

# EXHIBIT 15

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**From:** Edward Palmieri  
**Sent:** Thursday, November 08, 2012 9:38 PM  
**To:** Mathew Varghese; Rahul Iyer; Antonio Garcia-Martinez  
**Cc:** Giri Rajaram; John Hegeman; Gary Wu; Susan Cooper

**Redacted**

**Redacted**

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**From:** Rahul Iyer [REDACTED]  
**Date:** Thu, 8 Nov 2012 11:10:49 -0800  
**To:** Mathew Varghese [REDACTED], Antonio Garcia [REDACTED], Rahul Iyer [REDACTED], Giri Rajaram [REDACTED], John Hegeman [REDACTED], Gary Wu [REDACTED]  
**Subject:** Re: Messages data for ad targeting

Hey Mat,

[REDACTED]

-Rahul

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**From:** Mathew Varghese [REDACTED]  
**Date:** Tuesday, November 6, 2012 7:16 AM  
**To:** Antonio Garcia-Martinez [REDACTED], Rahul Iyer [REDACTED], Giri Rajaram [REDACTED], John Hegeman [REDACTED], Gary Wu [REDACTED]  
**Subject:** Re: Messages data for ad targeting

Hi Guys,

Looks like an interesting opportunity similar to seeing ads due to the context of your e-mail in gmail. Is there a separate terms of service of messages? I presume not. I'd expect that people think their messages are their private domain (even if it is not) and may be freaked out by ads where it is obviously linked to a message they sent. We should take a look and see if there is sufficiently interesting data there to justify jumping deeper into a product. Definitely interesting as there is so much data tied to intent.

[REDACTED]

Mat...

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**From:** Antonio Garcia-Martinez [REDACTED]  
**Date:** Mon, 5 Nov 2012 11:23:51 -0800  
**To:** Rahul Iyer [REDACTED], Giri Rajaram [REDACTED], John Hegeman [REDACTED], Gary Wu [REDACTED], d [REDACTED]  
**Subject:** Re: Messages data for ad targeting

+mat, the PM who has taken over native targeting

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**From:** Rahul Iyer [REDACTED]  
**Date:** Mon, 5 Nov 2012 11:21:14 -0800  
**To:** Giri Rajaram [REDACTED], Rahul Iyer [REDACTED], John Hegeman [REDACTED], Gary Wu [REDACTED] >  
**Cc:** Antonio Garcia [REDACTED]  
**Subject:** Re: Messages data for ad targeting

Hey guys,

[REDACTED]

-Rahul

On 5/2/12 5:23 PM, "Giri Rajaram" [REDACTED] wrote:

Thanks Rahul, that's quite a lot of users. Could you dump out messages from 1000 random users for testing?

**Redacted**

-Giri

-----Original Message-----

From: Rahul Iyer

Sent: Wednesday, May 02, 2012 5:05 PM

To: Rahul Iyer; Giri Rajaram; John Hegeman; Gary Wu

Subject: Re: Messages data for ad targeting

Hey Giri,

As per this report, it seems like it's ~600M MAUs.

<https://our.intern.facebook.com/intern/argus/view/118751>

Thanks,  
Rahul

On 5/2/12 1:37 AM, "Rahul Iyer" [REDACTED] wrote:

Hey Giri,

No - we don't write to hive. That would be too much data to put in hive.

We have our data in hbase. Do you need the data of all users or just a few

users? If it's just a few users, we could arrange for the mailboxes of a few users to be dumped. Otherwise, we'll need to think of a way to do this

- it's literally terabytes of data (we might be at > 1PB).

I'll get you the active user count for messages tomorrow.

Thanks,  
Rahul

On 5/1/12 11:53 PM, "Giri Rajaram" [REDACTED] wrote:

Interestingly we were thinking about this just a few days back. We have explored status updates, groups and some other sources but not messages yet.

Rahul, is there a hive table where the messages data resides? What percentage of active users use messages?

-Giri

-----Original Message-----

From: John Hegeman

Sent: Tuesday, May 01, 2012 11:48 PM  
To: Rahul Iyer; Giri Rajaram; Gary Wu  
Subject: RE: Messages data for ad targeting

+Giri and Gary who have been involved in our targeting efforts. I don't think this is something we've explored but they will know for sure. Giri/Gary, have we ever sized the opportunity from this?

-----Original Message-----

From: Rahul Iyer  
Sent: Tuesday, May 01, 2012 3:42 PM  
To: John Hegeman  
Subject: Messages data for ad targeting

Hey John,  
I'm Rahul and I work on the Messages Appserver team. I was wondering if you guys ever thought of indexing messages data for ad targeting. Serkan asked me to contact you in this regard, so please redirect if you're not the right person.

Thanks,  
Rahul