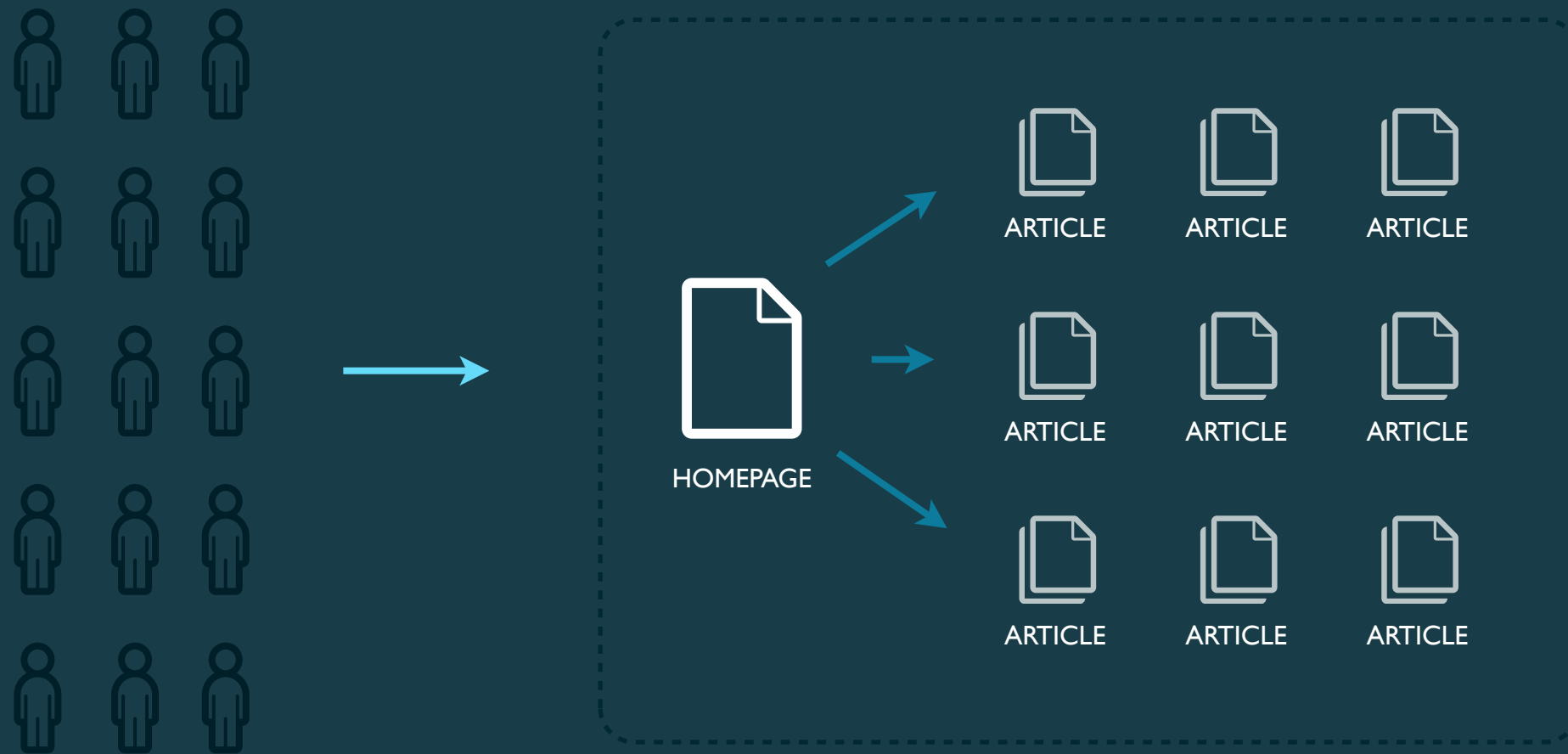


simple reach

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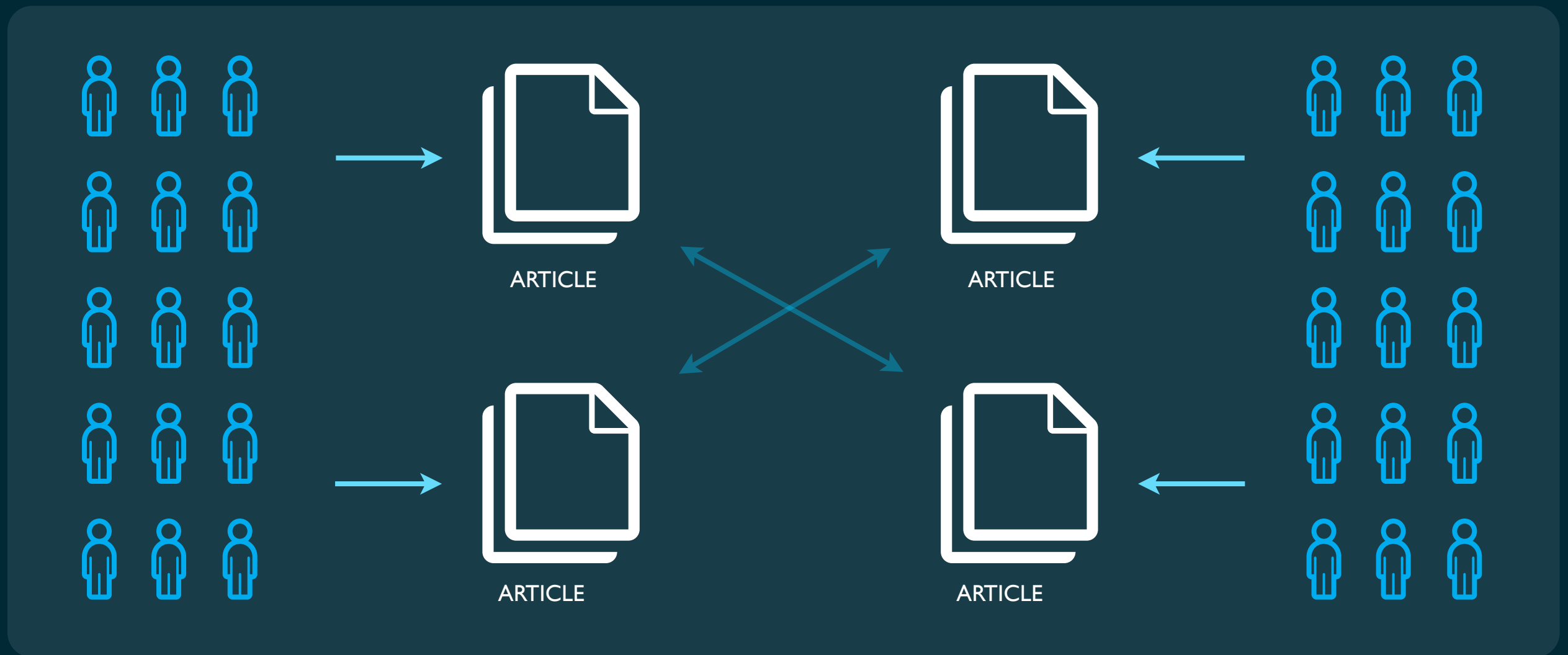
# A long time ago, there was the **pre-social web**



Front door traffic - unit of measurement is the **site**.



# Now we have the **post-social web**



Side door traffic - unit of measurement is the **article**.

