



Sample Company

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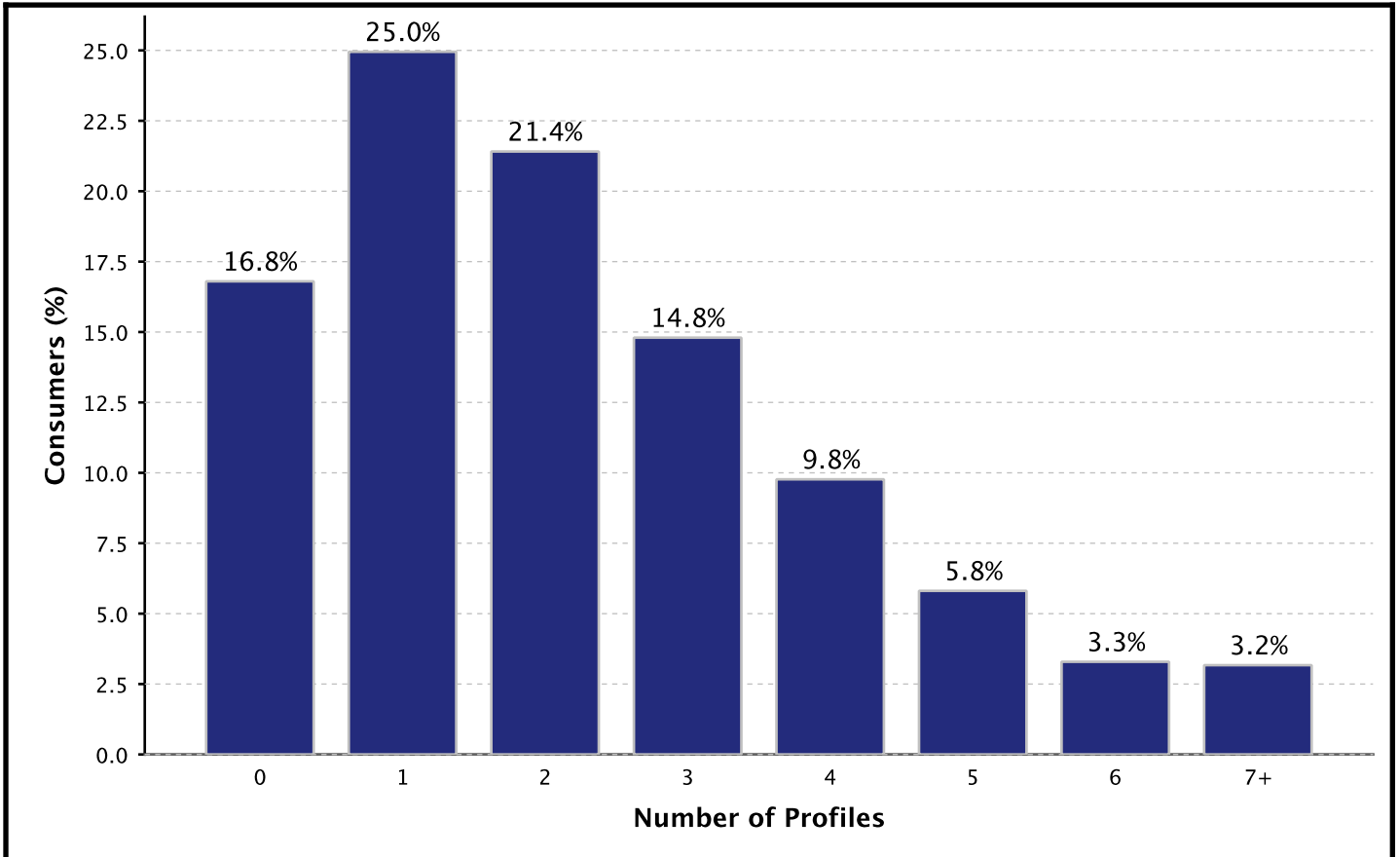
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Social Web Footprint

