



Widget Metrics Ian Kennedy, Yahoo!

Widget Summit, October 15, 2007
San Francisco

Widget Metrics

Ian Kennedy – Yahoo!

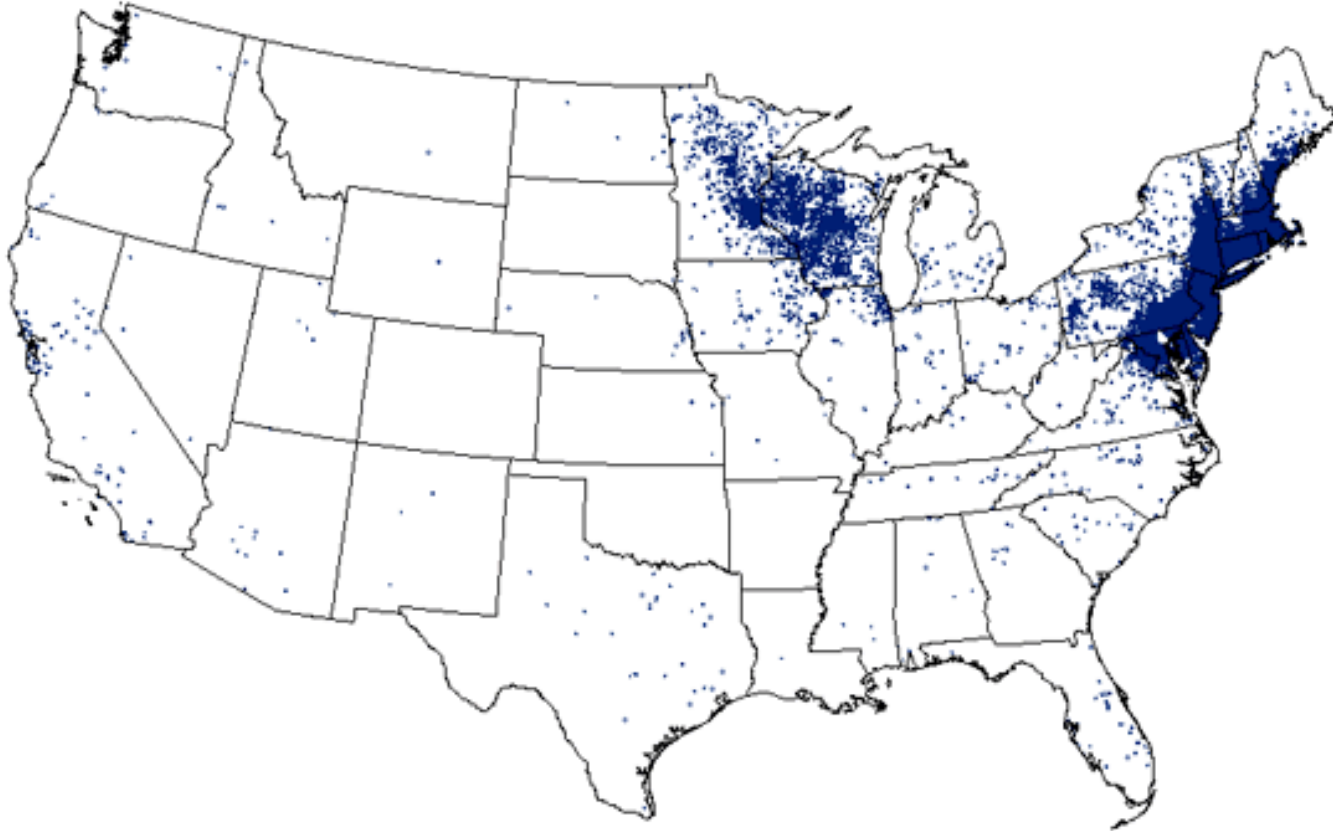
Hooman Radfar – Clearspring

Eyal Magen – Gigya

Jeff Gillis - Google

Widgets are Viral

Reported Cases of Lyme Disease -- United States, 2006



1 dot placed randomly within county of residence for each reported case

Widgets are Viral

By Month

Pageviews over time

By State

Location, IP Address

By Age & Sex

Demographics

By Symptoms

Interaction

Challenges – how to measure widget value

As a Site Owner

- net traffic flow
- engagement
- warm, fuzzy satisfaction

As a Widget Publisher

- impressions, distribution
- user acquisition
- data



Who is that person?

