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## Sample Screening

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Rapleaf's free social media screening helps you understand what you would see in a full Rapleaf aggregate summary report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com) if you would like more information on full reports.

## About Rapleaf

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Rapleaf 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 Rapleaf's services to gain insight about their consumers and improve their consumers' experience. Consumers use Rapleaf'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.

## Rapleaf Methodology

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Rapleaf 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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Rapleaf provides this Free Social Media Screening in order to show you that your customers have a web footprint and how the full Aggregate Reports from Rapleaf will help you. After reviewing this, you may be interested in receiving a full aggregate report on your consumer base, which includes more information such as:

- \* Specific Site Names
- \* Age and Gender Breakdown by Site
- \* Widget usage
- \* Email Recency Analysis

For more information on how Rapleaf reports can help you learn more about your consumers with a full report, please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

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## Social Web Footprint

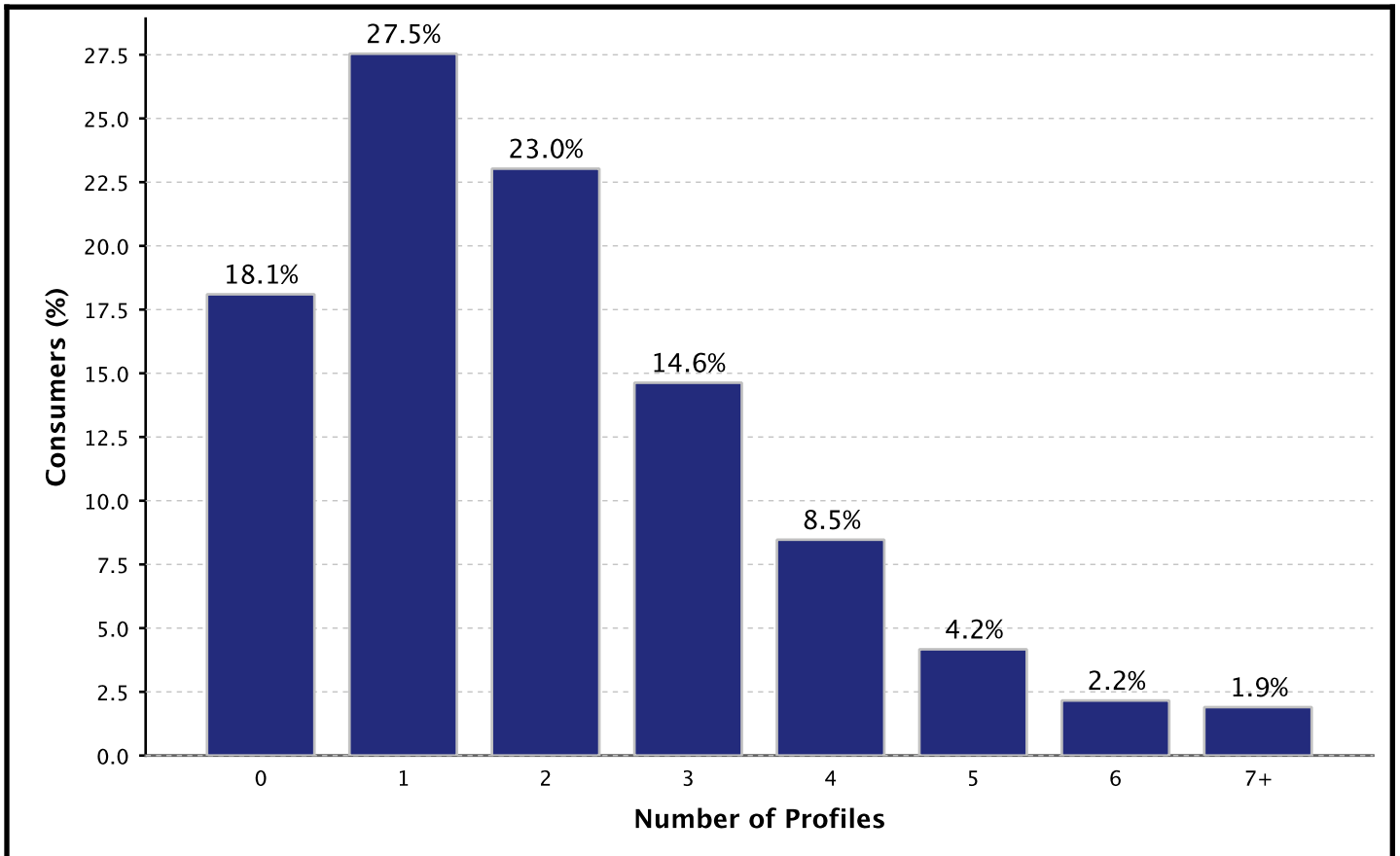
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## Consumer Dataset Profile Analysis

Consumer Dataset Profile Analysis will help you better understand how active your consumers are across the web.

Your consumer dataset included 10,000 email addresses. Of those email addresses, 8,190 (81.9%) have active internet profiles.