Consumer Dataset Profile Analysis

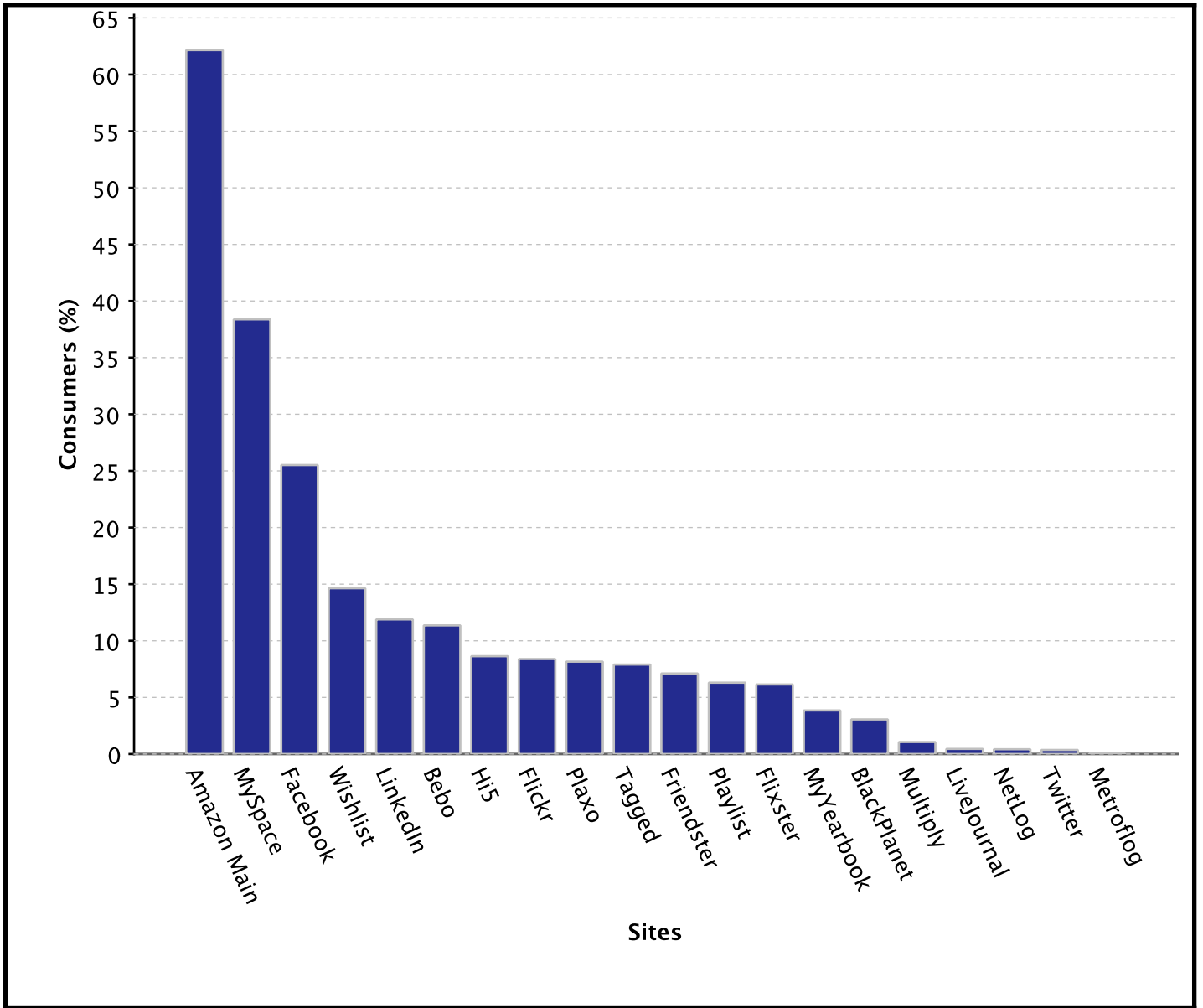
Your consumer dataset included 10,000 email addresses. Of those email addresses, 8,320 (83.2%) have active internet profiles.

Among the 8,320 active email addresses, 22,580 profiles were found. The chart below shows the percentage of your consumers associated with a given number of profiles. For instance, 25.0% of your consumers have 1 known profile while 9.8% of your consumers have 4 known profiles. The average number of profiles per email address is 2.7.



Social Networking Site Usage Analysis

The chart below shows the percentage of your consumers with profiles on 20 different social networking sites and online communities. Actual number of profiles found is in the table that follows.



The table below shows the number of profiles found for each site searched.

Website	URL	Profiles	Percentage
Amazon Main	www.amazon.com	6,216	62.2%
MySpace*	www.myspace.com	3,838	38.4%
Facebook**	www.facebook.com	2,552	25.5%
Wishlist	www.amazon.com/gp/registry/wishlist	1,464	14.6%
LinkedIn***	www.linkedin.com	1,189	11.9%
Bebo****	www.bebo.com	1,136	11.4%
Hi5*****	www.hi5.com	864	8.6%
Flickr	www.flickr.com	839	8.4%
Plaxo	www.plaxo.com	816	8.2%
Tagged*****	www.tagged.com	790	7.9%
Friendster*****	www.friendster.com	711	7.1%
Playlist	www.playlist.com	630	6.3%
Flixster	www.flixster.com	614	6.1%
MyYearbook	www.myyearbook.com	385	3.9%
BlackPlanet	www.blackplanet.com	306	3.1%
Multiply	www.multiply.com	106	1.1%
LiveJournal	www.livejournal.com	45	0.5%
NetLog	netlog.com	42	0.4%
Twitter	twitter.com	36	0.4%
Metroflog	www.metroflog.com	1	0.0%

NOTE: Percentage out of 10,000 email addresses in consumer dataset.

* Of the 3,838 MySpace profiles found, 1,092 (28.5%) were private.

