



SA360 2021 Strategy Summit

Confidential • Proprietary

REDACTED AND ABRIDGED FOR PUBLIC FILING

EXHIBIT
PSX01203

Agenda/Notes

Start	Finish	Topic	Presenter
9:00	9:15	Virtual Breakfast/Kick-off	Amit
9:15	9:45	Business Metrics	Bryan
9:45	10:30	Engine Integrations	Jolyn, Deepak
10:30	10:35	Coffee Break	--
10:35	12:00	Core Workflows	Jolyn, Bryan, Nicole
12:00	1:00	Lunch	--
1:00	1:45	Adv. Reporting/Conversions	Deepak
1:45	2:30	Bid and Budget Optimization	Jason
2:30	3:15	Budget Mgmt/Planning	Tris/Ahmad
3:15	4:00	Assistive UI	Nathan
4:00	4:30	Product Integrations	Nicole
4:30	5:00	Wrap-Up	Amit

Google

Confidential + Proprietary

Understanding SA360 Spend - Total Spend

Agencies represent ^{Confident} & LCS customers represent ^{Confidenta} of all SA360 business
- ^{Confid} of total spend from the big 6 agencies and some portion of direct advertiser spend is likely agency related

2019 Spend by customer type

Confidential
Total (Confident YoY growth)
Big 6 Agencies (Confident)
Indy Agencies (Confiden)
Direct Advertisers (Confident)

Confidential

2019 Spend by service channel

Confidential
LCS
GCS

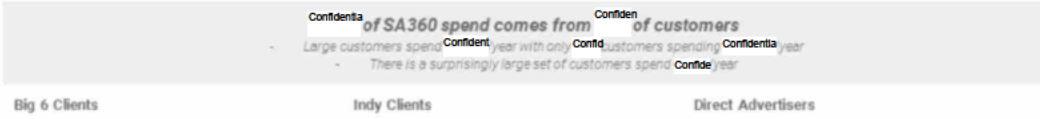
Note: Some advertisers have direct contracts with SA360, but are managed by Agencies. These contracts may be misrepresented as Direct Advertiser spend.

Confidential

Google

Confidential - Proprietary

Understanding SA360 Spend - Biggest Customers (2019)



Confidential

Google

Confidential - Proprietary

Understanding SA360 Spend - Region & Country (2019)

Confidential of spend is from Google Ads with majority of spend concentrated in few countries
Only Confidential of spend is from APAC
- Confidential countries had only Google Ads spend

Confidential

Google

Confidential - Proprietary

Understanding SA360 Spend - Vertical (2020 vs 2019)

Confidential is by far the top vertical, even with the top agency customers being from Confidential
Confidential is consistently second largest in a fairly stable top 5

Confidential

Google

Confidential - Proprietary

Understanding SA360 Spend - Single Engine (GAds only) 2019

Confidential or Confidential of spend was from customers using only Google Ads
- Google Ads only spend is split across most customer types and Confidential parent companies
- Confidential, Confidential (spend was DE only Confidential parent companies)

Confidential

Google

Confidential - Proprietary

Engine integrations overview

Value proposition

EI enables:

- Consolidated place for campaign management & reporting
- Deduplication of conversions & attribution modeling
- Automated bidding strategy that works across all engines

Advertisers spend **Confid** of search budgets on Google Ads; however they spend more than **Confid** of their time/effort managing OE search engines.

Currently 3 ways to track engines:

1. Full API integration
2. Scaled read-only (Engine Track, FB Direct/PMD)
3. Other engines (DSTL)

2020 Progress, Highlights, Lowlights

Confidential

Google

Confidential - Proprietary

Key metrics

	Visits (Jan - Aug 2020)	Visits (Same time 2019)	Spend (Jan - Aug 2020)	Spend (Same time 2019)	Accts created (Jan - Aug 2020)	Accts created (Same time 2019)
GOOGLE						
MICROSOFT						
OTHER						
FACEBOOK						
YAHOO_JAPAN						
BAIDU						
ENGINE_TRACK						
GEMINI						

Confidential

- Google Ads makes up ^{Confiden} of total SA360 spend & visits (^{Confid} v/o/y)
 - Breadth of support may be increasingly important (^{Confide} visits on other engines)
 - More analysis needed to determine cause
- Gemini dropped drastically ^{Confide} spend y/o/y) due to moving Search inventory to MSFT
 - Even with additional Search inventory from Gemini, MSFT dropped ^{Confide} spend (but ^{Confiden} visits)
 - Migrating Gemini to Engine Track
- Baidu dropped ^{Confiden} spend y/o/y
 - Mostly due to COVID (largest Baidu advertiser is ^{Confiden})

To track in the future:

- Level of engagement w/ each engine
- Geo split (inside vs outside)

[Engine Integrations] 2021+ Strategy

Confidential

Google

Confidential - Proprietary

REDACTED AND ABRIDGED FOR PUBLIC FILING

CONFIDENTIAL

GOOG-DOJ-24810005

Autobidding

Value proposition

Optimize campaign performance via fully automated bidding, aligned to business goals.

Q1'22 Success Key Metrics

- ^{Confidential} GAds conversion-bidding on ATB
- ^{Confidentia} media optimized on autobidding
- ^{Confident} optimization via value-bidding
- X% conversion-based bidding

2020 Progress

Highlights

- Drive Autobidding Adoption
 - Myx: ^{Confidential}(depth), ^{Confidential}(breadth)
 - x-engine: ^{Confident ial}
- Ensure compatibility for Amalgam migration
 - Non-campaign membership migration
 - MSFT position > Impression Share

Lowlights

- Several Myx bugs eroding trust
- Myx + offline_conversion issues

Key Themes

- Align bidding with advertiser business goals
- Improved Transparency & Reporting
- Smarter algorithms
- Best-in-industry Support

Google

Confidential - Proprietary

Autobidding 2021+ Strategy

Confidential

Google

Confidential - Proprietary

Confidential

REDACTED AND ABRIDGED FOR PUBLIC FILING