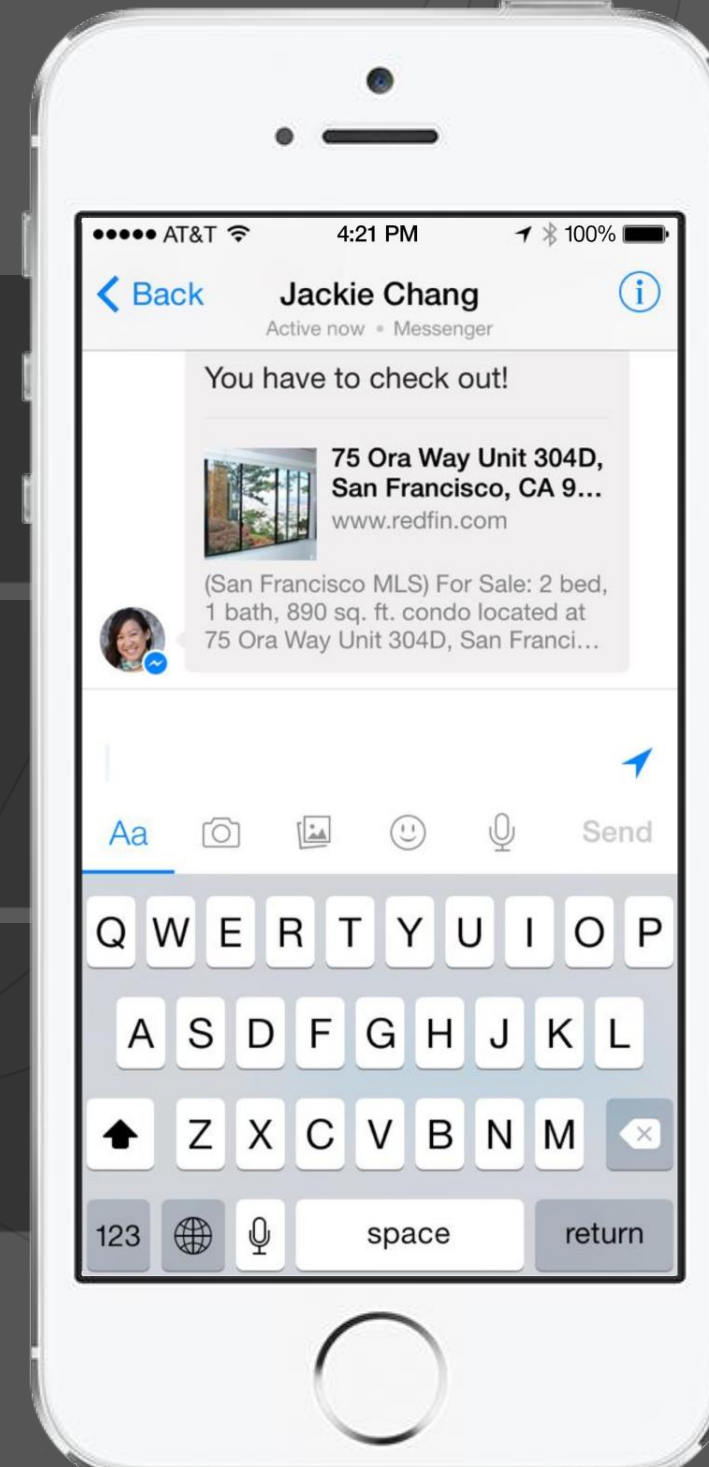
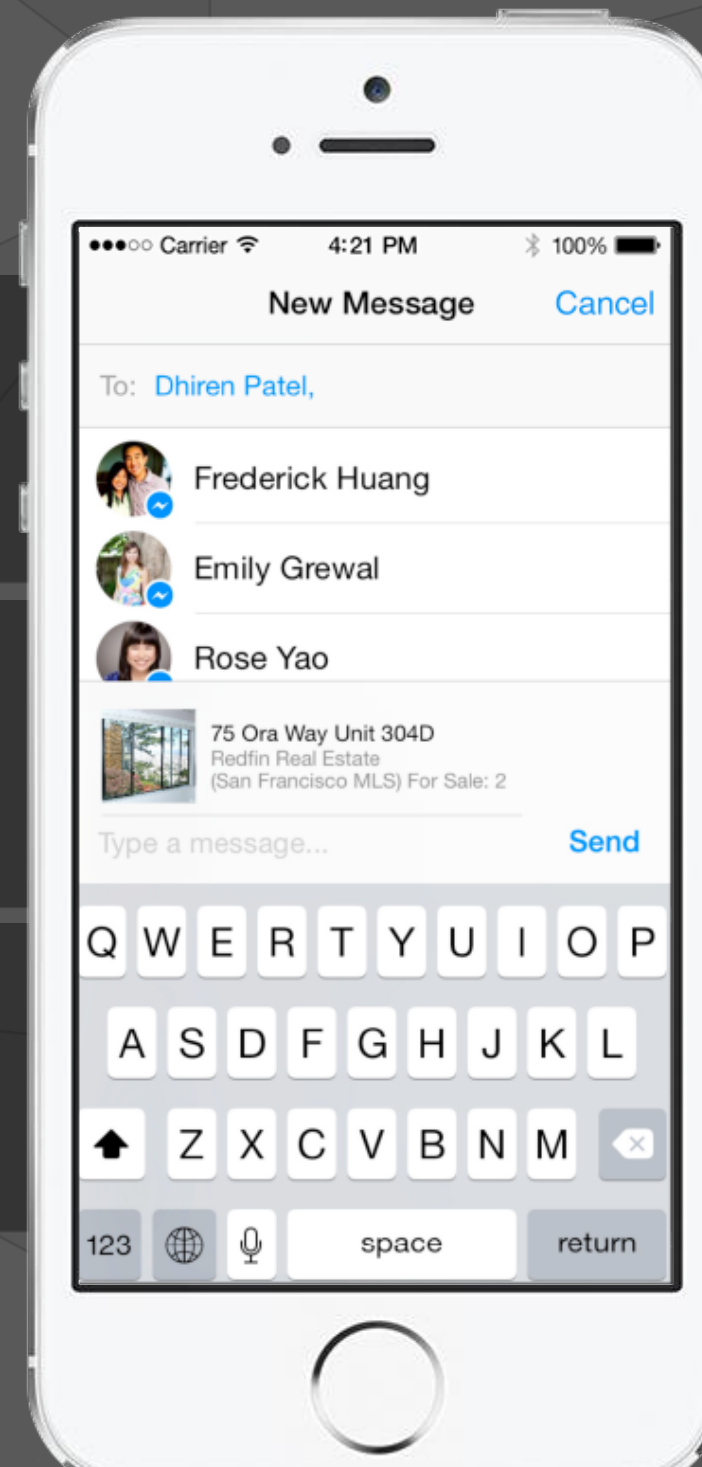
Fast-app-switch to invoke Fb Messenger app to show the dialog. Facebook Login in the app is not required.

