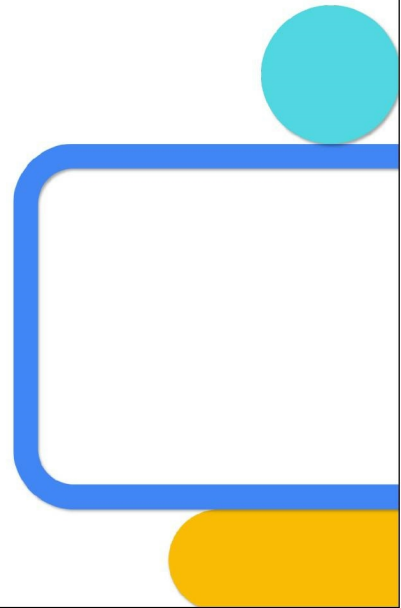


Unlock the power of auction-time bidding in Search Ads 360



Hello and welcome:

Search Ads 360 Smart Bidding has been driving performance for advertisers for years through the intelligent optimization of bids and adjustments using Google's machine-learning technology.

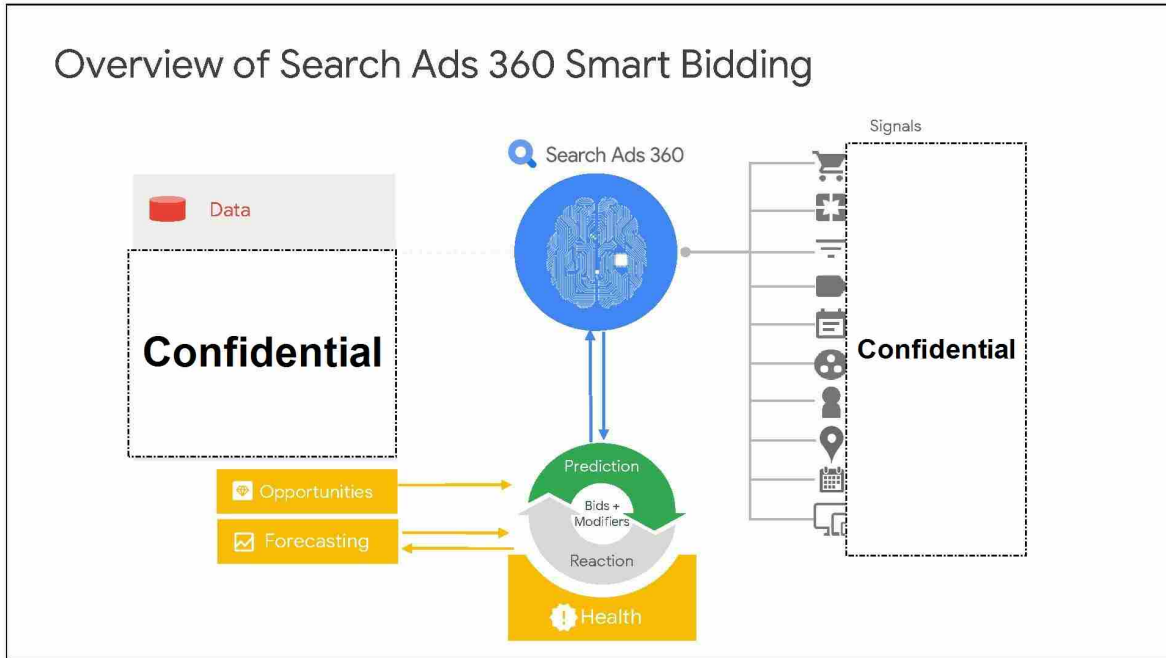
Meanwhile, developments in auction-time bidding have opened the possibility of having a distinct bid set for every single query based on the rich set of unique signals available in Google Ads.

Today we are going to briefly talk to you about how Search Ads 360 is upgrading their Smart Bidding capabilities to utilize the power of auction-time technology for Google Ads to deliver better performance than ever before with a simple tick box!

EXHIBIT
PSX00655

REDACTED AND ABRIDGED FOR PUBLIC FILING

Overview of Search Ads 360 Smart Bidding



Through the use of ML we are able to factor in a huge number of signals and more accurately predict the performance of the entities in your account. However, even with all this power, we are restricted to setting bids using keywords and bid adjustments. This leads to an interesting limitation in how granular our bidding can be.