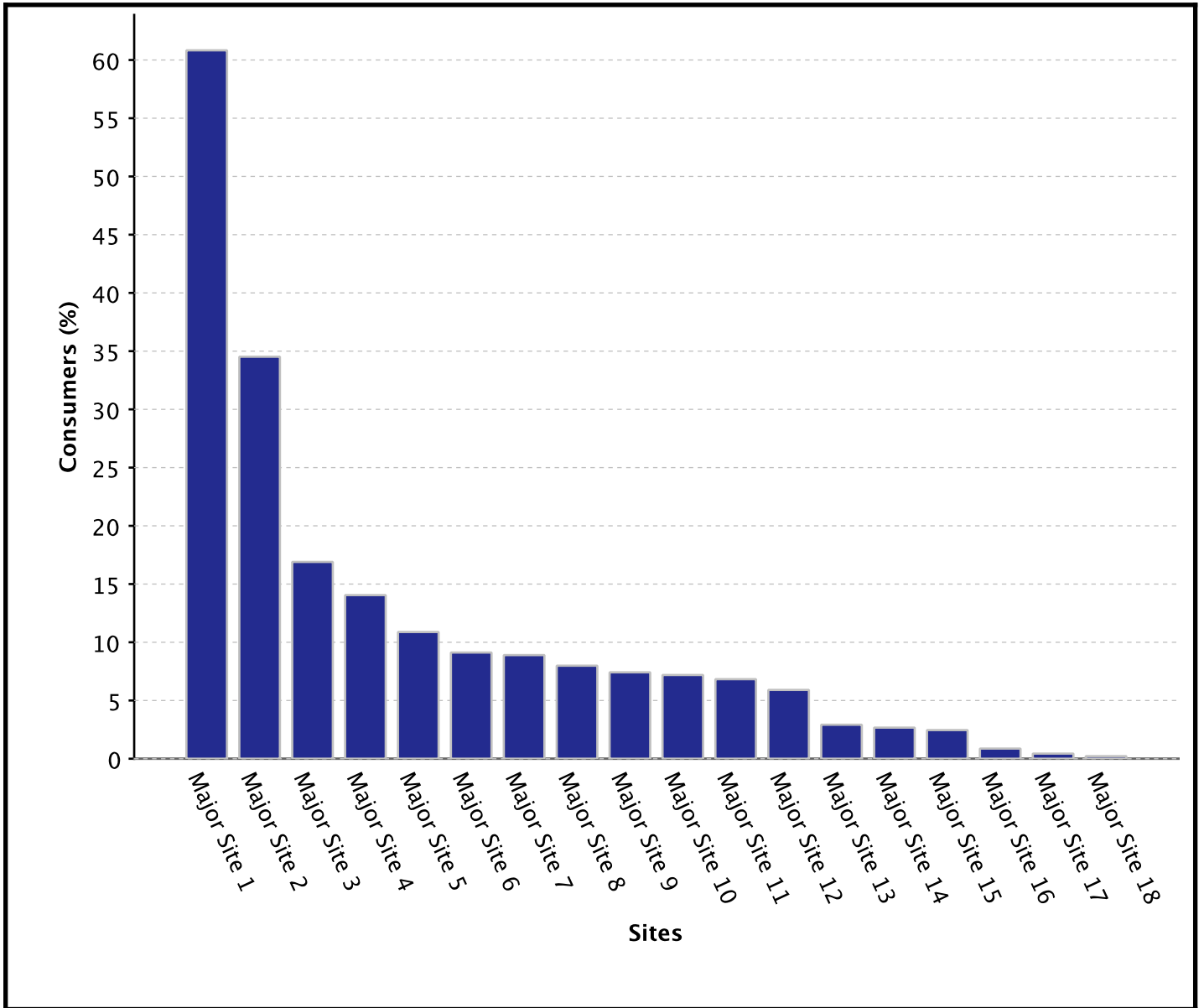
Among the 8,190 active email addresses, 20,012 profiles were found. The chart below shows the percentage of your consumers associated with a given number of profiles. For instance, 27.5% of your consumers have 1 known profile while 8.5% of your consumers have 4 known profiles. The average number of profiles per email address is 2.4.



### Social Networking Site Usage Analysis

Social Networking Site Usage Analysis will help you understand what sites your consumers have the most memberships on.

The chart below shows the percentage of your consumers with profiles on 18 different social networking sites and online communities. Actual number of profiles found is in the table that follows.



Specific site names and full bar chart available upon purchase of full report.

Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

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

Website	URL	Profiles	Percentage
Amazon Main	www.amazon.com	X	X
Bebo*	www.bebo.com	X	X
BlackPlanet	www.blackplanet.com	X	X
Facebook	www.facebook.com	X	X
Flickr	www.flickr.com	X	X
Flixster	www.flixster.com	X	X
Friendster**	www.friendster.com	X	X
Hi5***	www.hi5.com	X	X
LinkedIn****	www.linkedin.com	X	X
LiveJournal	www.livejournal.com	X	X
Multiply	www.multiply.com	X	X
MySpace*****	www.myspace.com	X	X
MyYearbook	www.myyearbook.com	X	X
NetLog	netlog.com	X	X
Plaxo	www.plaxo.com	X	X
Tickle	www.tickle.com	X	X
Wishlist	www.amazon.com/gp/registry/wishlist	X	X
Yahoo! 360	360.yahoo.com	X	X

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

\* Of the X Bebo profiles found, X (32.1%) were private.

\*\* Of the X Friendster profiles found, X (7.5%) were private.

\*\*\* Of the X Hi5 profiles found, X (25.9%) were private.

