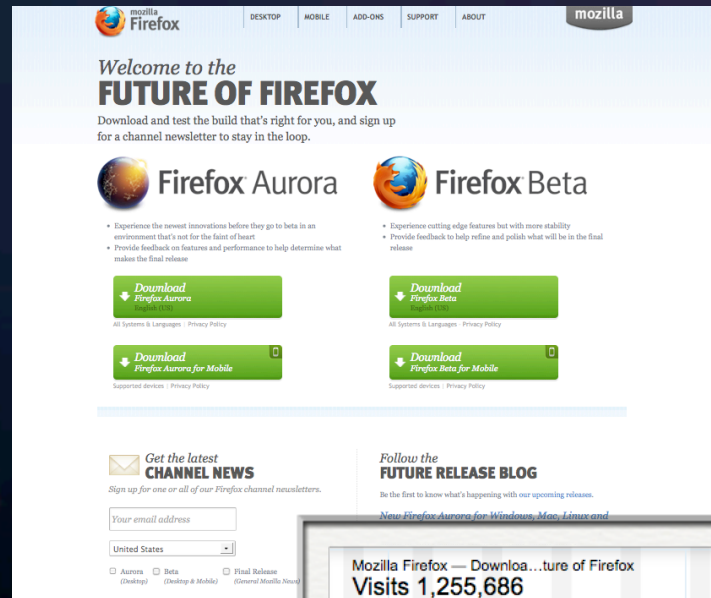


**Growing
Firefox Aurora Users
in Q3/Q4**

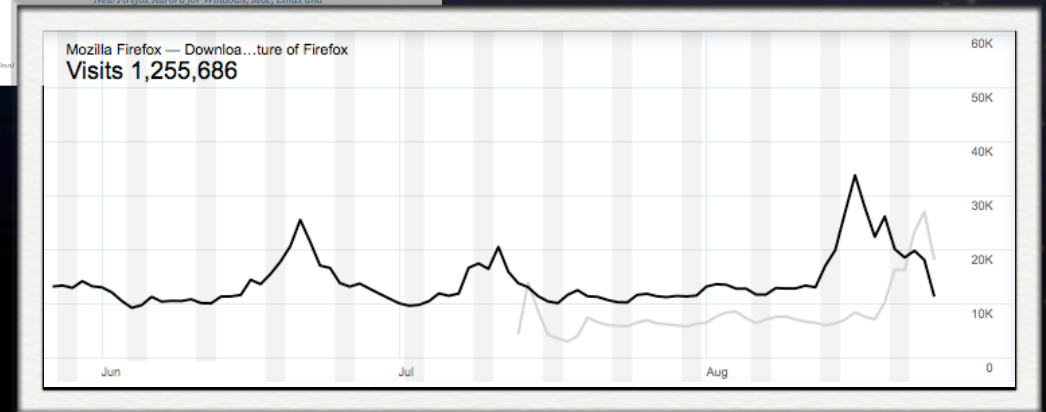
Marketing Campaigns in Q2/Q3



The screenshot shows the Firefox Channel Page with the following content:

- Navigation: mozilla Firefox, DESKTOP, MOBILE, ADD-ONS, SUPPORT, ABOUT, mozilla
- Header: Welcome to the **FUTURE OF FIREFOX**. Download and test the build that's right for you, and sign up for a channel newsletter to stay in the loop.
- Firefox Aurora section:
 - Experience the newest innovations before they go to beta in an environment that's not for the faint of heart
 - Provide feedback on features and performance to help determine what makes the final release
 - Download Firefox Aurora (button)
 - Download Firefox Aurora for Mobile (button)
- Firefox Beta section:
 - Experience cutting edge features but with more stability
 - Provide feedback to help refine and polish what will be in the final release
 - Download Firefox Beta (button)
 - Download Firefox Beta for Mobile (button)
- Newsletter sign-up: Get the latest **CHANNEL NEWS**. Sign up for one or all of our Firefox channel newsletters. Includes a form for "Your email address" and a "United States" dropdown.
- Release Blog: Follow the **FUTURE RELEASE BLOG**. Be the first to know what's happening with our upcoming releases. Includes a link: [New Firefox Aurora for Windows, Mac, Linux and...](#)
- Footer: Aurora (Desktop) Beta (Desktop & Mobile) Final Release (General Mozilla Users)

