



**Widget Summit 2008**  
**San Francisco, November 4, 2008**

**Widget Data Strategies**

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**Topic**

- Goal: Collect rich data from your widget network to influence future business.
- The majority of the Web's daily interactions do not occur on your website. Your visitors are organizing their lives on personalized homepage, expressing their interests on social networks, or reading their favorite news sites. Content publishers can embrace this new world of distributed consumption and establish new relationships with their users through the power of widgets.
- Widgets rendered across the Web serve as a sensor network of customer intentions. Publishers need only listen to this prescient activity and actively respond to the trends and voices it reveals. Your audience voluntarily contributes new, rich data into services and maintains such data over time.
- This talk takes a look at business strategies and data economics driven by widget networks. It presents companies already harnessing the power of widget data to drive new decisions in their business today.

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## Topics

- Two examples
  - ▶ Virtual tourist
  - ▶ Flickr badge
- The Consumer Data Revolution
  - ▶ Economics of communication
  - ▶ Decision making: Benefits and costs
  - ▶ Attitudes of users
- Data Strategy
  - Why data? To make decisions
  - ▶ Transaction economics → Relationship economics
  - ▶ Reduce information asymmetry
  - ▶ Empower users to create value
- Trends and examples

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## Example: Widget on Facebook

The screenshot shows a Facebook profile for 'Go Kasai'. The browser address bar shows 'Facebook | Go Kasai' and the user is logged in as 'Andreas S. Weigend, Ph.D.'. The Facebook navigation bar includes 'Home', 'Profile', 'Friends', 'Inbox (105)', and 'Andreas Weigend Settings Logout'. The main content area features a post from 'Go Kasai' with a photo and the text: 'Go Kasai is not happy about traveling on election day, but will be back in time for the results! GO VOTE! 52 minutes ago'. Below the post are tabs for 'Wall', 'Info', 'Photos', and 'Boxes'. A 'Where I've Been' widget is displayed, with sub-tabs for 'Countries', 'Cities', and 'Profile'. The 'Countries' tab is active, showing a red 'X' icon. To the right, there are advertisements: 'The future of marketing?' with a 'Purchase' button, and 'We Love Marketing HubSpot' with a 'Full Screen' button. A small '4' is in the bottom right corner.

Virtualtourist.com

Home Travel Guides Book Travel Meet Members Travel Deals Trip Planner Forums

VirtualTourist Member arasnosliw

arasnosliw's Travel Map

Map Key

- Been there
- Live(d) there
- Want to visit

VirtualTourist arasnosliw has been to 32 Countries, has shared 632 Tips & Reviews, and uploaded 1123 Photos.

arasnosliw's Travel Pages

Countries Visited: 32  
Tips: 632  
Photos: 1131  
Member in: 18 locations

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Create your own

VirtualTourist

Search: Destinations GO

Home Travel Guides Book Travel Meet Members Travel Deals Trip Planner Forums

Create Your Own Travel Map!

SINGAPORE

VirtualTourist SAVE MAP

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## Where you want to go: Intention

**Click**

- 1x** to highlight where you've been,
- 2x** to show where you've lived,
- 3x** to share where you want to go.

Export your travel map to any Web page.  
Including your Facebook and MySpace profiles and blogs

Edit your map once  
to automatically update your exported maps everywhere

[Sign in](#) to export your map if you're already a VirtualTourist member

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## Monetization

Compare Cheap Deals for Hotels, Flights, and Car Rentals - OneTime.com - Windows Internet Explorer

http://www.onetime.com/

File Edit View Favorites Tools Help

Compare Cheap Deals for Hotels, Flights, and Car...

Join over 75 million users who use OneTime to compare prices and save money on booking travel! OneTime features the leading travel websites, hotel chains and airlines to provide you with the most reliable and comprehensive way to compare deals and save money.

### Search Hotel Deals

City:

Hotel Name:

Check-In Date:

Check-Out Date:

Rooms:  [Need 5+ Rooms? Try HotelPlanner.com](#)

Guests:

### Search Flight Deals

From:  To:

(city or [airport code](#)) (city or [airport code](#))

Round Trip  One Way

Departure Date:

Return Date:

Passengers:

Who wants more legroom?

Choose Economy Plus. Starting at \$14.