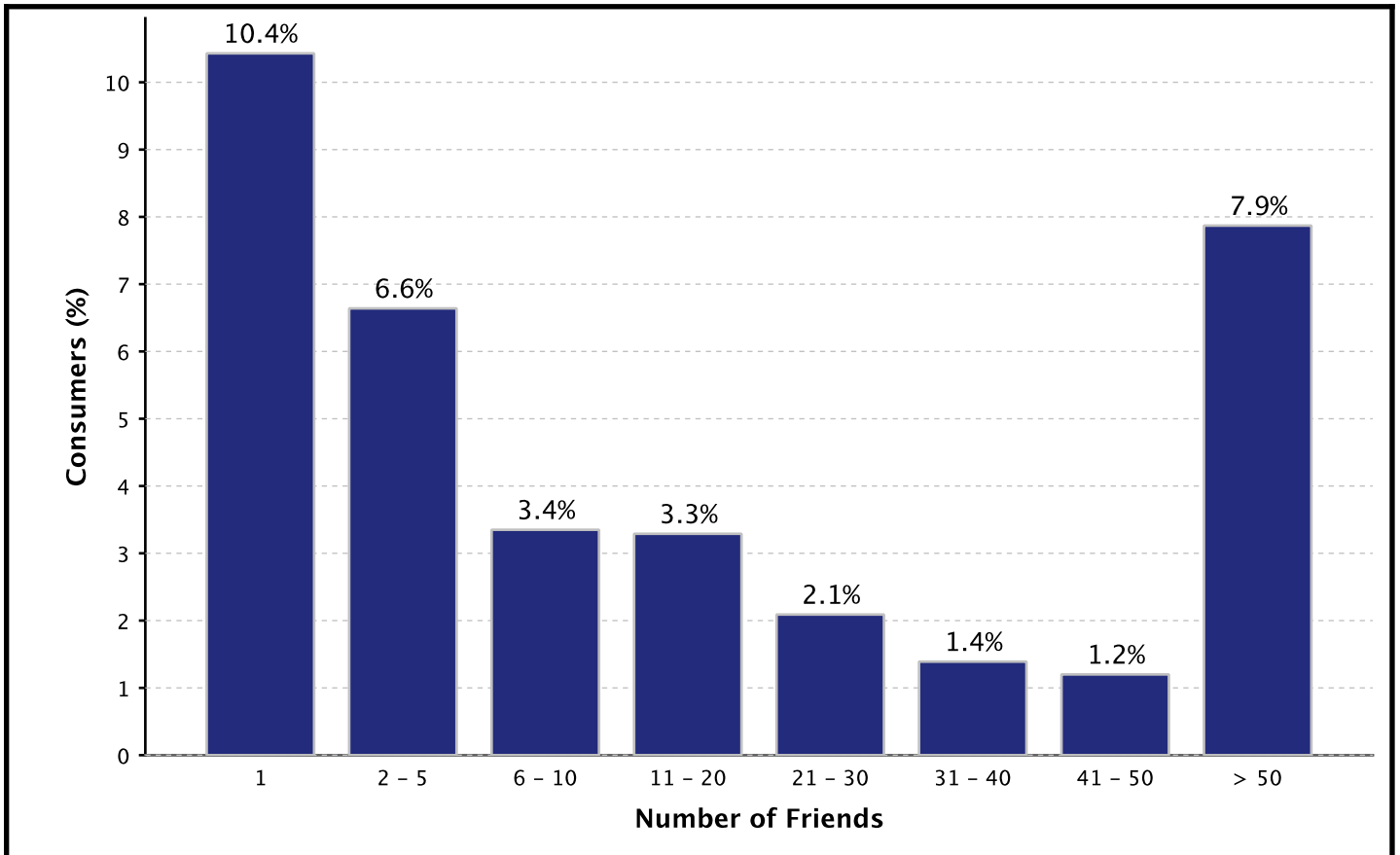
\*\*\*\* Of the X LinkedIn profiles found, X (15.0%) were private.

\*\*\*\*\* Of the X MySpace profiles found, X (31.4%) were private.

## Friend Analysis

Friend Analysis will help you understand how connected your consumers are and if you have influencers among your consumer base.