Firefox Channel Page



Over 2 million users the past 90 days

Marketing Campaigns in Q2/Q3

About:Home Snippets

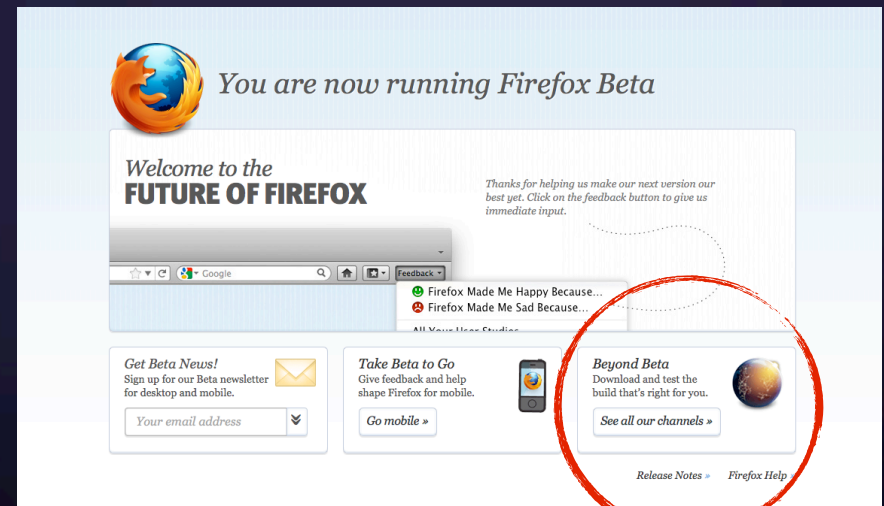
Mozilla.com Ads

Facebook Group : 45,000 Members

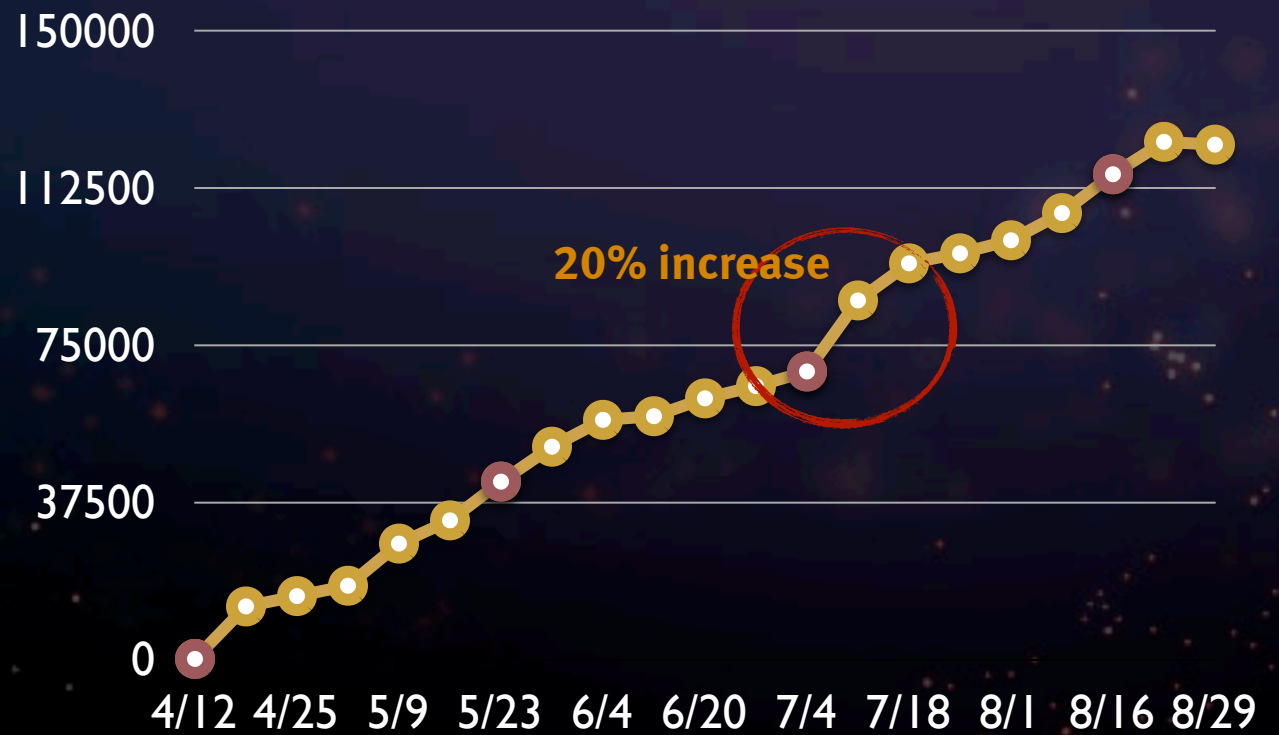
of Newsletter Subscribers : 13,000

SEO

- ▶ Download Aurora Rank #1
- ▶ Download Firefox Aurora Rank #1
- ▶ Firefox Future Releases Rank #1



Growth of Aurora to Date



Q3 Goal to Increase Users





How do we get There?

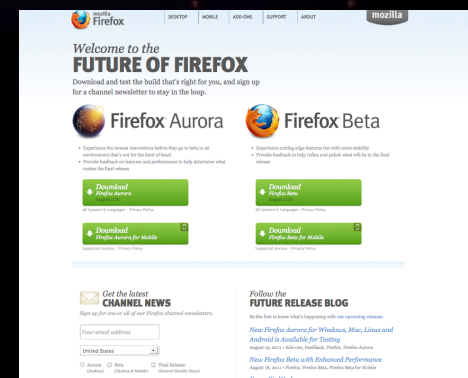
- ▶ **Optimize Current Channels**
- ▶ **Increase Brand Awareness**
- ▶ **Community**
- ▶ **Product & Features**

Optimizing Channels



Continue to educate our audience and provide them more information and resources

- ▶ Consistency in copy and messaging