**UNITED**  
Economy Plus

**VISA**  
Proud Travel Partner

### A widget is a piece of code

```
<div>
<!-- Start of Flickr Badge -->
<style type="text/css">
.zg_div {margin:0px 5px 5px 0px; width:117px;}
.zg_div_inner { color:#666666; text-align:center; font-family:arial, helvetica; font-size:11px;}
.zg_div a, .zg_div a:hover, .zg_div a:visited {color:#666666; background:inherit !important; text-decoration:none !important;}
</style>
<script type="text/javascript">
zg_insert_badge = function() {
  var zg_bg_color = 'ffffff';
  var zg_l_url = 'http://www.flickr.com/apps/badge/badge_iframe.gne?zg_bg_color='+zg_bg_color+'&zg_person_id=18932085&40N00';
  document.write('<iframe style="background-color:#'+zg_bg_color+'; border-color:#'+zg_bg_color+'; border:none;" width="113"
height="151" frameborder="0" scrolling="no" src="'+zg_l_url+'" title="Flickr Badge"></iframe>');
  if (document.getElementById) document.write('<div id="zg_whatlink"><a href="http://www.flickr.com/badge.gne"
style="color:#666666;" onclick="zg_toggleWhat(); return false;">What is this?</a></div>');
}
zg_toggleWhat = function() {
  document.getElementById('zg_whatdiv').style.display = (document.getElementById('zg_whatdiv').style.display !=
'none') ? 'none' : 'block';
  document.getElementById('zg_whatlink').style.display = (document.getElementById('zg_whatdiv').style.display !=
'none') ? 'none' : 'block';
  return false;
}
</script>
<div class="zg_div">
<div class="zg_div_inner">
<a href="http://www.flickr.com">www.<strong style="color:#3993ff">flickr<span
style="color:#ff1e92">></span></strong>.com</a><br>
<script type="text/javascript">zg_insert_badge();</script>
<div id="zg_whatdiv">
  This is a Flickr badge showing public photos from <a href="http://www.flickr.com/photos/18932085@N00">aweigend</a>. Make
your own badge <a href="http://www.flickr.com/badge.gne">here</a>.
</div>
<script type="text/javascript">if (document.getElementById) document.getElementById('zg_whatdiv').style.display
= 'none';</script>
</div>
</div>
<!-- End of Flickr Badge -->
</div>
```

### Create your own Flickr badge (1 of 3)


- Where do you make the widget?
  - flickr.com/badge.gne

**Step 1: What sort of badge would you like to use?**

There are two types of badge to choose from: HTML or Flash. You will be things from your own collection, one of your groups, or everyone's upload these options by a tag, if you wish. (The examples below are set to show

An HTML badge       A Flash badge

www.flickr.com



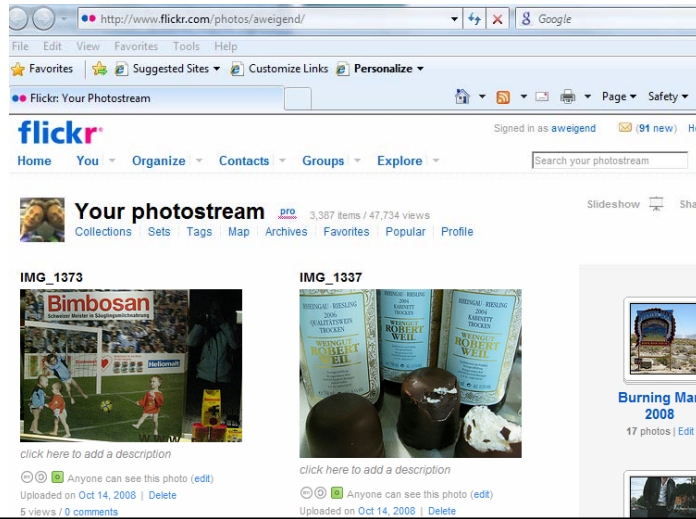
Go to aweigend's photostream

www.flickr

what is th

## Create your own Flickr badge (2 of 3)

- Where does the content get pulled from?
  - ▶ flickr.com/photos/aweigend



## Create your own Flickr badge (3 of 3)

- Where do you put the widget?
  - ▶ weigend.com/misc



- Who might help you distribute the widget?
- Who clicks on the widget?
- Where does a click on the widget take them?
- Who are you, i.e., who creates the widget?