** Of the 2,552 Facebook profiles found, 252 (9.9%) were private.

*** Of the 1,189 LinkedIn profiles found, 49 (4.1%) were private.

**** Of the 1,136 Bebo profiles found, 695 (61.2%) were private.

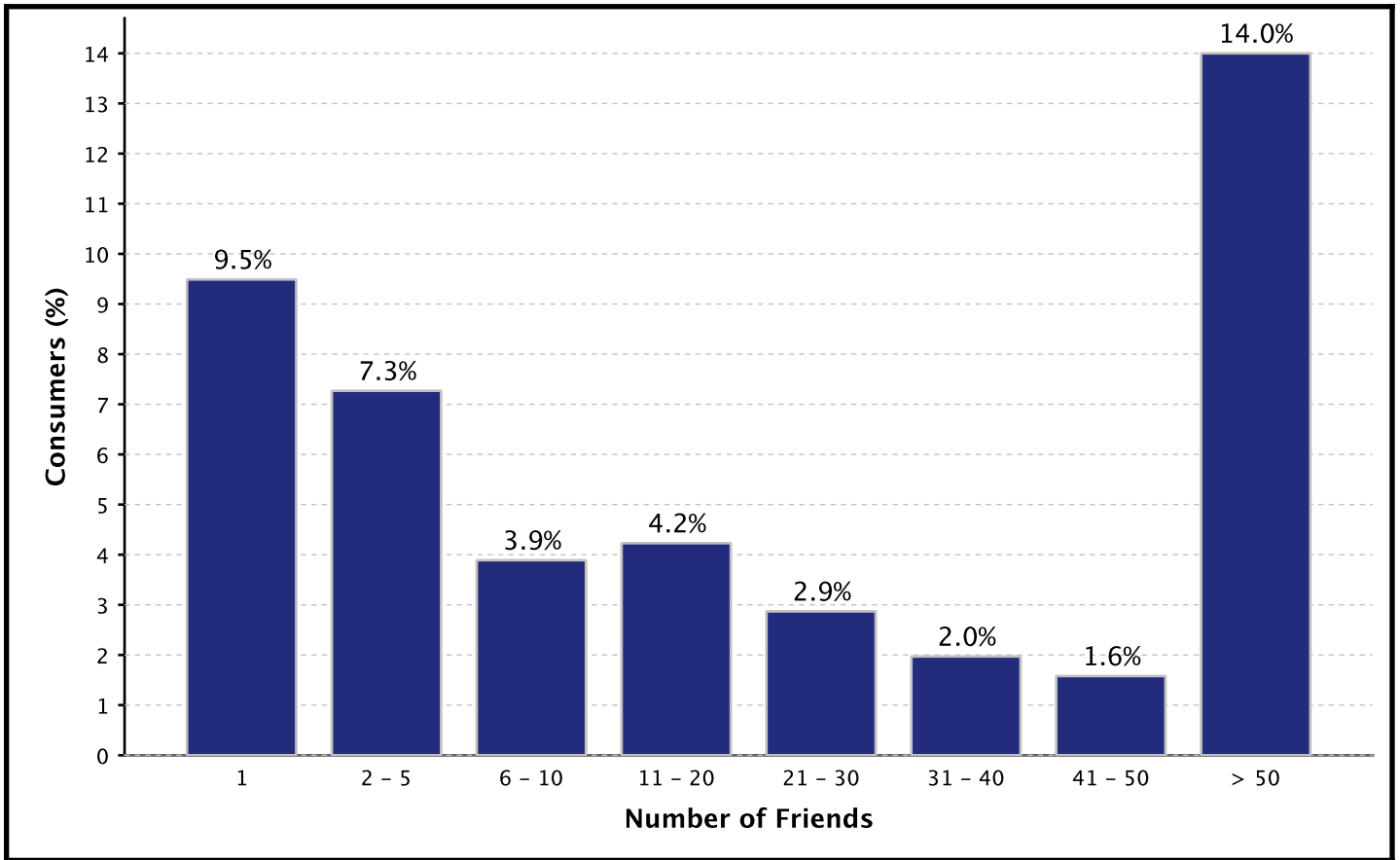
***** Of the 864 Hi5 profiles found, 211 (24.4%) were private.