02

People need to explicitly confirm in the dialog to send the message.

03

App Links seamlessly transition to the right location in your app



MOBILE REBUTION

01

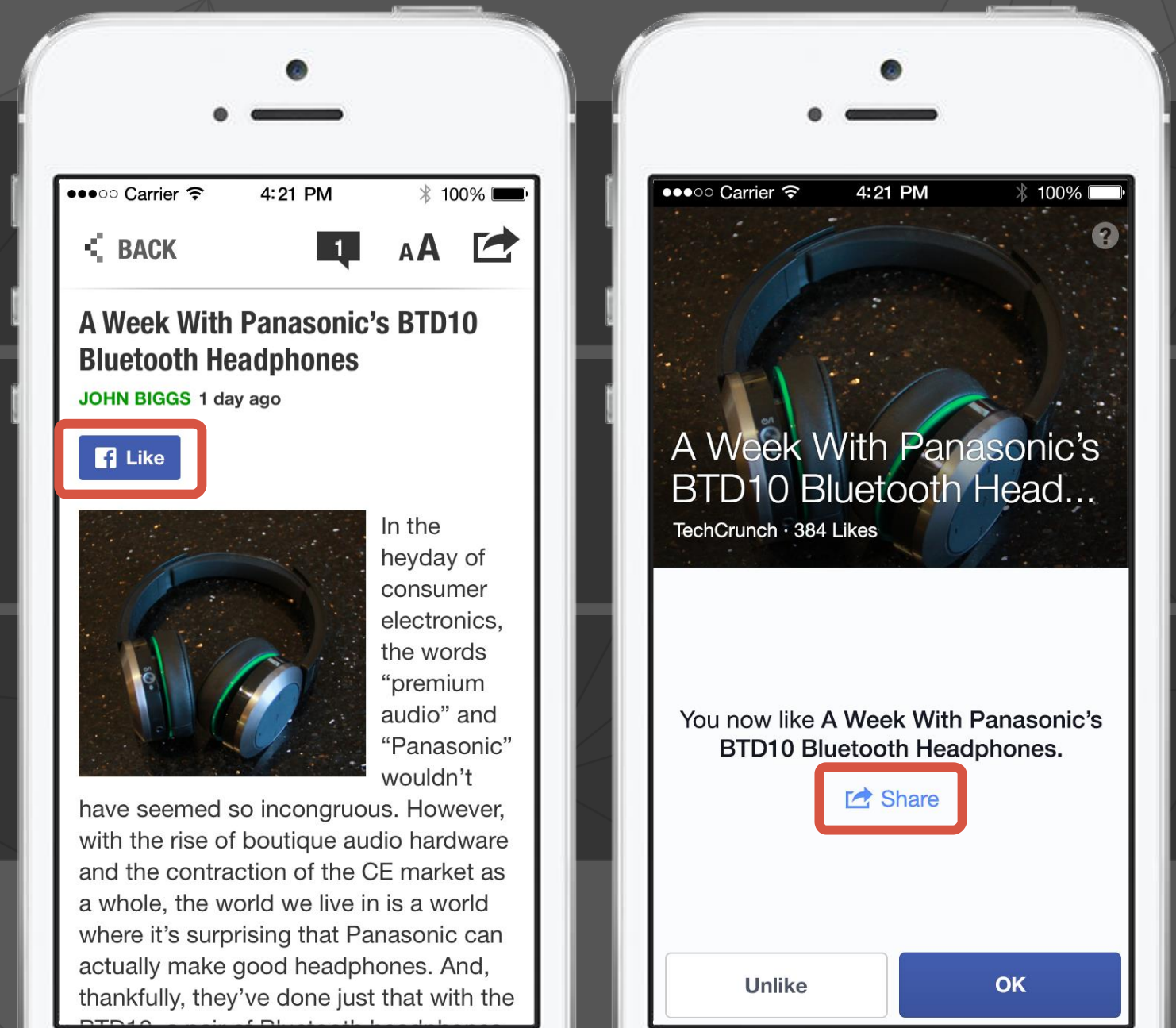
A lightweight way to let people like your app's content with a single tap