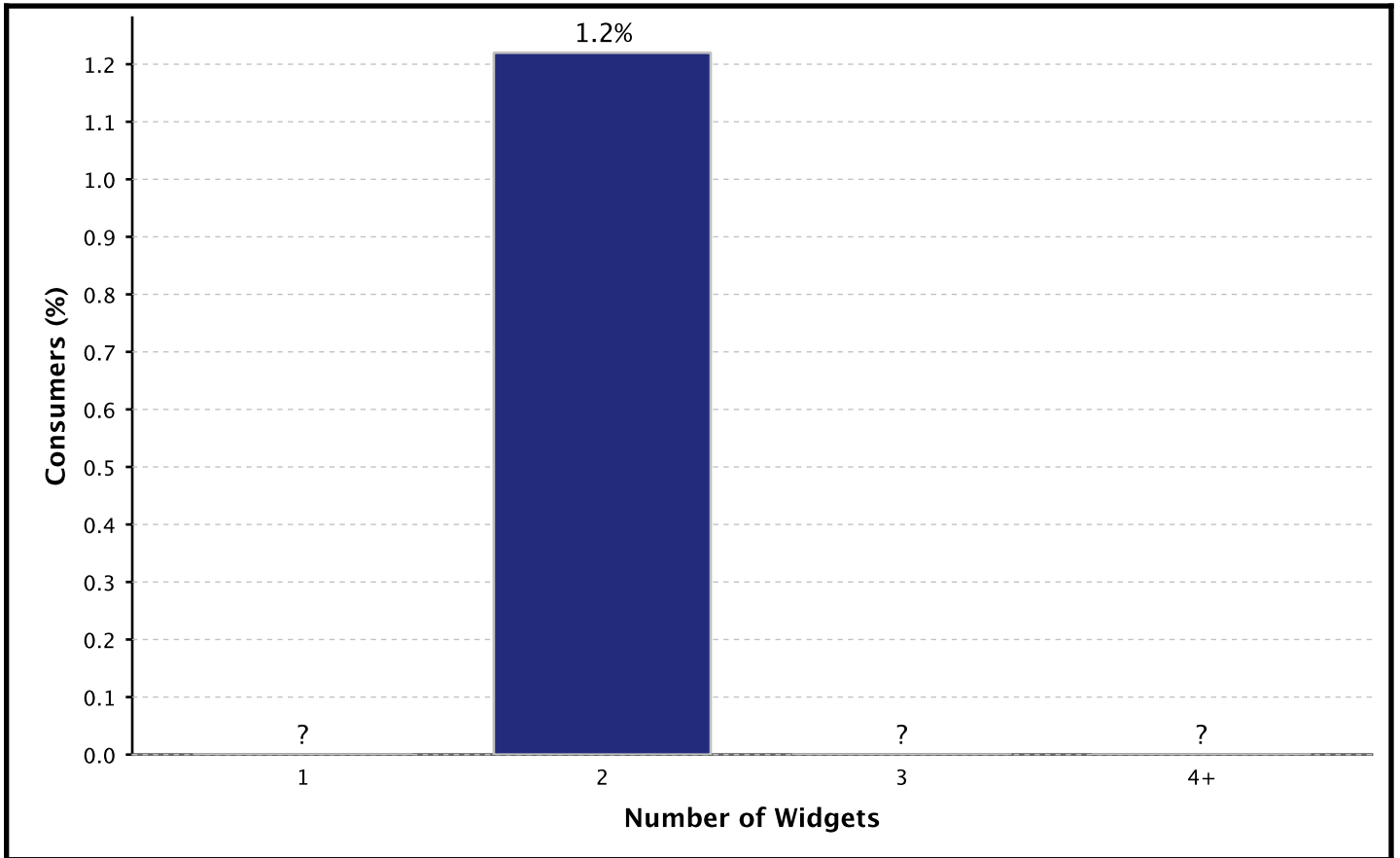
The chart below graphs the percentage of emails that have a given number of friends. For example, 10.4% of your consumers have 1 known friend and 6.6% of your consumers have 2-5 friends.



### Widget Use Analysis

Widget Use Analysis helps you understand the propensity to use widgets among your consumers.

The chart below shows the percentage of your consumers using a given number of widgets. For example, 1.2% of your consumers have 2 known widgets.



Full widget usage chart for widget campaign planning is available upon purchase of complete report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

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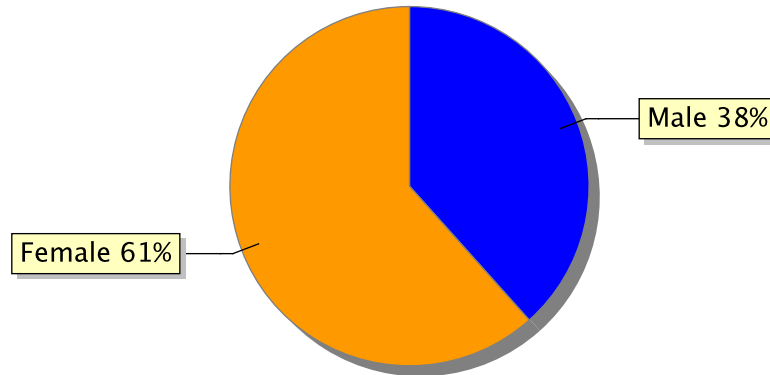
## Demographics

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## Gender Analysis

Gender Analysis helps you understand which genders are on which sites among your consumers. Gender metrics based upon 27% of profiles with gender data.

