



ShareThis

Discover what matters.

Overview

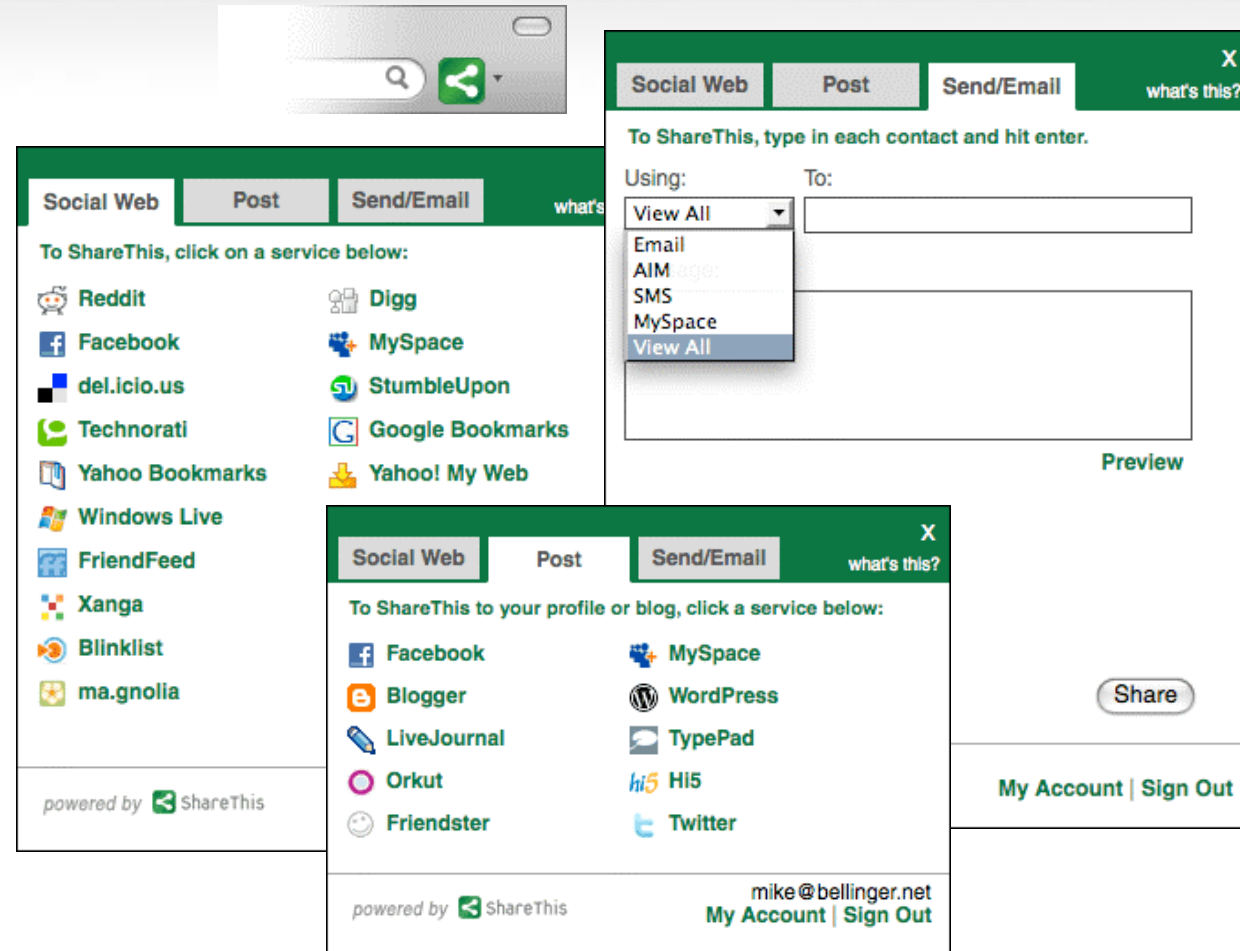
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Product Overview

Toolbar & Widget

Features

- Configurable
- Reduces clutter
- Integrated social media
- Improved usage & engagement



- **93%** of adults share content, and **35%** of adults and **62%** of youths are “Power Sharers”
- 81% share to “help” someone who would “benefit” from the information
- **69%** of adults cite email as their primary source for finding new content / info, while **30%** of youths primarily rely on social networks.

Only Complete Sharing Platform



- Launched November '07
- On 2 billion page views per month and growing 30% MoM
- On 75,000 sites with a reach of 100+ million users monthly
- 1+ million share events monthly from 200K active users
- Increases sharing 2x over “email this”; 7x for users who import their address books

What data do we capture?

- Publisher Information - type, registered contact, account history, domains
- Aggregated view/share data – total page views, email shares, social shares, unique object view counts, unique user counts
- View & Share events – page views, object ids, user id, share type, time-stamps
- Shared Objects & Destinations – title, url's, destination, recipient, activity type

What are we interested in?

- Flexible classification methods for the varied distribution of content viewed/shared by users
- Developing a dynamic/evolving model of user interests based on the view/share “signals” and indicated site and social affinities
- Modeling social relationships among users based on shares & associated content
- Developing micro-communities (clusters) of users with shared interests, demographics, etc.