

LESSER-REDACTED FILING

EXHIBIT 1

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FILED UNDER SEAL

From: REDACTED
Sent: 1/27/2017 1:27:55 PM
To: Jeremy Voss [REDACTED]
CC: [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] Josh Siegel [REDACTED]
Jacob Andreou [REDACTED]
Subject: Re: Snapstreak distribution (streak >= 3)

Yeah we seem to have tapped into some mass psychosis where 17 million people **must** keep the streaks going. I'm glad what we are making will make it even more fun to streak

On Fri, Jan 27, 2017 at 1:05 PM, Jeremy Voss [REDACTED] wrote:
+ Kirk, Yantao, Will, Dylan, Nick, Jacob, Josh, Angela

Laurel, thank you—so great to have this. 35M DAU with 17M US DAU and 17M with a streak >= 32 is pretty astounding.

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Jeremy Voss
[REDACTED]

On Jan 27, 2017, at 11:44 AM, [REDACTED] [REDACTED] wrote:

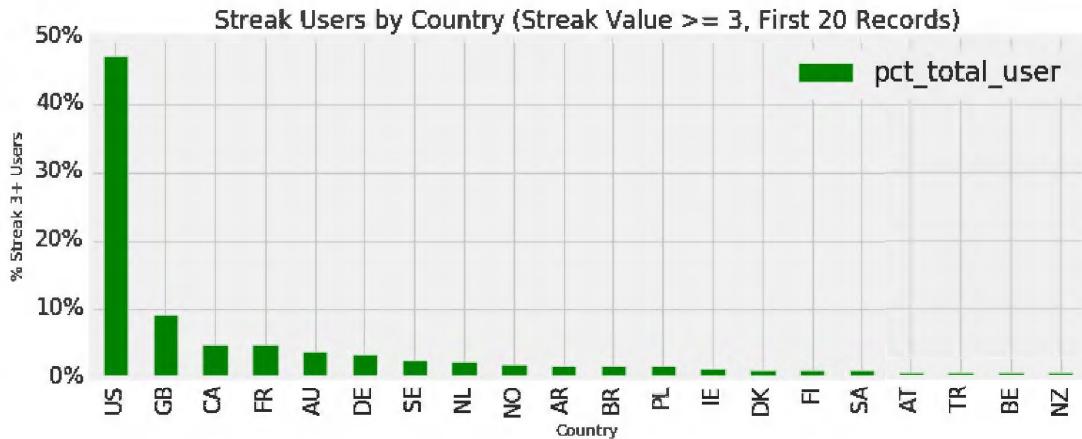
Hi All,

Here is a new update with country distribution and a more concise summary. [Documentation](#) is updated accordingly as well.

- 22% (35M) of DAU have at least 1 Snapstreak (value >= 3). This number increases to 23% when expanding the measurement window to 32 hours, instead of 24.
- More than 50% of Snapstreak users have a Snapstreak value >= 32.
- More than 50% of Snapstreak users have 2 or more unique Snapstreaks. This is a proxy for how many friends users have Snapstreaks with.
- Snapstreak users skew younger (13-17), compared to other DAU. 47% Snapstreak users are under 17, while the same demo accounts for about 20% of other DAU. The biggest age groups are 16 (15%), 17 (12%) and 15 (10%).
- The top 5 countries are US (47%), UK (9%), Canada (5%), France (5%) and Australia (4%). Together they account for about 70% of all Snapstreak users.

To the question about why % DAU with Snapstreak does not change much compared to our first update, even after we removed any Snapstreak that is smaller than 3 - this is because I have adjusted the user mapping since the first time I looked at it. The current update is a more accurate estimate.

Country distribution graph -



Thank you and let me know if you have other questions.

Laurel

On Fri, Jan 27, 2017 at 9:46 AM [REDACTED] wrote:
Hi All,

Here's an update for Snapstreak distribution. In this update, only users with at least 1 Snapstreak ≥ 3 are identified as streak users. More

details: https://docs.google.com/document/d/1ZnhSspMC6gLakeNfuAJyindLR1_tnC3yvDIBgzsZs2k/edit#