### Gender Analysis (Cumulative):



### Gender Analysis (Websites):

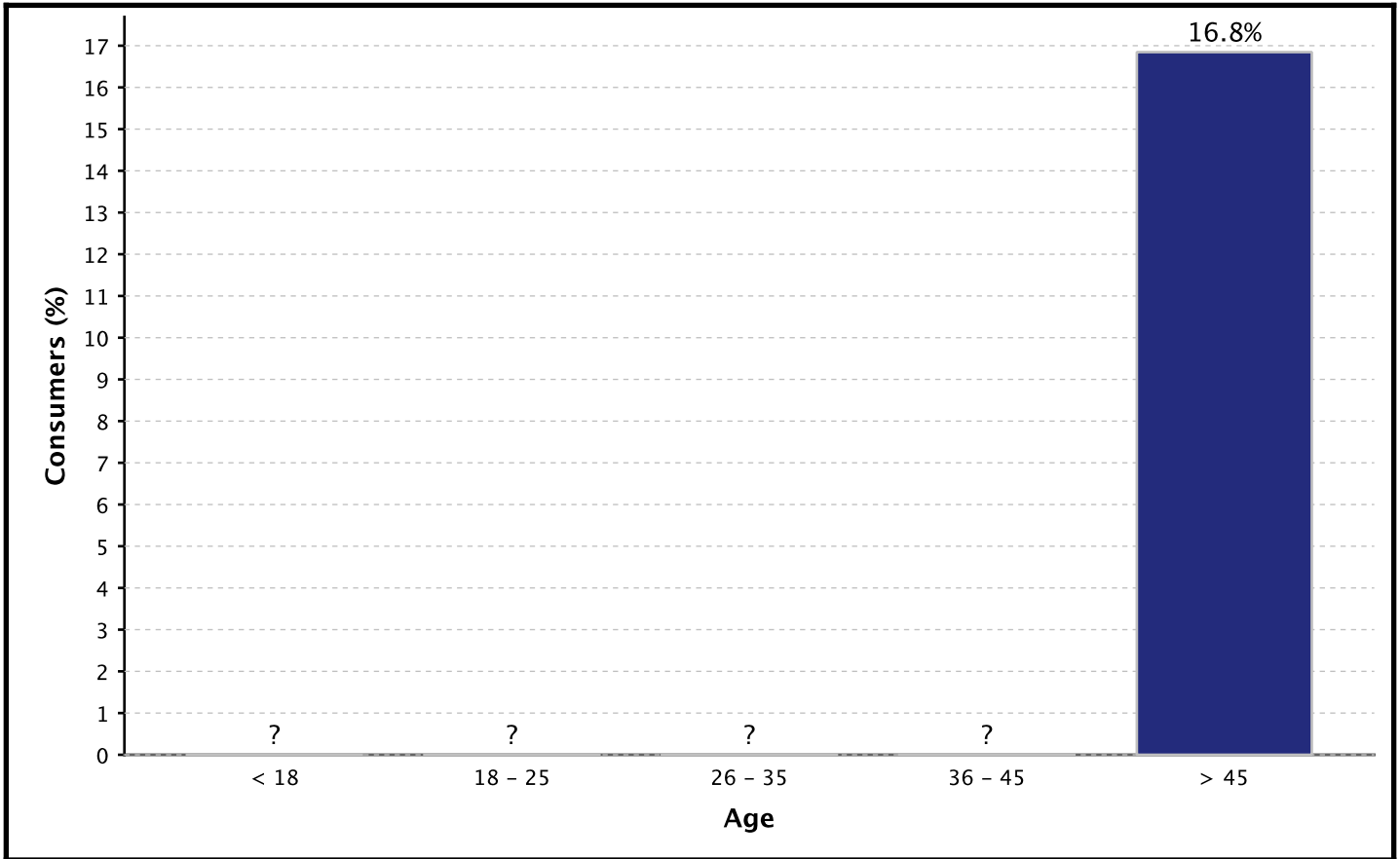
Site	Male	Female
Amazon Main	X%	X%
Bebo	X%	X%
BlackPlanet	X%	X%
Facebook	X%	X%
Flickr	X%	X%
Flixster	X%	X%
Friendster	X%	X%
Hi5	X%	X%
LinkedIn	X%	X%
LiveJournal	X%	X%
Multiply	X%	X%
MySpace	X%	X%
MyYearbook	X%	X%
NetLog	X%	X%
Plaxo	X%	X%
Tickle	X%	X%
Wishlist	X%	X%
Yahoo! 360	X%	X%

Full gender by site table is available upon purchase of complete report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

### Age Analysis

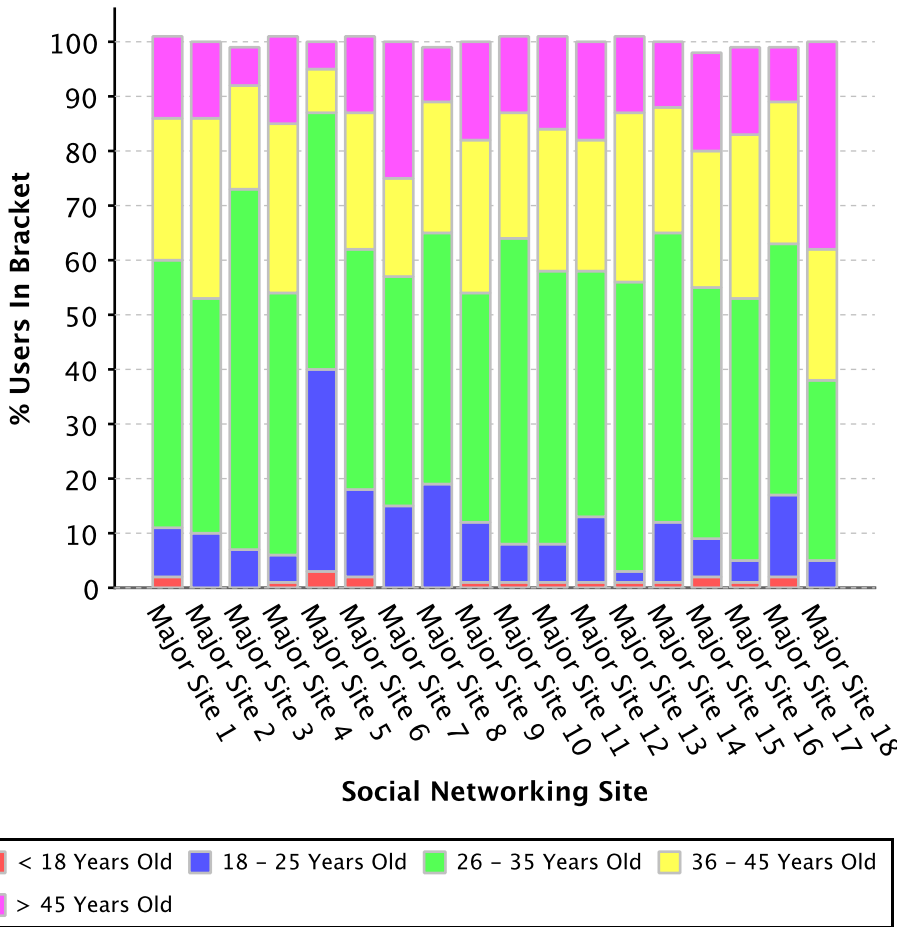
Age Analysis will help you understand how your consumers' site usage differs by age range.