## Widgets are example of going from E- to Me-Business

- User focus (“E → Me”)
  - ▶ User is at the center of Web 2.0  
(not the company)
  - ▶ VRM (Vendor Relationship Management)  
(not CRM, Customer Relationship Management)
- System engineered for feedback (“Instrument the world”)
  - ▶ System engineered to improve over time by leveraging user data  
(not deteriorating over time)
- Network effects (“Viral marketing”)
  - ▶ Demand-side economies of scale  
(not only supply-side economies of scale)
- Data strategy (“Users create value”)
  - ▶ Google Maps: Make it easy for outsider to use and enrich the data  
(not increase security)
- Why? Spreading memes and genes
  - ▶ Belonging, immortality, self-interest (e.g., file sharing sites)

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## The Consumer Data Revolution

- 1. Sniffing the digital exhaust
    - ▶ Mainly implicit data, some explicit data
    - ▶ What is new? More data sources, e.g., location data
  - 2. Individuals talk about themselves
    - ▶ Mainly explicit contributions
  - 3. Individuals reveal relationships with others
    - ▶ Directed, asymmetrical, multidimensional (not binary!)
- **The Consumer Data Revolution: Shifting expectations**
    - ▶ Attitude of individuals to their information
    - ▶ Economics of data

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## What is the Consumer Data Revolution?

- Shift in expectations of consumers towards their data
  - ▶ Consumers have now also become producers
- Individuals now, after explicitly contributing data about themselves plus their relationships with others, expect to get some clear value from firms they share these data with
- Note dramatic difference from taking surveys, filling out “household income”...
- They want to see a clear visible benefit for themselves.

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## Photos: Flickr

there's no one quite like....

Uploaded on h... by Esthr

Esthr's ph...

Tags

- Andreas Weir
- Chief scientis
- Amazon
- former
- Secret weapo
- aweigend [x]

Additional Infor...

- Taken with a Ca
- More properties
- Taken on Novem
- Viewed 146 time

Flag this photo

Andreas Weigend!

former chief scientist for Amazon, and secret weapon of many companies currently.

Comments

ming yeow says:

haha, that is the certainly the best way to describe Andreas!

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## My camera and microphone

▶ Adobe Flash installed on approx 1 billion connected computers and mobile devices

### Adobe Flash Player Settings

Privacy ?

Allow [s3.amazonaws.com](#) to access your camera and microphone?

Allow  Deny

Remember Advanced...


Close

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## My info

▶ 10M business cards (2008.11)



Complete, Collaborative Business Information

[About Jigsaw](#) | [Find Contacts](#) | [Are You in Jigsaw?](#) | [Join Jigsaw](#) | [Member Sign In](#)

### Directory of Companies & Business Professionals

#### Yahoo! Inc.

Basic Info	Company Directory	Family Tree
Company Name	Yahoo! Inc.	
Headquarters	701 First Ave [map] Sunnyvale, CA, 94089-1111 USA <a href="#">www.yahoo.com</a> +1.408.349.3300	
Industries	Software & Internet Media & Entertainment	
Employees	1K - 10K	
Revenue	\$6.43B	
Ownership	Publicly Traded - NASDAQ	
Last Updated	05/15/2008	

**Clifford Rosenburg**  
Managing Director

**Cliff Jacobs**  
Technical Mail Quality Assurance

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cjacobs@yahoo-inc.com

+1.408.349.3340  
dwoods@yahoo-inc.com

#### Jigsaw has

- Over 1 Million Free Company Records
- Over 10 Million Complete Business Contacts
- Join Jigsaw Now, It's **FREE**

**Free Sign Up**

[Premium Memberships](#)

[Enterprise Solutions](#) | [Jigsaw for Marketing](#)  
[Jigsaw for Sales](#) | [Jigsaw for Recruiting](#)

The screenshot shows the illumio web interface. At the top, there's a navigation bar with 'illumio' and 'My knowledge'. Below that, there are tabs for 'Dashboard', 'My Requests', and 'Recommendations'. The main content area is titled 'Answers' and shows a recommendation for 'John Anderson' from 'anderson\_john@qsb.stanford.edu'. The recommendation is based on search engine logic research. The interface includes a search bar, a list of recommendations on the left, and a detailed view of the selected recommendation on the right. The detailed view shows the search criteria, the message from the user, the current status, and match information.

The screenshot shows the Motor website's 'Pay as you drive' insurance advertisement. The main headline is '"Pay as you drive"™ insurance'. Below the headline, there are several navigation buttons: 'Pay As You Drive™ overview', 'The Benefits', 'Here's How it Works', 'Fairer Pricing', 'Summary of Cover', 'Added Value Extras', and 'Frequently asked questions'. The advertisement features a large yellow banner with the text 'We can give you...' and 'You could save up to 30%\*'. A man in a suit is standing next to a car. Below the banner, there is a button that says 'How much will it cost'. The advertisement also includes a list of services on the left side of the page, such as Car Insurance, Motorcycle Insurance, Scooter Insurance, Van Insurance, Business Vehicle Insurance, Short Term Car Insurance, Collector's Car Insurance, Maps and Route Finder, Travel, Home and mortgage, Health, Money and investing, Personal Accident, Retirement, and Life cover.