***** Of the 790 Tagged profiles found, 38 (4.8%) were private.

***** Of the 711 Friendster profiles found, 58 (8.2%) were private.

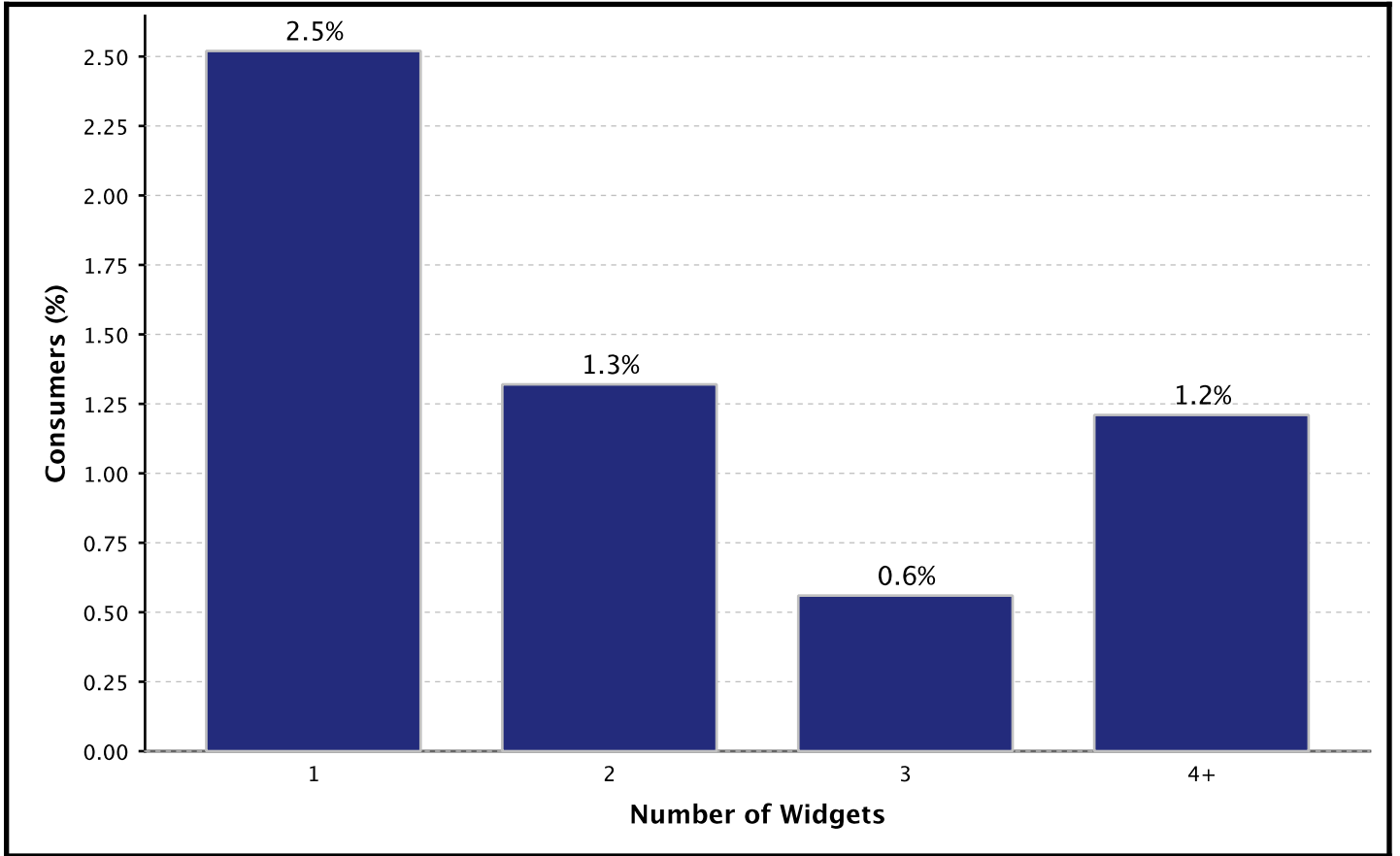
Friend Analysis

The chart below graphs the percentage of emails that have a given number of friends. For example, 9.5% of your consumers have 1 known friend and 7.3% of your consumers have 2-5 friends.



Widget Use Analysis

The chart below shows the percentage of your consumers using a given number of widgets. For example, 2.5% of your consumers have 1 known widget, while 0.6% of your consumers have 3 known widgets.

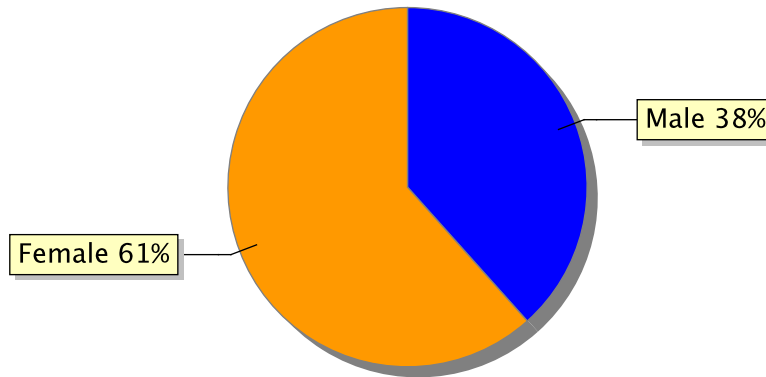


Demographics

Gender Analysis

Gender metrics based upon 25% of profiles with gender data.

Gender Analysis (Cumulative):