REDACTED AND ABRIDGED FOR PUBLIC FILING

Adding Auction Time Signals

Unique and rich query level + proprietary signals

A rich set of unique
signals

A distinct bid for
every auction

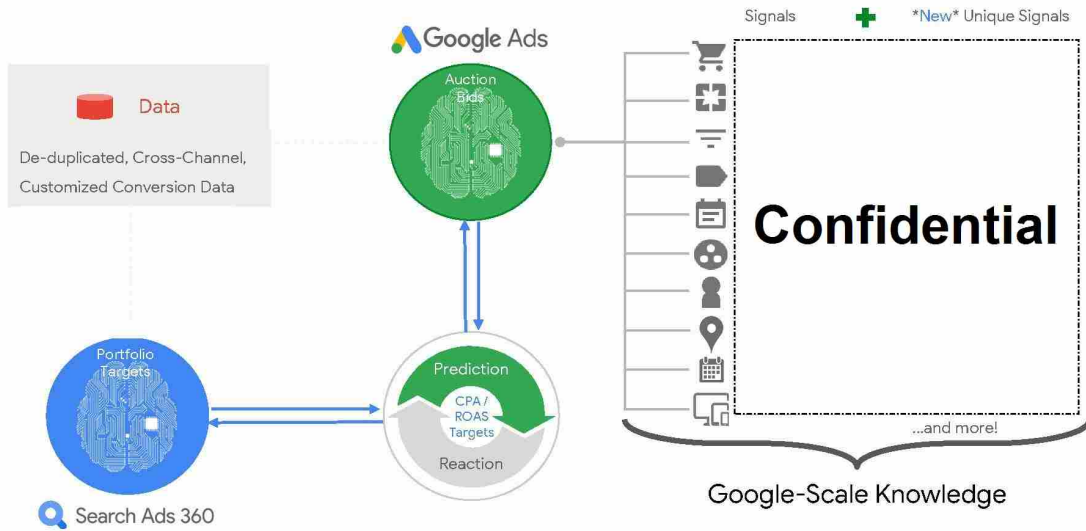
Confidential

Confidential are broad signals that are key to making accurate bidding decisions, but within Google, there are many more signals that can influence the likelihood of an individual user converting. By layering on more information about the **Confidential**

Confidential

REDACTED AND ABRIDGED FOR PUBLIC FILING

Overview of Auction-Time Search Ads 360 Smart Bidding

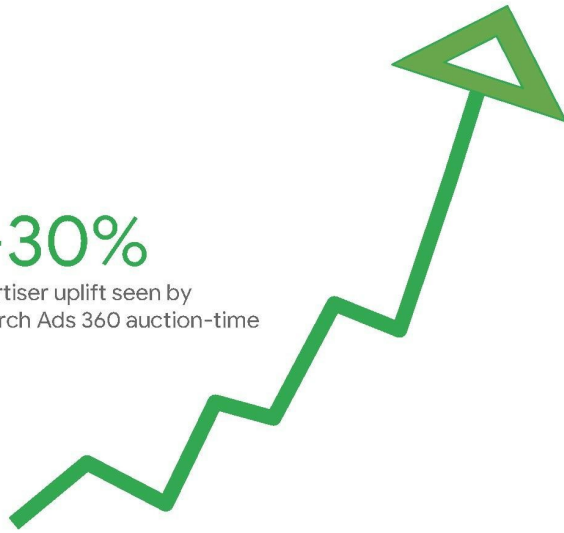


REDACTED AND ABRIDGED FOR PUBLIC FILING



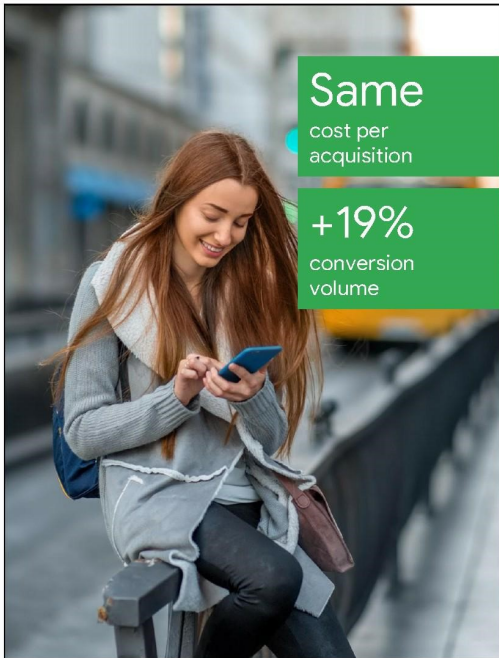
+15-30%

Typical advertiser uplift seen by enabling Search Ads 360 auction-time bidding



*Based on extensive Draft & Experiment testing carried out on our beta testing customers

REDACTED AND ABRIDGED FOR PUBLIC FILING



Same
cost per
acquisition


+19%
conversion
volume

“ With **Search Ads 360 Auction-Time Smart Bidding** we are able to leverage the **full potential** of Google’s bidding technology.

As a result we have been able to **increase conversions by 19%** while maintaining the **same cost per acquisition efficiency**.

We now have auction-time running on all our conversion focused bid strategies!

”

 Jamima White
Head of Marketing, AGL Australia

Marketing Release Forms:

Client: <https://drive.google.com/file/d/1E45ZDsiXtpleQ6FKjci4y8kQ54hbTUy/view?usp=sharing>

Performance Agency: <https://drive.google.com/file/d/1xE1eQGSCgezZse0thzO15q84xzZ9vkMI/view?usp=sharing>

Media Agency: <https://drive.google.com/file/d/1LYylu1XwClwMGL5WQRGE-qTCfGpOckV0/view?usp=sharing>

REDACTED AND ABRIDGED FOR PUBLIC FILING