EXHIBIT 52
Subject: Re: morphese uninstalls
From: Daniel Kaisman <dksm@direct-revenue.com>
Date: Wed, 2 Feb 2005 22:20:17 -0500 (EST)
To: Dain Dulman <dulman@direct-revenue.com>, Rodney Hook <rhook@direct-revenue.com>, Jack Deman <jdeman@direct-revenue.com>, Chris Dowhan <cdowhan@direct-revenue.com>, Joshua Abrams <jabadams@direct-revenue.com>

I'm sure we all agree that for morphese we simply have to do what we've contracted to do...

the only question is what to do about other distributions...

my thinking had been that the morphese client would be a "test case."

if the uninstall rates weren't too high, then great - we'd learn that
putting an easy uninstall on other distributions would be ok to do.

but, if the uninstall rates were unacceptably high, then we'd have
learned that we need to experiment with other uninstall methodologies
to lower the uninstall rates to an "acceptable" level.

if the data rod is going in accuretly, i personally consider
the morphese uninstall rate to be unacceptably high. if we agree with this,
then we need to experiment with less user friendly uninstall
methods...

what are our choices? i know we've discussed requiring the user to
submit a valid email address, to which we'd send some kind of key or
link, rt requiring the user to download a new application that would
perform the uninstall. i'm sure both of these methods would dramatically
reduce the uninstall rate. are there other ideas which might be less
unfriendly than those that we could try?

by the way, for such (or most) of our distributions, my own personal vote
would be that we have no uninstall (other than the user somehow finding
his way to /spectroKnop) until such time as doing so is required by law,
or until we find an uninstall methodology that results in a
relatively low uninstall rate.

On Feb 1, 2005 09:26 PM, Daniel Kaisman <dksm@direct-revenue.com> wrote:

the Morphese uninstall is required by contract. They are the only
reason that we ever put an uninstall into the Add/Remove panel at this
point. The contract requires that they be validated.

The function and use experience of it. I had to make a big mess and dance
about using the Capcha to prevent robotic attacks. We don't have to
put anything in the Add/Remove for our regular clients. This was a
business decision, but we will get into real serious trouble if we
make it hard to use.

Capcha is where the user has to type some goofy test from a
graphics box.
Re: morphes uninstalls

On Feb 2, 2005, at 9:11 AM, Daniel Kaufman wrote:

If the data is correct that so many morphes users are uninstalling, then I think it's clear that we don't want to have such an easy
uninstall unless we have no choice. The options appear to be no
uninstall or a much more difficult uninstall when it's left to our
discretion.

-----Original Message-----
From: Daniel Dosem <dosemdirect-revenue.com>
Date: Wed, 2 Feb 2005 20:53:38
To: Rodney Hook <roddirect-revenue.com>
Via: dosemdirect-revenue.com, roddirect-revenue.com,
dosemdirect-revenue.com, roddirect-revenue.com,
roddirect-revenue.com
Subject: Re: morphes uninstalls

Sean is moving the myPTun eup into regular reports, but I don't find
these numbers particularly surprising.

I am sure that you are being facetious about sending me a broken
uninstall the way that Bill gave it. There is no way we are going to
do that.

The uninstall was a requirement of the morphes contract. We made a
management decision to include this with Coree, but we don't have to.

-dan

On Feb 2, 2005, at 1:16 PM, Rodney Hook wrote:

Here's some scary numbers from the My PTun eup team that tells us
that around 30% of the morphes users have run the my PTun eup. It
scared
me to death that we are not getting these numbers on a daily basis.
We are all running around with warm fuzzies that bundled addicts
are
OK and making decisions about the future based on the warm fuzzies.
I think that the Uninstall feature of Coree is significantly
different
(read fewer) so we don't get as many optouts from coree.dll. I like
the broken uninstall better than however we did it with myPTun eup.

We could find out this data is incorrect, but even if its off by a
factor of 2 I am still scared.

30KX total users acquired from morphes
180K uniq IP optouts from myPTun eup for morphes

210 total left after optouts

We are seeing 10x per day checkins from morphes.

Sean C. Gayle wrote:

6/28/05 11:34 AM

DRO29837
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On Feb 2, 2005, at 6:34 PM, Sean Edie-Gothen wrote:


grep Morphose/thankyou.php /var/log/httpd/access_log* | cut -d' ' -f2 | cut -d' ' -f2 | sort | uniq | wc -l

survey says:
123,436 total
107,429 unique

- Sean

On Wed 2005-02-02 at 17:51, Sean E. Gayne wrote:

Sean,

We're trying to do an ad-hoc lookup of all the Morphose ad client opt-outs since day one. Can you run this query on the myrcustoms.com server's access_log files?

cat access_log | grep Morphose/thankyou.php | cut -d' ' -f1 | sort
| uniq

Thanks,

Sean

On Feb 2, 2005, at 5:40 PM, Rodney Hook wrote:

To date we have installed 38033 Morphose Users (24% US) the counts in the http://www.morphose.com/usage/ for Morphose/thankyou.php are the number of opt outs.

December 92522
January 12086
Feb 1956

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2/0839

can somebody check these uniq IP counts.

cat access_log | grep Morphose/thankyou.php | cut -d' ' -f1 | sort
| uniq

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3 of 4

6/23/05 11:34 AM

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