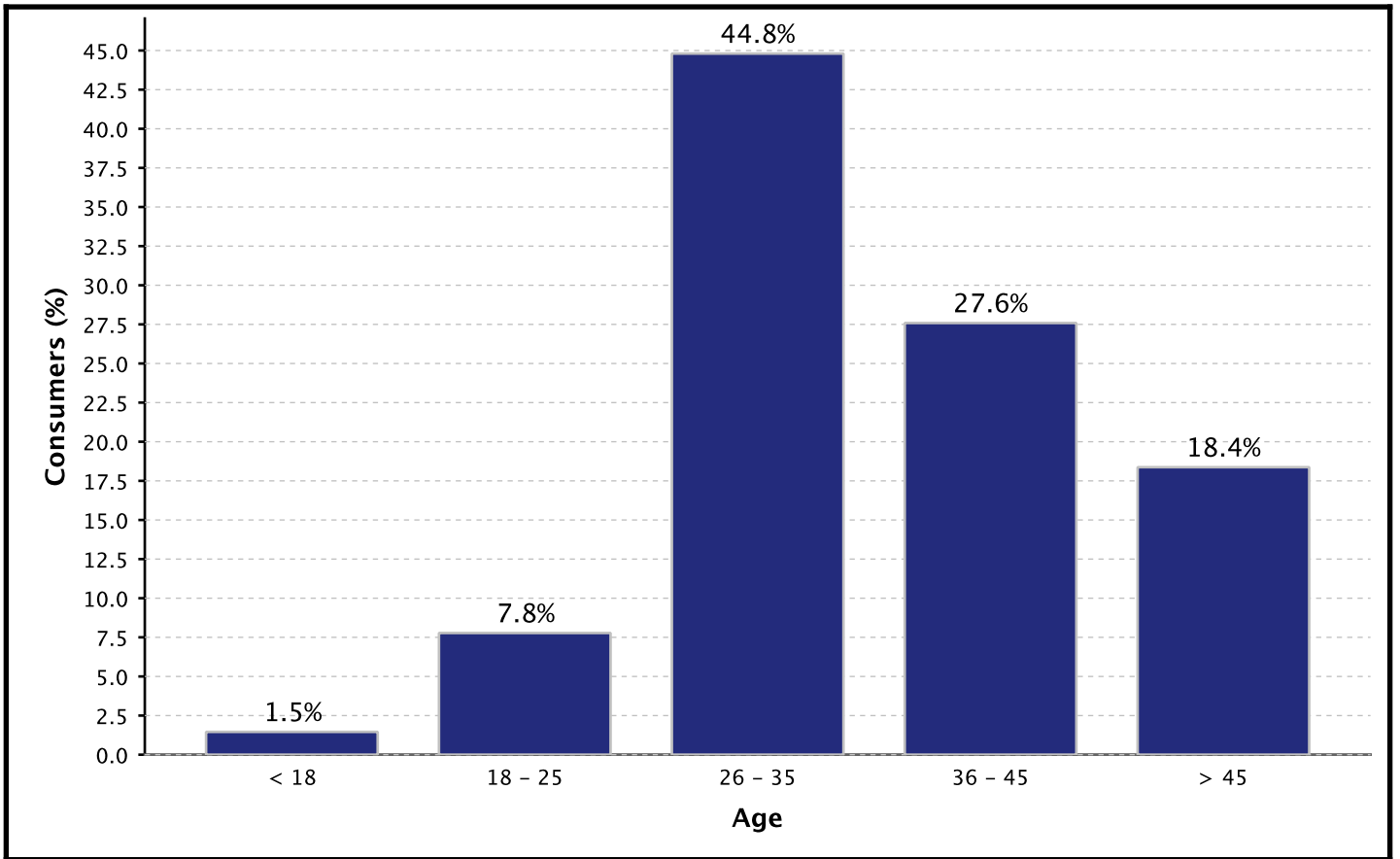


Gender Analysis (Websites):

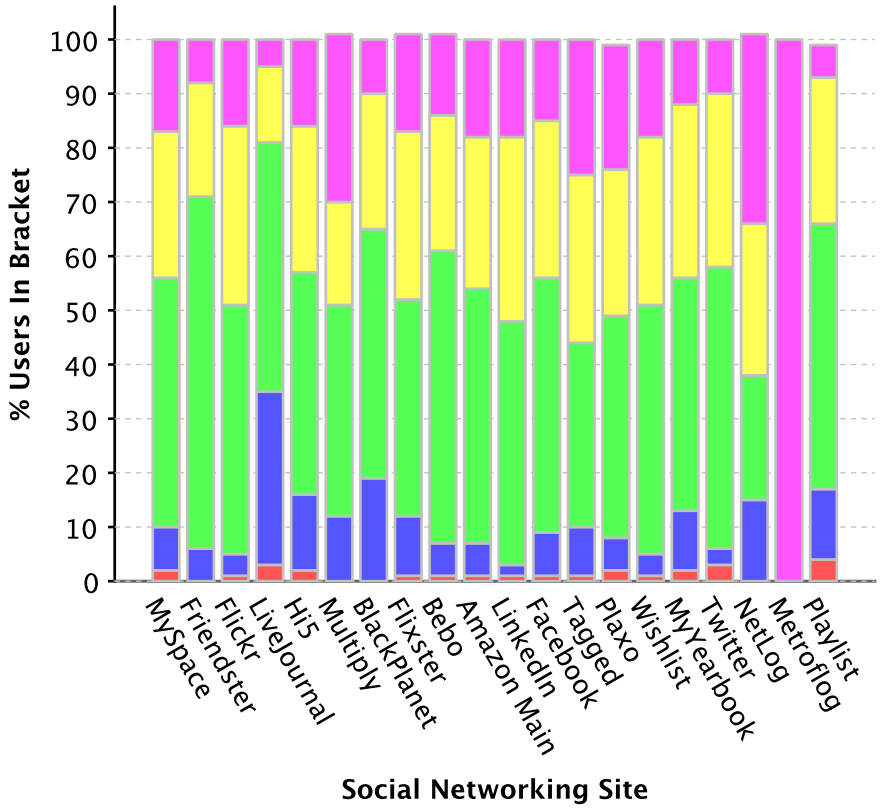
Site	Male	Female
Amazon Main	36%	64%
Bebo	30%	70%
BlackPlanet	40%	60%
Facebook	35%	65%
Flickr	46%	54%
Flixster	29%	71%
Friendster	43%	57%
Hi5	39%	61%
LinkedIn	49%	51%
LiveJournal	51%	49%
Multiply	39%	61%
MySpace	39%	61%
MyYearbook	23%	77%
NetLog	27%	73%
Plaxo	42%	58%
Playlist	25%	75%
Tagged	33%	67%
Twitter	23%	77%
Wishlist	33%	67%

Age Analysis

Age metrics inferred from 4937 consumers with age data.



Age Analysis (Websites):



Site	<18	18-25	26-35	36-45	>45	Total Profiles
Amazon Main	1%	6%	47%	28%	18%	3,313
Bebo	1%	6%	54%	25%	15%	1,033
BlackPlanet	0%	19%	46%	25%	10%	296
Facebook	1%	8%	47%	29%	15%	1,865
Flickr	1%	4%	46%	33%	16%	592
Flixster	1%	11%	40%	31%	18%	532
Friendster	0%	6%	65%	21%	8%	677
Hi5	2%	14%	41%	27%	16%	843
LinkedIn	1%	2%	45%	34%	18%	676
LiveJournal	3%	32%	46%	14%	5%	37
Metroflog	0%	0%	0%	0%	100%	1
Multiply	0%	12%	39%	19%	31%	85
MySpace	2%	8%	46%	27%	17%	3,657
MyYearbook	2%	11%	43%	32%	12%	307
NetLog	0%	15%	23%	28%	35%	40
Plaxo	2%	6%	41%	27%	23%	550
Playlist	4%	13%	49%	27%	6%	557
Tagged	1%	9%	34%	31%	25%	776
Twitter	3%	3%	52%	32%	10%	31
Wishlist	1%	4%	46%	31%	18%	803

NOTE: Age Analysis based upon 22% of profiles with age data.

Location Analysis

Location Analysis (US States):

The following table shows the number of consumers found in each US state.