simple **reach**

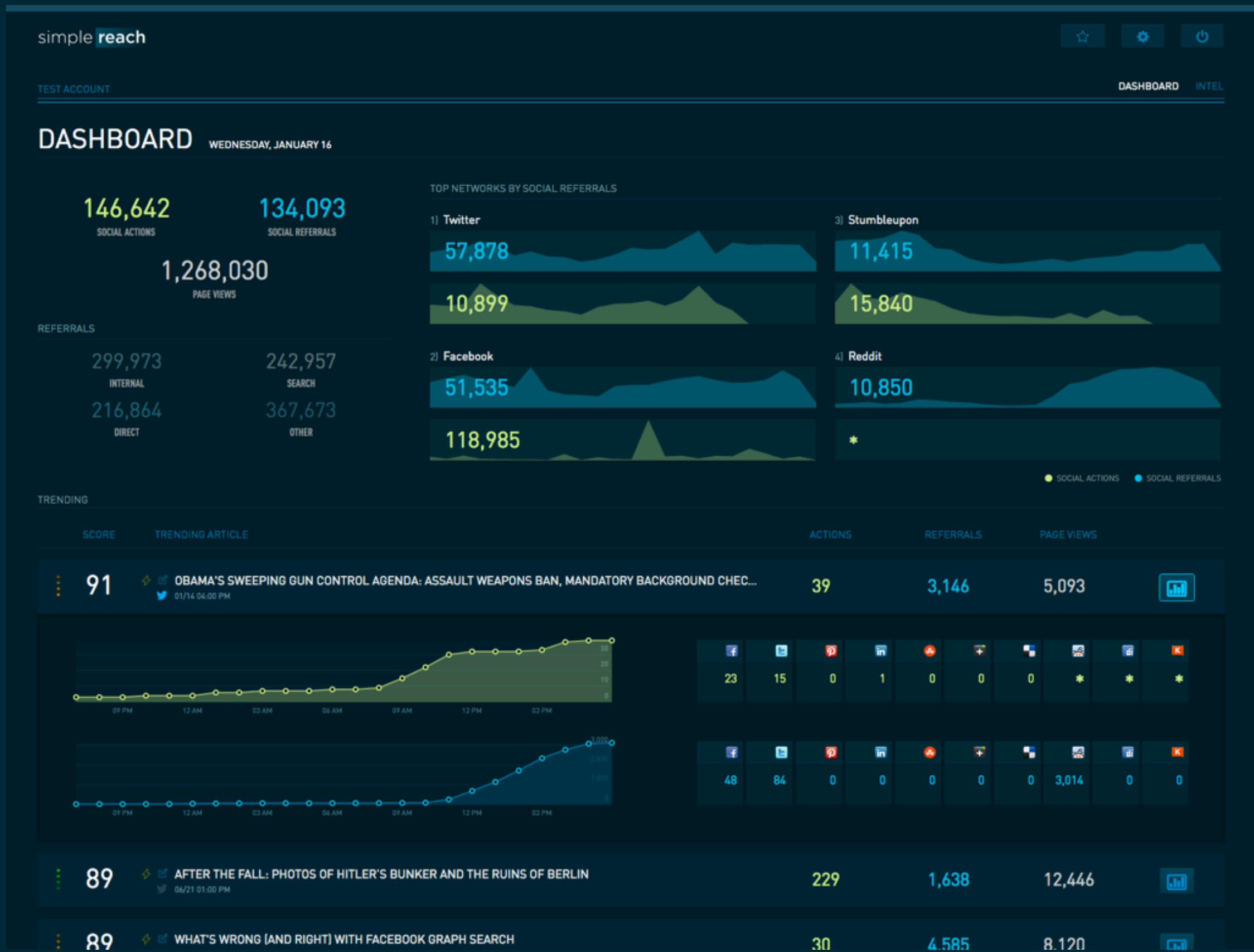
# State of Social Data in 2012

- 340m Tweets/day
- 684k Facebook Content Shares/day
- Brands Receive 34k FB Likes/min
- Wordpress Bloggers publish 350 new blogs/min
- Instagram + Flickr uploads > 6500 photos / min



SimpleReach is building a  
new measurement layer for  
the social web.

# We've built the technical foundation to scale



# Big Data Axiom

Even with the right tools, 80% of the work of building a big data system is acquiring and refining the raw data into usable data.



# Out With The Bad



# Data Science

- Clean 200 million social events every day
- 4 million Tweets per day
- 1 million unique articles every day
- Distill over 1000 data points into a score
- Automated Insights into data

# Ecosystem needs one definitive, third-party social measurement

## PUBLISHERS

Need social data to drive traffic and promote branded content



## BRANDS & MARKETERS

Need on-site publisher data and tools to measure ROI

## PAID DISTRIBUTION

Leverage social and on-site data to optimize spend for brands and marketers

# Thank you.

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