

Facebook Connect Cliffnotes

Facebook Connect Allows for Information imports of profile information and other Facebook information of the user into 3rd party applications including

Uid	User ID
Aid	Photo album ID – integrate with photo albums
Eid	Event ID - integrate with events.
Email	User's email address – store email addresses
Flid	friend list ID – find mutual friends or friends profile information
Gid	Group ID
listing_id	Marketplace listing ID
Nid	Primary network ID
notes_count	Total number of notes written by the user
page_id	Facebook Page ID
Pid	Photo ID
post_id	post ID
proxied_email	Placeholder email addresses for your users
profile_update_time	Time that the user's profile was last updated

- a. With the data extracted, the applications or sites can mine the data based on data derived from facebook connect logins.
 1. Quick opt ins/sign ups for applications or sites by just clicking on the facebook connect feature
 2. Allows for ID or profile targeting or checking for applications, eg Girls only club based on profile sex status.
 3. Allows for ad targeting based on profile data of user or even data based on friend's profiles including location.

- b. With the easy sign ups and integration into user's network of friends potentially, viral sign ups and conversions are expected.
 - b. From a marketing data perspective this provides very attractive mining opportunities for 3rd parties without requesting for tonnes of information from users through sign up forms.