State	Count	Percentage	State	Count	Percentage
California	537	11.9%	District of Columbia	61	1.3%
Texas	512	11.3%	South Carolina	61	1.3%
Florida	286	6.3%	Oregon	54	1.2%
New York	234	5.2%	Nevada	52	1.2%
Illinois	210	4.6%	Connecticut	45	1.0%
Georgia	174	3.9%	Iowa	38	0.8%
Ohio	173	3.8%	Kansas	37	0.8%
Virginia	140	3.1%	Nebraska	33	0.7%
Michigan	133	2.9%	Arkansas	28	0.6%
Pennsylvania	128	2.8%	Utah	27	0.6%
North Carolina	119	2.6%	Mississippi	26	0.6%
Arizona	115	2.5%	West Virginia	24	0.5%
Maryland	113	2.5%	New Mexico	23	0.5%
Washington	111	2.5%	New Hampshire	18	0.4%
New Jersey	98	2.2%	Wyoming	15	0.3%
Indiana	84	1.9%	Maine	15	0.3%
Missouri	84	1.9%	Idaho	15	0.3%
Colorado	77	1.7%	Delaware	14	0.3%
Tennessee	77	1.7%	South Dakota	14	0.3%
Massachusetts	77	1.7%	Hawaii	13	0.3%
Alabama	69	1.5%	Montana	11	0.2%
Wisconsin	66	1.5%	Alaska	11	0.2%
Oklahoma	64	1.4%	North Dakota	11	0.2%
Minnesota	61	1.3%	Rhode Island	5	0.1%
Kentucky	61	1.3%	Vermont	4	0.1%
Louisiana	61	1.3%			

NOTE: Analysis based upon 4,519 email addresses with location data in the U.S.

Location Analysis (Countries):

The following table shows the number of consumers found in each country.

Country	Count	Percentage
United States	4,519	96.6%
Canada	40	0.9%
Kenya	18	0.4%
United Kingdom	10	0.2%
Philippines	6	0.1%
Japan	5	0.1%
India	5	0.1%
Nigeria	5	0.1%
Australia	4	0.1%
Chile	4	0.1%
New Zealand	4	0.1%
Germany	4	0.1%
Colombia	4	0.1%
Spain	4	0.1%
Honduras	2	0.0%
Pakistan	2	0.0%
Venezuela	2	0.0%
Romania	2	0.0%
Italy	2	0.0%
Israel	2	0.0%
Nicaragua	2	0.0%
Georgia	2	0.0%
Monaco	2	0.0%
Taiwan	2	0.0%

Country	Count	Percentage
Netherlands	2	0.0%
Mexico	2	0.0%
South Korea	1	0.0%
Russia	1	0.0%
Panama	1	0.0%
Cuba	1	0.0%
Ukraine	1	0.0%
Brazil	1	0.0%
Mongolia	1	0.0%
France	1	0.0%
Belgium	1	0.0%
Iraq	1	0.0%
Angola	1	0.0%
Laos	1	0.0%
Vietnam	1	0.0%
Hungary	1	0.0%
Kazakhstan	1	0.0%
Norway	1	0.0%
Saint Lucia	1	0.0%
Bermuda	1	0.0%
Argentina	1	0.0%
Lebanon	1	0.0%
Moldova	1	0.0%
Other	0	0.0%

NOTE: Analysis based upon 4,677 email addresses with location data.