My DNA

genetics just got personal.

[Andreas Weigend](#) | genetics 101 | [blog](#) | [help](#) | [log out](#)

**me**

- My Health and Traits (89)
- Browse Raw Data
- My Profile

**family & friends**

- Compare Genes
- Family Inheritance

**my ancestors**

- Maternal Line
- Paternal Line
- Ancestry Painting
- Global Similarity

**23andMe**

- Introduction
- My Surveys (9)
- Featured Research

**account**

- Genome Sharing
- Inbox
- Settings
- Help/Contact Us

## my health and traits

Intended for research and educational purposes. Not for diagnostic use.

Get your data and see how it relates to ongoing research in health and physical traits.

★★★★ **Established Research** is widely accepted by the scientific community.  
 ★★★ **Preliminary Research** has been published in peer-reviewed journals but may not yet be fully accepted.

**Browse and Search Topics (89)**

View: All Topics    Search:        

Show Established Research first. Prev | 1 2 3 4 5 | Next

Name ^	Research Confidence	Last Updated
Age-related Macular Degeneration	★★★★	May 21, 2008
Alcohol Dependence	★★★	Mar 21, 2008
Alcohol Flush Reaction	★★★★	Dec 19, 2007
Ankylosing Spondylitis	★★★	Feb 21, 2008
Antidepressant Response	★★	Aug 30, 2008
Asthma	★★★	May 12, 2008
Atrial Fibrillation	★★★	Mar 5, 2008
Attention-Deficit Hyperactivity Disorder	★★	Mar 28, 2008
Avoidance of Errors	★	Feb 21, 2008
Back Pain	★★	Mar 5, 2008
Baldness	★★	Mar 28, 2008

From: Skydeck [noreply@skydeck.com]

To: Andreas Weigend

Cc:

Subject: Skydeck.com: Your weekly summary

Sent: Mon 9/22/2008 13:10

My interactions

## Your Weekly Summary

As of Monday, September 22

[Change to daily or unsubscribe](#)

### Top 10 Conversations for Last week

Go K	4 calls and 15 text messages
Ted S	7 calls
Blocked NBR	4 call

### Winners and Losers in Your Address Book

Blocked NBR	rose from number 3 to 1
800-836-XXXX	fell from number 1 to 2
Derick C	fell from number 2 to 3
Ted S	rose from number 7 to 4
Andy C	rose from number 9 to 5
Go K	rose from number 23 to 6
Peter H	fell from number 4 to 7
Mingyeow N	fell from number 6 to 8

### Changes to Your Network

You have no new connections or requests. But you've called Tom G in the past 2 weeks. [Tom G to join Skydeck.](#)