02

Built in Share Dialog for people to add a personal message

03

Only a few lines of code to integrate





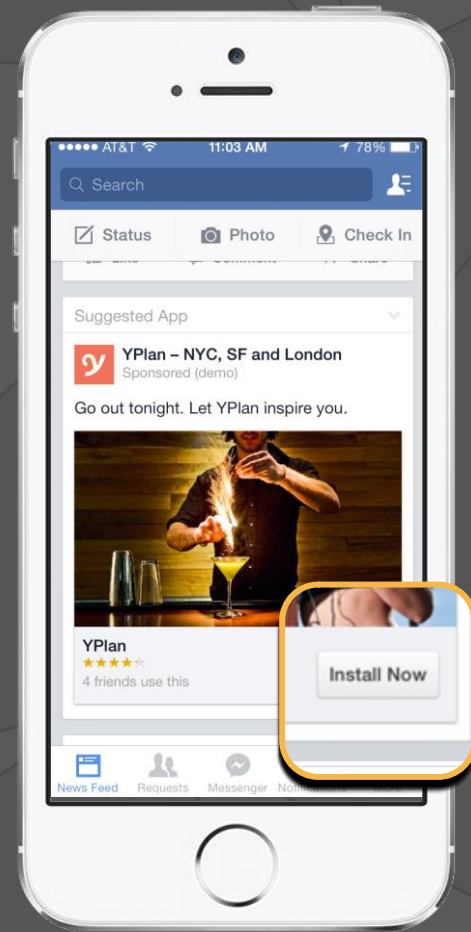
Get discovered organically



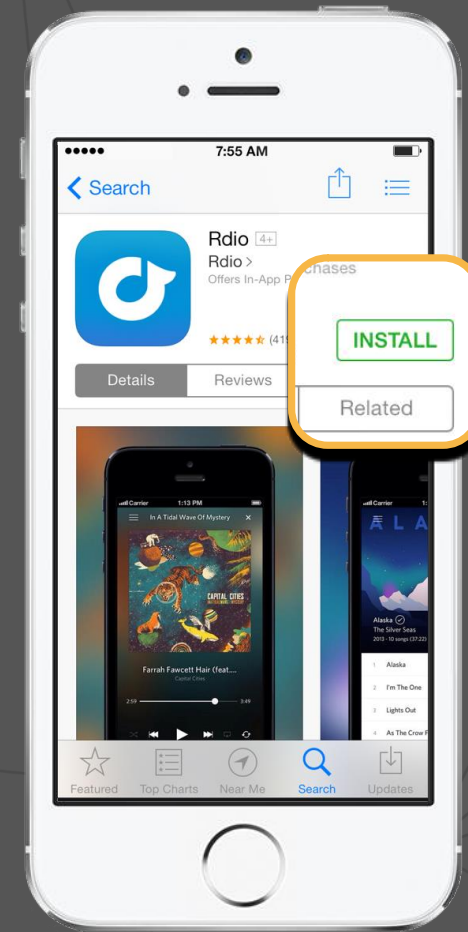
Reach with ads

MOBILE APP INSTALL AD

How it works



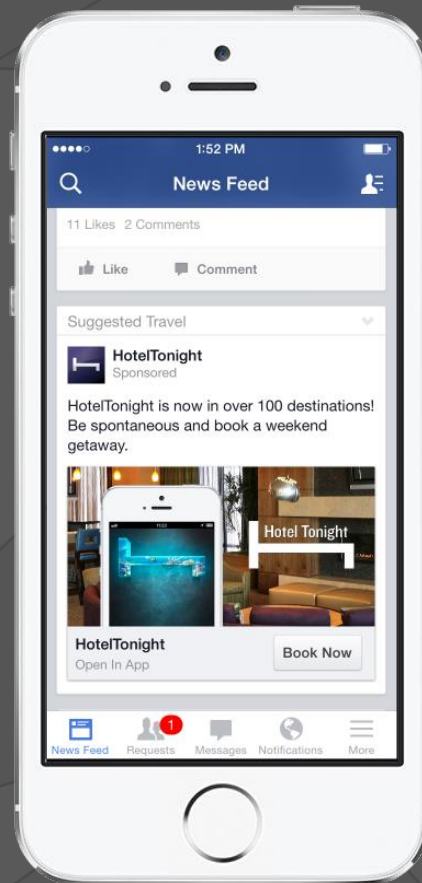
Mobile App
Install Ad