Age metrics inferred from 4731 consumers with age data.



Full age analysis of your consumers is available upon purchase of complete report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

Age Analysis (Websites):



Full age breakdown by site analysis is available upon purchase of complete report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

Site	<18	18-25	26-35	36-45	>45	Total Profiles
Bebo	X	X	X	X	X	X
BlackPlanet	X	X	X	X	X	X
Facebook	X	X	X	X	X	X
Flickr	X	X	X	X	X	X
Flixster	X	X	X	X	X	X
Friendster	X	X	X	X	X	X
Hi5	X	X	X	X	X	X
LinkedIn	X	X	X	X	X	X
LiveJournal	X	X	X	X	X	X
Multiply	X	X	X	X	X	X
MySpace	X	X	X	X	X	X
MyYearbook	X	X	X	X	X	X
NetLog	X	X	X	X	X	X
Plaxo	X	X	X	X	X	X
Tickle	X	X	X	X	X	X
Wishlist	X	X	X	X	X	X
Yahoo! 360	X	X	X	X	X	X

NOTE: Age Analysis based upon 24% of profiles with age data.

Full age by site numbers are available upon purchase of complete report.  
Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

## 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
Texas	X	X	Minnesota	X	X
California	X	X	Oregon	X	X
Florida	X	X	Nevada	X	X
New York	X	X	Kansas	X	X
Illinois	X	X	Connecticut	X	X
Georgia	X	X	District of Columbia	X	X
Ohio	X	X	Iowa	X	X
Virginia	X	X	Nebraska	X	X
Michigan	X	X	Arkansas	X	X
North Carolina	X	X	Mississippi	X	X
Maryland	X	X	Utah	X	X
Pennsylvania	X	X	New Mexico	X	X
Washington	X	X	West Virginia	X	X
Arizona	X	X	New Hampshire	X	X
New Jersey	X	X	Wyoming	X	X
Indiana	X	X	Maine	X	X
Missouri	X	X	Delaware	X	X
Colorado	X	X	South Dakota	X	X
Tennessee	X	X	Hawaii	X	X
Massachusetts	X	X	Montana	X	X
Kentucky	X	X	Idaho	X	X
Louisiana	X	X	Alaska	X	X
Alabama	X	X	North Dakota	X	X
Wisconsin	X	X	Rhode Island	X	X
South Carolina	X	X	Vermont	X	X
Oklahoma	X	X			

NOTE: Analysis based upon 4,172 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	Country	Count	Percentage
United States	X	X	France	X	X
Canada	X	X	Brazil	X	X
Kenya	X	X	Argentina	X	X
United Kingdom	X	X	Mexico	X	X
Germany	X	X	Egypt	X	X
India	X	X	Cuba	X	X
Japan	X	X	Peru	X	X
Australia	X	X	Russia	X	X
Georgia	X	X	Mongolia	X	X
New Zealand	X	X	Nepal	X	X
Chile	X	X	Indonesia	X	X
Nigeria	X	X	Italy	X	X
Colombia	X	X	Belgium	X	X
Pakistan	X	X	Saint Kitts and Nevis	X	X
Spain	X	X	Iraq	X	X
Honduras	X	X	Hungary	X	X
Romania	X	X	Bulgaria	X	X
Monaco	X	X	Saudi Arabia	X	X
Venezuela	X	X	Norway	X	X
Philippines	X	X	Saint Lucia	X	X
Taiwan	X	X	Bermuda	X	X
Israel	X	X	Bhutan	X	X
Nicaragua	X	X	Lebanon	X	X
Moldova	X	X	Austria	X	X
Netherlands	X	X	Other	X	X

NOTE: Analysis based upon 4,328 email addresses with location data.