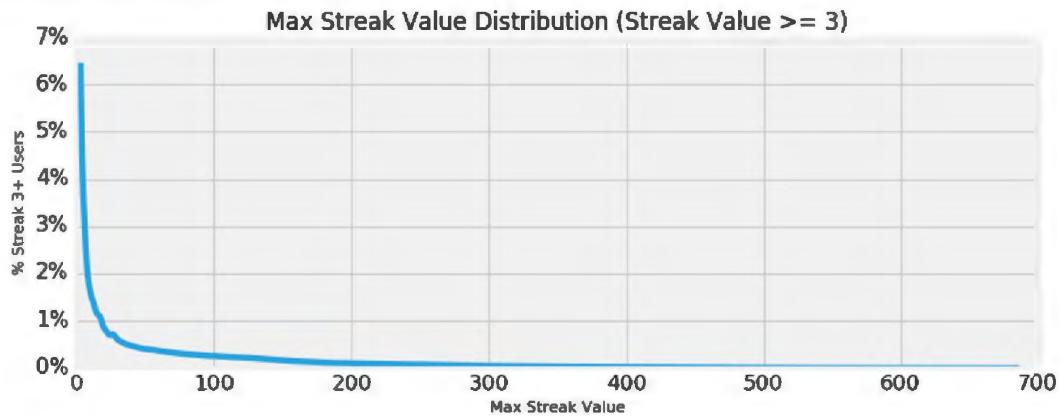
- 22% (35.6M) of DAU have at least 1 Snapstreak increase.
 - 22% is calculated based on a 24 hour Snapstreak refresh window.
 - When expanding the measurement window to 32 hours, it increased to 23%.
- More than 50% of Snapstreak users have a max streak value ≥ 32 (p50). Overall distribution skews right, with a long tail at high value.
 - Average max streak value per user is 76. The max is 677.
 - P99 Snapstreak value = 474.
- More than 50% of Snapstreak users have 2+ Snapstreak status change (p50). This is a proxy for the number of friends the users have Snapstreaks with.
 - Average Snapstreak increase is 6.18. The max is 281.
 - P99 = 61 Snapstreak increase.
- Snapstreak users are younger (13-17), compared to other DAU.
 - 47% Snapstreak users are in the 13-17 age bucket, while the same age group accounts for about 20% of other DAU.
 - The biggest age groups for streak users are 16 (15%), 17 (12%) and 15 (10%).

Distribution Details (based on a 1% sample):

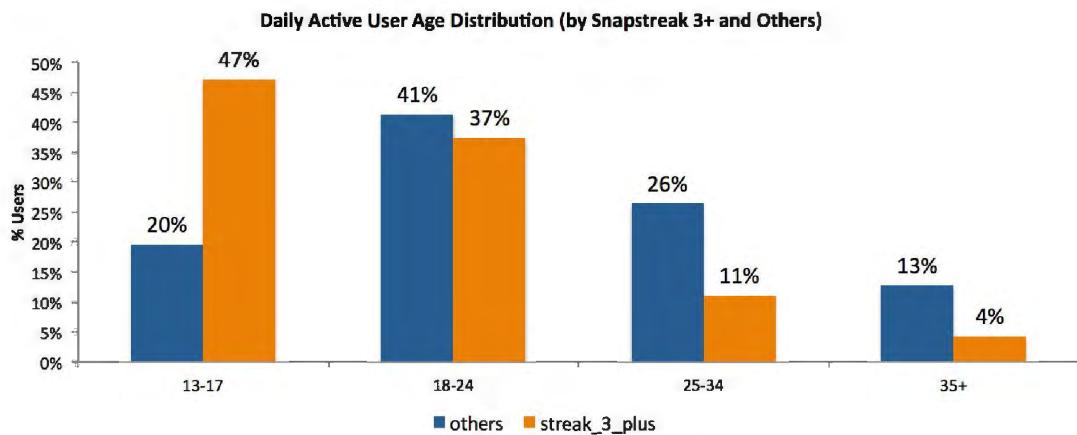
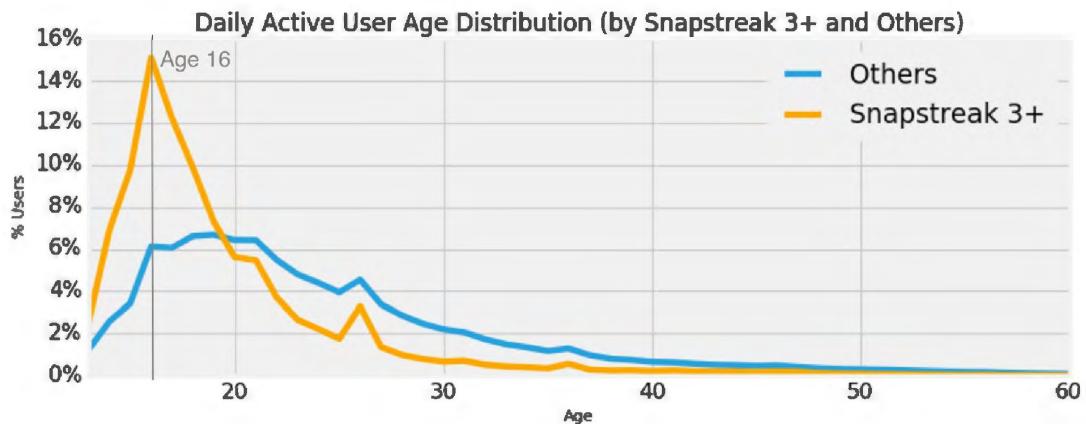
	max_streak	streak_item_count
count	360,000 (1% sample)	360,000 (1% sample)
mean	76.14	6.18
std	101.20	10.76

min	3	1
25%	8	1
50%	32	2
75%	106	6
max	677	281

Max streak value distribution:



Age distribution:



Let me know if you have other questions!

Thanks,
Laurel