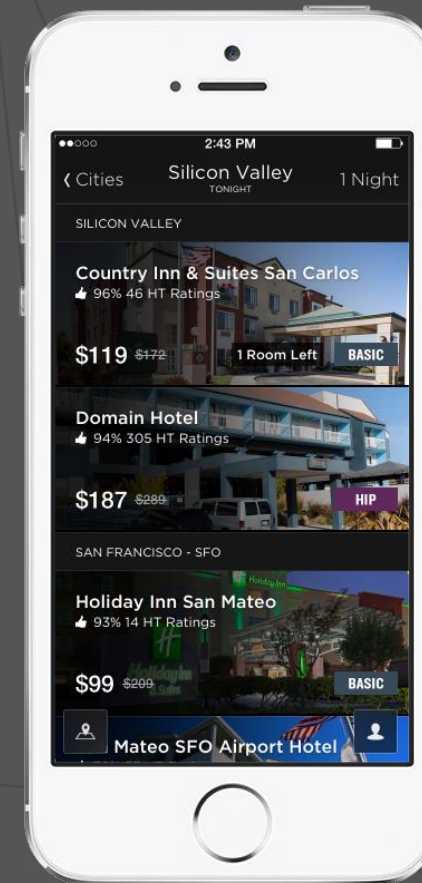
App available
through app store

MOBILE APP ENGAGEMENT AD

How it works



Mobile App
Engagement Ad

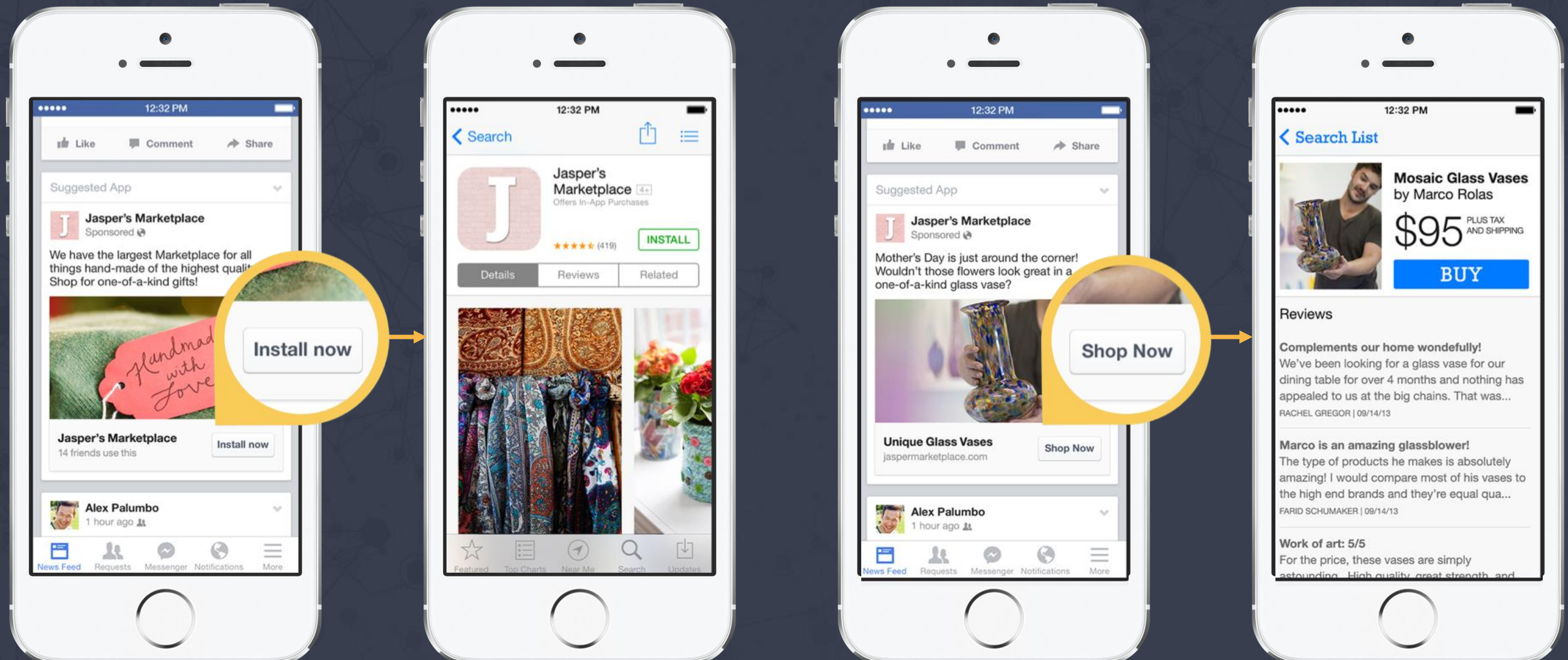


Deep linked to specific
location within app

DESIGNED FOR ACTION

Customer discovery and acquisition

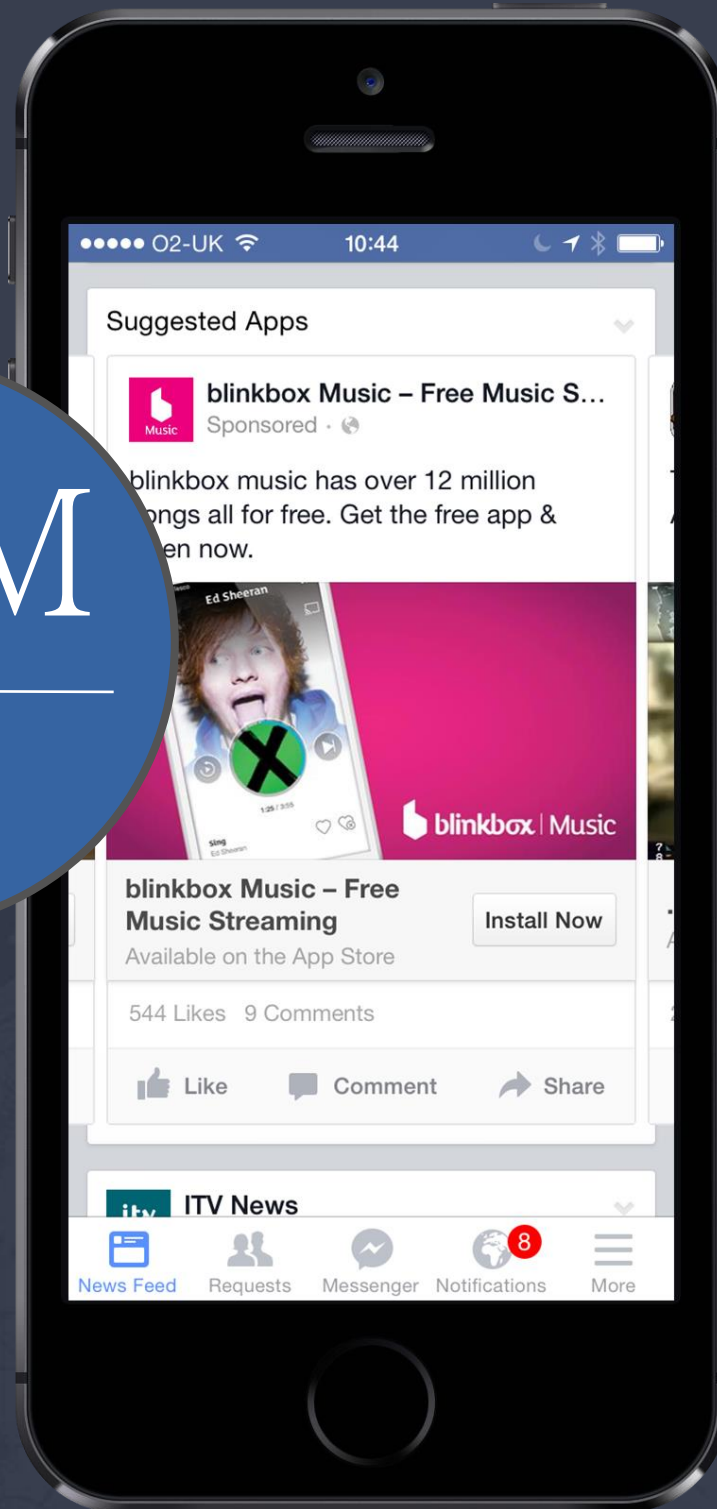
Retention, engagement and conversion