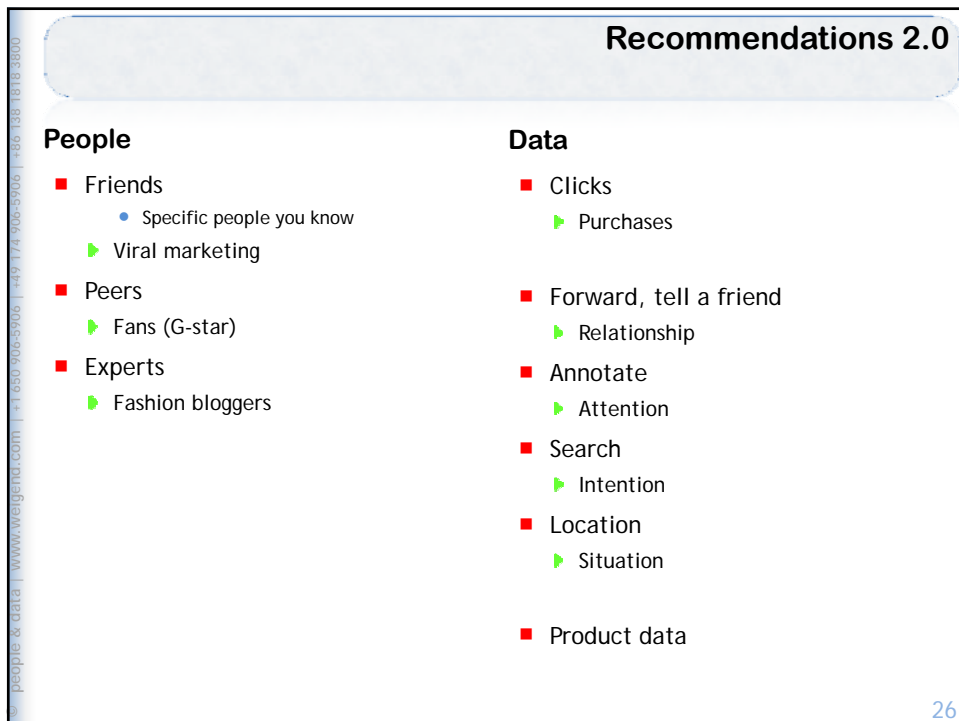
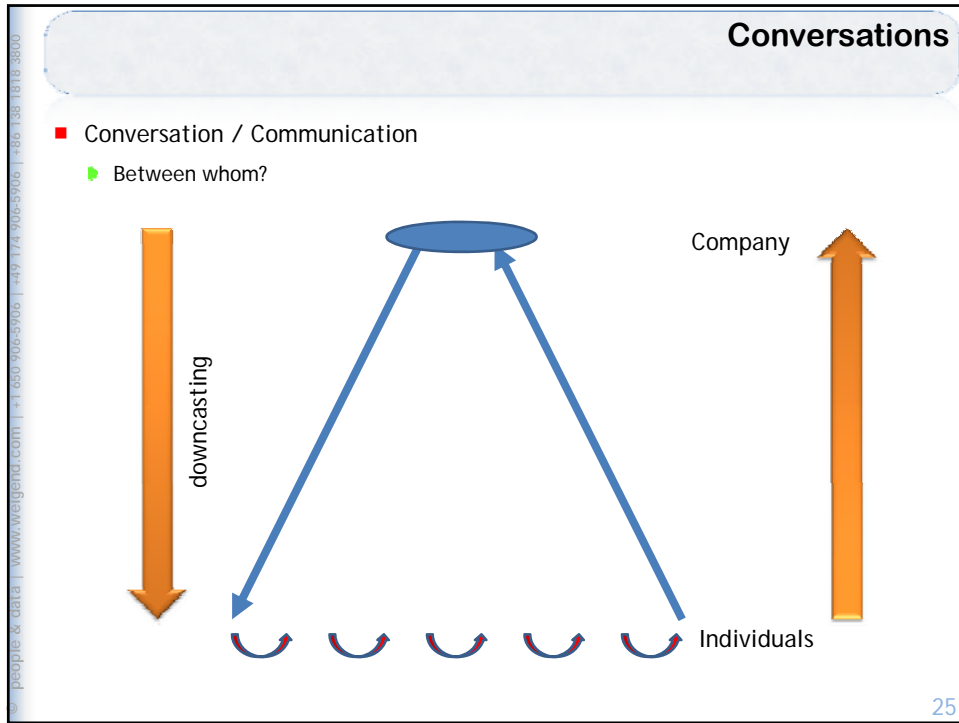
Your [Skydeck profile](#) is only 20% complete. Your friends may not be able to find you on Skydeck and if they do they won't have all your contact information.

[Visit your Network](#)

### Account Balance

© people & data

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## The Data Business: Who Pays Whom?

- ▶ Value of data proportionally to their impact on decisions
- Traditional data business
  - ▶ Acxiom
    - Who do I send my advertisements to?
    - (economics of communication)
  - ▶ Maps
    - What route do I take?
    - (Nokia / Navteq)
  - ▶ OAG
    - What flight suits me best?
    - (user generated, screen-scraped)
  - ▶ MLS (Multiple listing service)
    - What house do I buy?
    - (user generated: Zillow, Redfin, Trulio)
  - ▶ Contacts
    - Who do I sell to? Hire?
    - (LinkedIn, Jigsaw)

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## Trends

- How has the behavior and the attitude of customers shifted in response to new technologies and new incentive structures on the web?
  - ▶ From algorithmic search to social search
    - Leverage technology and people to have your toughest questions answered
  - ▶ From the money economy via the intention economy to the attention economy
    - Why an economy? Because it can be measured!
- Marketing
  - ▶ From traditional market research to observing the behavior of individuals
    - Why sample if you can have all? Plus, individual actionability
- Production
  - ▶ From controlled production for the masses to uncontrolled production by the masses
- Consumption
  - ▶ From traditional marketing push to individual discovery
    - Serendipity

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## Me-Business? We-Business?


- Who talks to whom?
  - ▶ Consumers to consumers
- Who trusts whom?
  - ▶ Shift from institutions to individuals
- Who is in control?
  - ▶ From e-business to customer-centric me-business
- Who manages whom?
  - ▶ From CRM to VRM (vendor relationship management)
- What are the new metrics?
  - ▶ Engagement and social metrics, self metrics to drive behavior
- Who pays whom?
  - ▶ Designing incentives for customer participation and interaction

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Thank you!

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