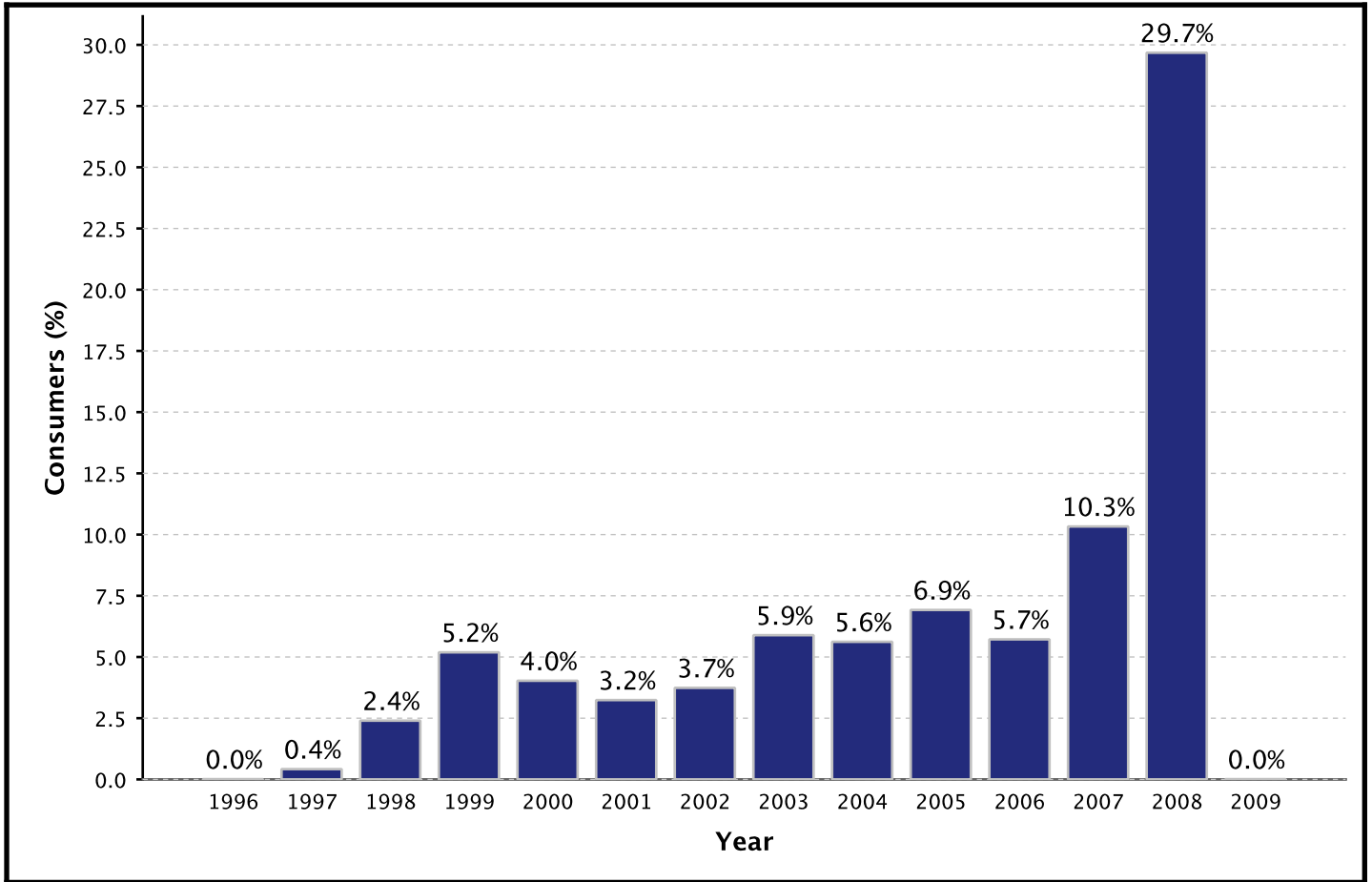
Appendix

Recency Level Analysis

Of the 8,320 consumers found, 1,536 (18%) were active within the last 6 months (i.e. "Last Login" < 6 months.)

Email Longevity ("Member Since") Analysis

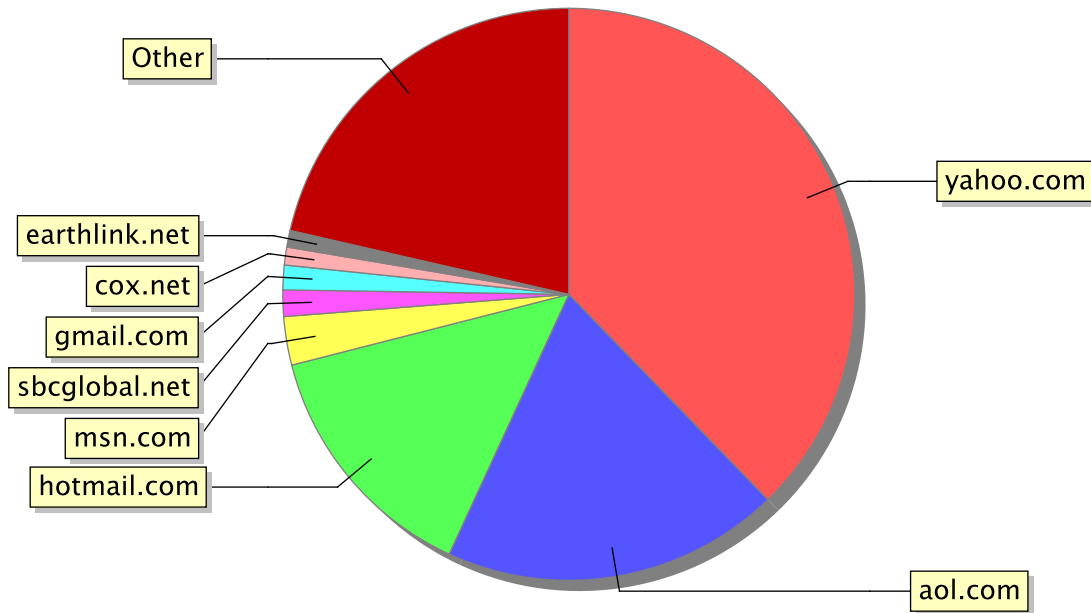
The chart below shows how long your consumers' email addresses have been in existence. The data is based off of 8,320 email addresses that yielded "Member Since" information from various social networking sites.



Domain Name Analysis

The table below looks at the top 8 domain names of the 10,000 email addresses provided. The top four free webmail services AOL, Yahoo, Hotmail/MSN, and Gmail, account for at least 75.3% of all email addresses.

Email Domain Name	Network Owner	Category	% Email Addresses
yahoo.com	Yahoo!	Free Webmail	37.8%
aol.com	America Online	Free Webmail	19.1%
hotmail.com	MS Hotmail	Free Webmail	14.2%
msn.com	MS Hotmail	Free Webmail	2.7%
sbcglobal.net	SBC Global	NSP	1.5%
gmail.com	Google	Free Webmail	1.4%
cox.net	Cox Communications	NSP	1.0%
earthlink.net	Earthlink Network	ISP	0.9%
Other			21.4%



Widget Use Analysis

The table below displays widget data from a possible 5,110 public profiles - of these, at least 583 profiles (11%) have at least 1 widget.

The 1,461 total widgets found on these 5,110 profiles equates to 2.51 widgets embedded per profile.