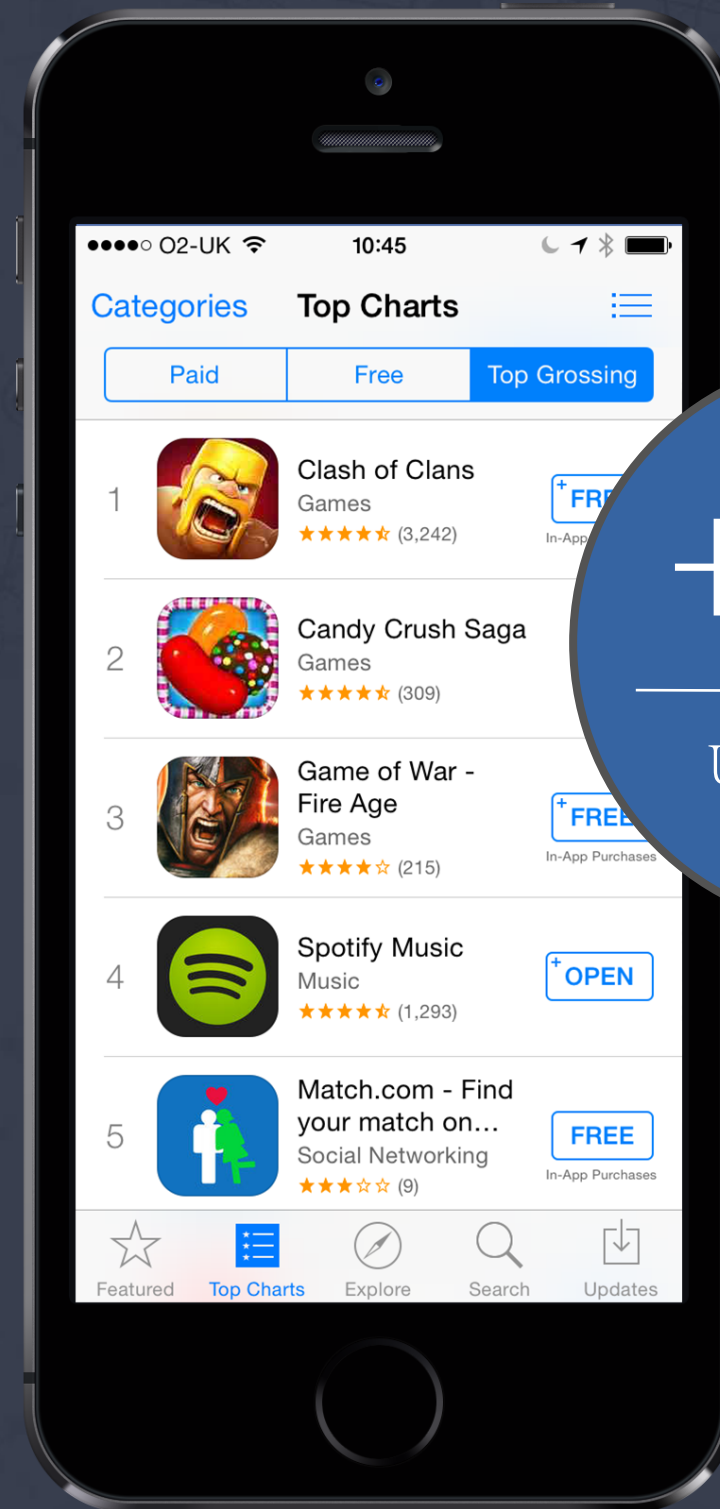
350M

Installs



+60%

Use mobile app ads



77%

lower cost than previous
mobile display

2.7 million

Downloads in the first 3
weeks of the campaign





MONETIZE



Audience Network



Advertisers

Over 1.5 million



Targeting

The right audience

3 Easy Steps

1



Install Audience
Network SDK

2