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## Appendix

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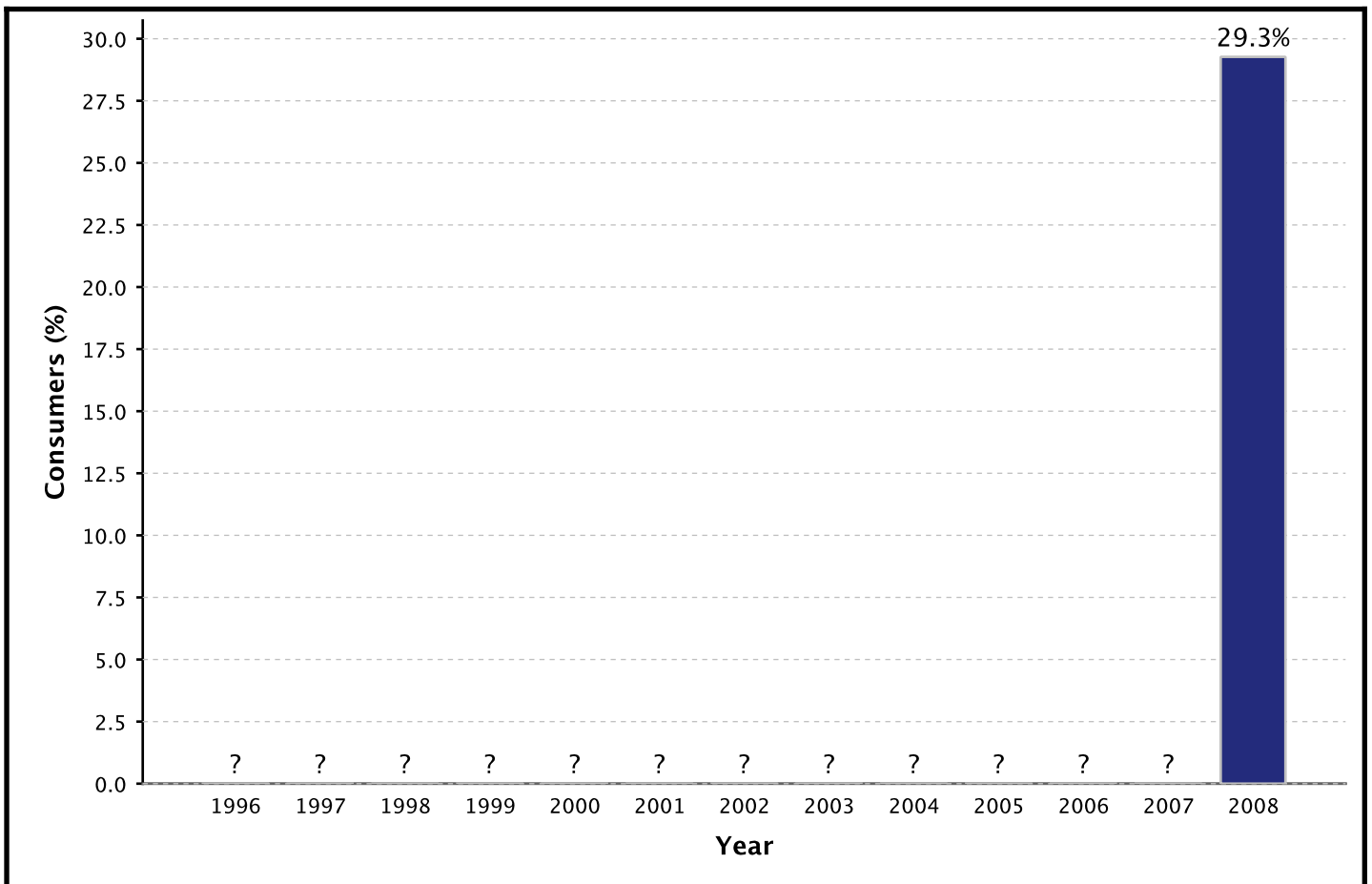
### Recency Level Analysis

Of the 8,190 consumers found, 1,025 (13%) were active within the last 6 months (i.e. "Last Login" < 6 months.)

### Email Longevity ("Member Since") Analysis

Email Longevity Analysis helps you understand how long the email addresses of your consumers have been in existence.

The chart below shows how long your consumers' email addresses have been in existence. The data is based off of 8,190 email addresses that yielded "Member Since" information from various social networking sites.



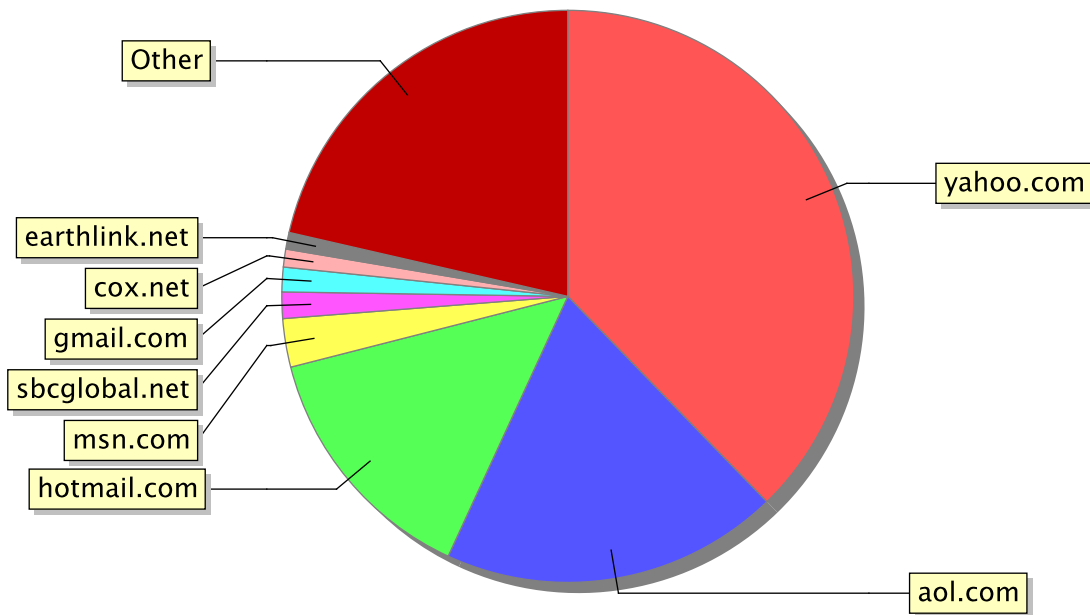
Full email longevity analysis is available upon purchase of complete report. Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

## Domain Name Analysis

Domain name analysis breaks down the email domains used by your consumers.

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

Widget usage by type helps you understand what types of widgets your consumers use, whether it be video, photo, music, or others.

The table below displays widget data from a possible 3,885 public profiles - of these, at least 504 profiles (13%) have at least 1 widget.

The 1,238 total widgets found on these 3,885 profiles equates to 2.46 widgets embedded per profile.