YAHOO! NEWS

Obama offers universal health care plan

WASHINGTON, D.C. (AP) — President Barack Obama on Tuesday offered a plan to provide health care to millions of Americans and more affordable medical insurance, financed by tax increases on the wealthy.

SHARE, DISCUSS AND PARTICIPATE

Barack Obama Photos on Flickr

Share favorite photos of the candidate.

Barack Obama on Yahoo! Answers

Answer questions from the candidate.

- The democratic process
- Yahoo! Answers: Barack Obama
- Yahoo! Groups: Barack Obama
- Yahoo! Video: Barack Obama
- You! Upload Photos and Videos
- Declare Yourself: Register to Vote

FEATURED VIDEO

Obama emphasizes traditional values

OSCAR BRUNO - Obama salutes up the importance of health care and family values while in front of his inauguration.

The Housing Market

400 new, Michelle Obama announces the launch of a presidential candidate.

ALL ELECTION VIDEO

CAMERAWAY PHOTOS

- Party Affiliation: Democratic Party
- Status: Declined on 2/12/07

YAHOO! RESOURCES

- Full Coverage: Presidential Election 2008
- Directory: Barack Obama
- Web Search: Barack Obama

YAHOO! CANDIDATE PAGES

Candidates: Select a candidate

RECENT VISITORS TO THIS PAGE

View Profile | Community | Join this Community | Sponsored by MyBlogLog

Tags

Sites

Reading List

Contacts

MyBlogLog

Welcome, **JR**! (Sign out, My Account) Help?

MY HOME COMMUNITIES MEMBERS WRITE

JR
Member Since: 17th Jan 2007
Last Login: 14th Oct 8:49 pm ([edit profile](#))
Organizing my online life for the ease of future stalkers ([via twitter](#))

View Pics (0)
Flag Member

Tags for JR ?

Yahoo! YDN Hacker webdev
madskillz humor geek Techno
not appearing in this film (view all 13 tags)

ADD TAG(S)

Sites and Blogs I Author

- jr conlin... (blog.unitedheroes.net)
- Yahoo! Cool Thin... (ycoolthing.com)

My Communities (3)

- Planet Yahoo!
- ultramookie
- Yahoo! Messenger Blo...
[view all my communities](#)

Family, Friends and Contacts (7)

- Andy Belo
- kentbrew
- Chao Dick...
- jzavoon
- Micah Las...

Tools

- [Remove from Contacts](#)

Hot in My Communities

1. "How do I change the name that other people see when I'm using Yahoo! Messenger?" ([help.yahoo.com](#)) ?
2. [Yahoo! Messenger \(XP, Vista\) \(messenger.yahoo.com\)](#) ?
3. [Yahoo! 360 Product Blog \(blog.360.yahoo.com\)](#) ?
4. [add.my.yahoo.com](#) ?
5. [Yahoo! Messenger for the Web \(webmessenger.yahoo.com\)](#) ?
6. [Yahoo! Video Blog \(blog.360.yahoo.com\)](#) ?
7. [Yahoo! Messenger \(Mac\) \(messenger.yahoo.com\)](#) ?
8. [Subscribe \(feeds.feedburner.com\)](#) ?
9. [Yahoo! Messenger website \(messenger.yahoo.com\)](#) ?
10. [Yahoo! Messenger Skins \(messenger.yahoo.com\)](#) ?

Messages

Leave a Message

- ian.kennedy
14th Oct 8:40 pm
I can't believe it! I found something you haven't written about on YCoolThing! <http://everwas.com/2007/10/go-on-cheat-a-little.html>
- mookie
08th Jul 1:46 pm
hey jr!
- maraff98
23rd Mar 1:17 am
If atheism is a "non-prophet" organization... how will you profit from this blog... pun intended.