Place Ad Units in your
App

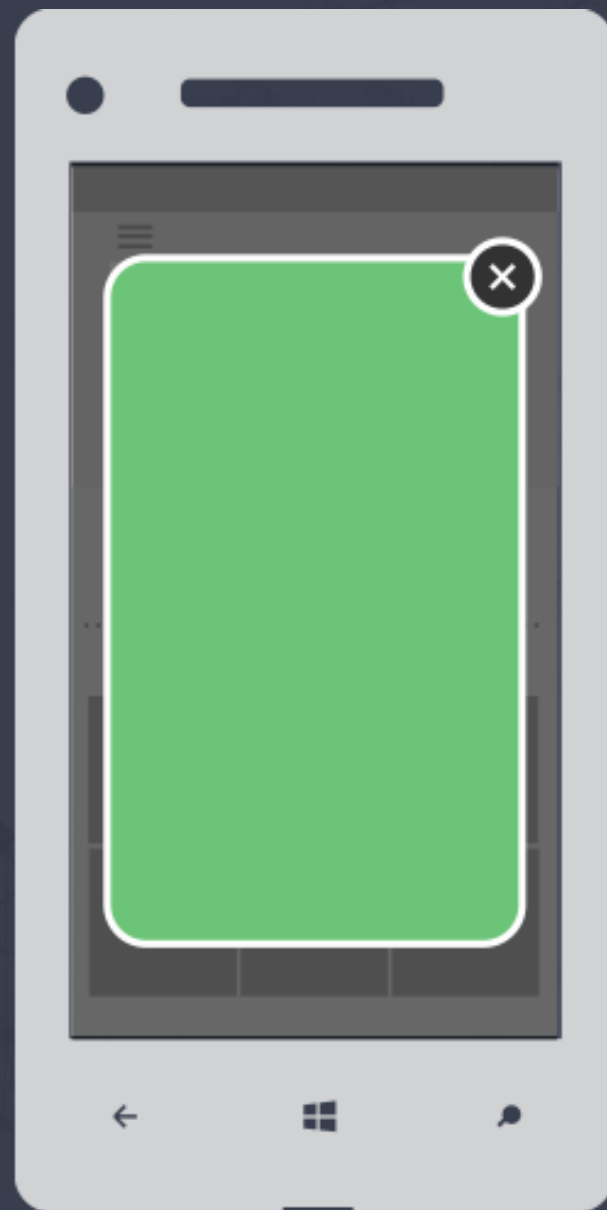
3



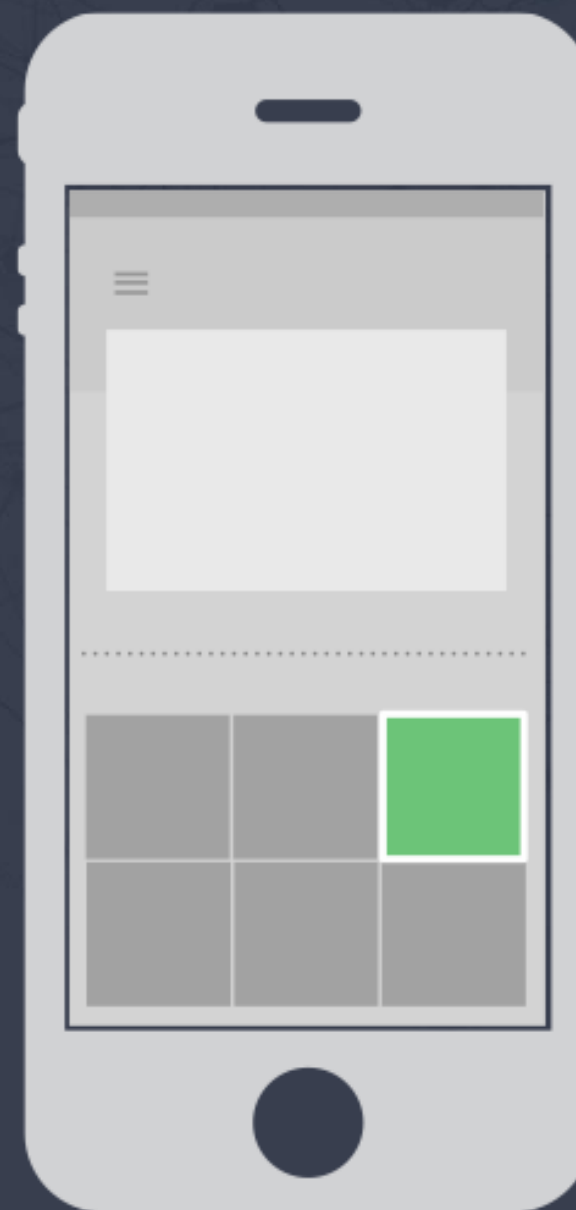
Get Paid Monthly



Banner



Interstitial



Native

+37%

increase in their revenue
from ad networks

Top Notch

Quality and diversity of
advertisers





[Fb.me/start](https://fb.me/start)



Parse



Adobe



appurify

asana:

BlueJeans



desk

MailChimp



Quip



proto.io



SurveyMonkey



Testing.com



workable



Use Facebook Login



Use Parse for your next mobile app to save time



Use Mobile App Ads to acquire and engage users



Know more about your users with App events



Make money with Audience Network



Apply for FbStart today



Questions?

Email me: bzhang@fb.com