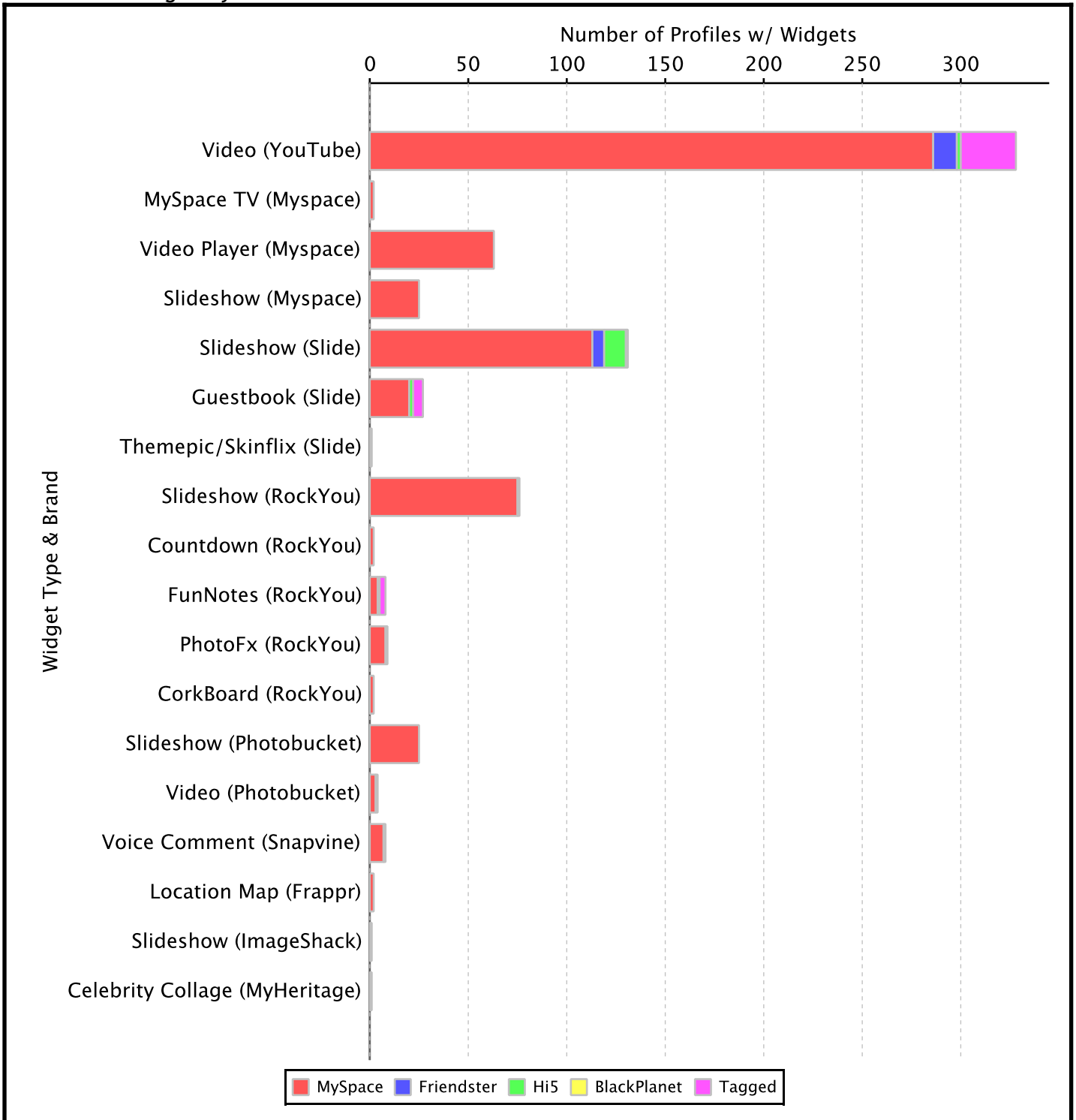
Widget Site	Widget Type	Widgets Found	Profiles w/ Widgets	Widgets/Profile Ratio	% of Profiles w/ Widgets
YouTube	Video	804	328	2.45	6.4%
Myspace	MySpace TV	2	2	1.00	0.0%
	Video Player	97	63	1.54	1.2%
	Slideshow	109	90	1.21	1.8%
Slide	Slideshow	201	131	1.53	2.6%
	Guestbook	28	27	1.04	0.5%
	Themepic/Skinflix	1	1	1.00	0.0%
RockYou	Slideshow	113	76	1.49	1.5%
	Countdown	2	2	1.00	0.0%
	FunNotes	10	8	1.25	0.2%
	PhotoFx	12	9	1.33	0.2%
	CorkBoard	2	2	1.00	0.0%
Photobucket	Slideshow	45	25	1.80	0.5%
	Video	23	18	1.28	0.4%
Snapvine	Voice Comment	8	8	1.00	0.2%
Frappr	Location Map	2	2	1.00	0.0%
ImageShack	Slideshow	1	1	1.00	0.0%
MyHeritage	Celebrity Collage	1	1	1.00	0.0%

*NOTE: The "% of Profiles w/ Widgets" is the percentage of profiles (with that widget) out of 5,110 public profiles.

Site Profile & Widget Breakdown

Site	Private Profiles	Public Profiles	# of Widgets Found	# of Profiles Found with Widgets
MySpace	1,092	2,746	1,342	517
Friendster	58	653	29	18
Hi5	211	653	24	15
BlackPlanet	0	306	1	1
Tagged	38	752	65	32
Totals	1,399	5,110	1,461	583

Profiles with Widgets by Site:



About Rampleaf

Rampleaf provides search services that find information about people on the social web, on behalf of businesses and consumers. Top retailers, telcos, political organizations, hotel chains, social networks, and other consumer facing companies use Rampleaf's services to gain insight about their consumers and improve their consumers' experience. Consumers use Rampleaf's services to discover, manage, and control their online information. Headquartered in San Francisco, the company has processed over 200 million unique searches for businesses and consumers.

Rampleaf Methodology

Rampleaf monitors a range of social networking sites and online communities to capture usage, demographic, and psychographic patterns of Internet users. The social networking sites and online communities represent mainstream sites as well as various niches.

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