Widget Site	Widget Type	Widgets Found	Profiles w/ Widgets	Widgets/Profile Ratio	% of Profiles w/ Widgets
X	X	581	259	2.24	6.7%
X	X	120	78	1.54	2.0%
X	X	77	61	1.26	1.6%
X	X	205	129	1.59	3.3%
X	X	23	22	1.05	0.6%
X	X	1	1	1.00	0.0%
X	X	138	79	1.75	2.0%
X	X	3	3	1.00	0.1%
X	X	6	5	1.20	0.1%
X	X	12	8	1.50	0.2%
X	X	3	3	1.00	0.1%
X	X	32	19	1.68	0.5%
X	X	21	16	1.31	0.4%
X	X	10	10	1.00	0.3%
X	X	2	2	1.00	0.1%
X	X	3	2	1.50	0.1%
X	X	1	1	1.00	0.0%

\*NOTE: The "% of Profiles w/ Widgets" is the percentage of profiles (with that widget) out of 3,885 public profiles.

## Site Profile & Widget Breakdown

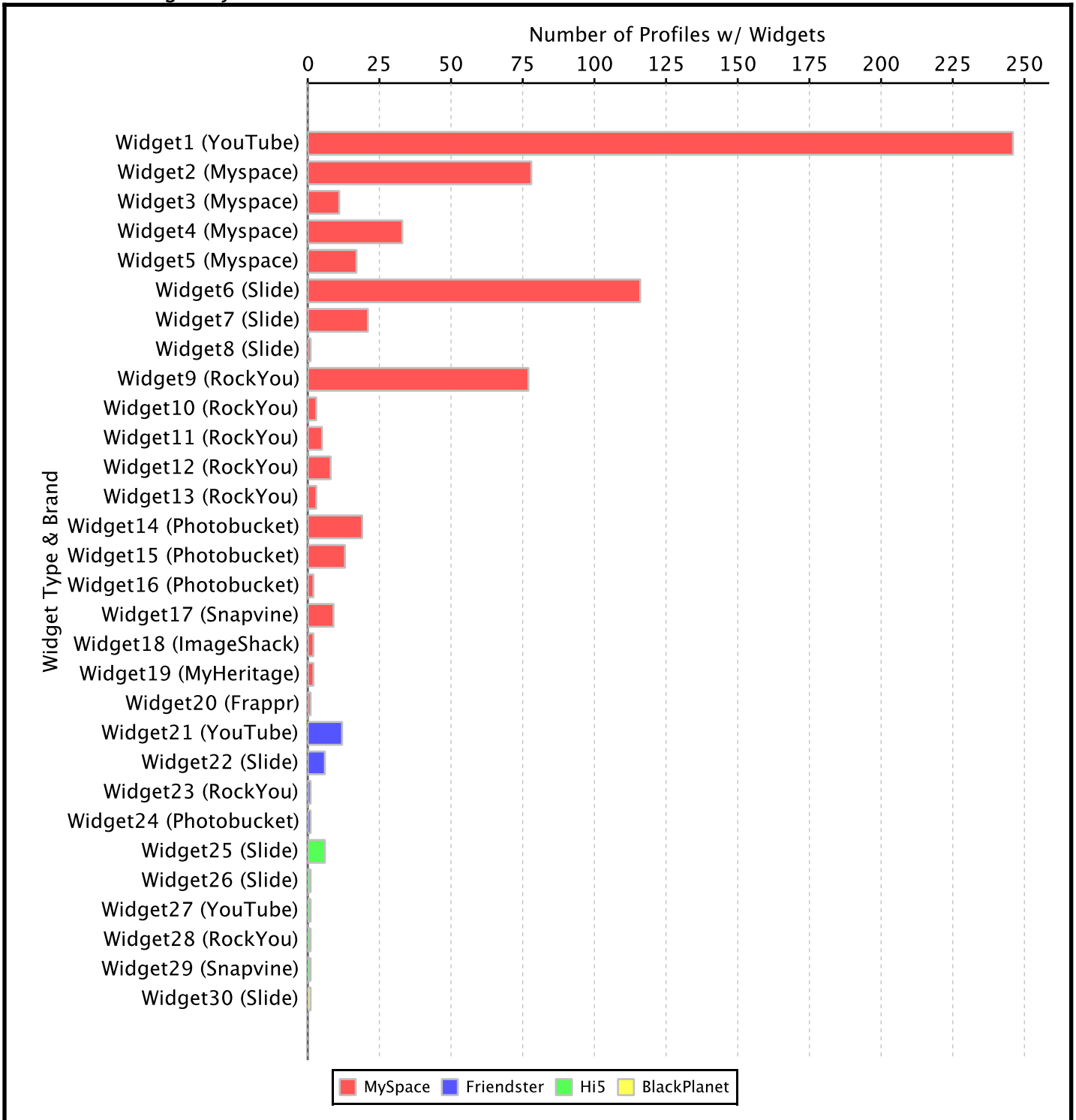
Site	Private Profiles	Public Profiles	# of Widgets Found	# of Profiles Found with Widgets
X	1,083	2,369	1,191	477
X	51	632	29	18
X	207	592	17	8
X	0	292	1	1
<b>Totals</b>	<b>1,341</b>	<b>3,885</b>	<b>1,238</b>	<b>504</b>

Full widget usage by type is available upon purchase of complete report.

Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)



Profiles with Widgets by Site:



Full widget usage by site is available upon purchase of complete report.  
 Please contact [sales@rapleaf.com](mailto:sales@rapleaf.com)

## About Rapleaf

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## Contact

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