- ▶ Enhanced Landing Page
- ▶ Designated Firefox Aurora Page



Firefox Aurora Brand Campaign



Promotional Ads

WebifyMe Ads: 500,000 Collages
Over 2M impressions



Firefox Aurora Brand Campaign



Increase Presence in Dev Events
and Conferences



▶ 50 Developer Engagements Events

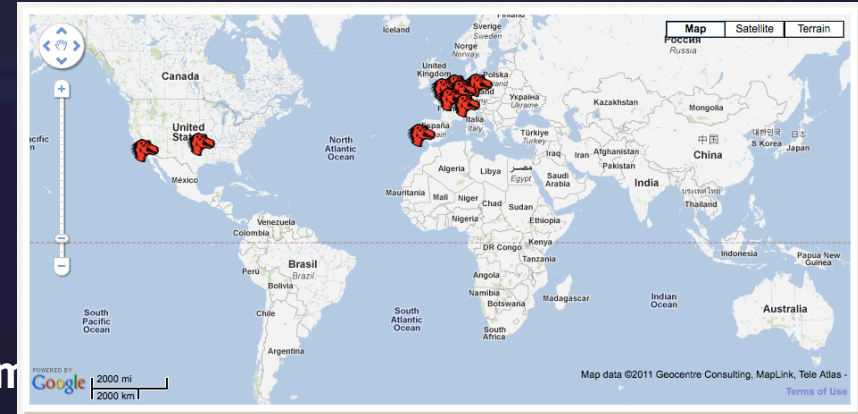
- ▶ EU: JSConf, Future of Web Apps, Fronters, Paris Web, Full Frontal, Le Web, Web Directions
- ▶ US: JSConf, SXSW, Google IO, F8, PyCon, Blackhat

▶ 75-100 Contributor Events

What's Next?

Community

- ▶ Build ReMo Aurora Team
- ▶ Give perspective of products in their locales
- ▶ Manage forums
- ▶ Help evangelize Firefox Aurora



Products and Features

- ▶ Provide exciting marketing support, campaigns and promotions around new & compelling features

