

From: Amit Varia <[REDACTED]@google.com>
To: Fenghui Zhang <[REDACTED]@google.com>
Subject: Re: [LAUNCH] Auction-time bidding in Search Ads 360 ("Myx")
Cc: Deepak Sundararaman <[REDACTED]@google.com>, Krista Gopal <[REDACTED]@google.com>, Blake Reese <[REDACTED]@google.com>, Shirin Eghtesadi <[REDACTED]@google.com>, Jason Krueger <[REDACTED]@google.com>, Buying Platforms Team <[REDACTED]@google.com>, sa360all <[REDACTED]@google.com>, AP-team <[REDACTED]@google.com>, Chunyue Liu <[REDACTED]@google.com>, Ryan Krueger <[REDACTED]@google.com>, Zhen Liu <[REDACTED]@google.com>, Bashar Kachachi <[REDACTED]@google.com>, Anthony Chavez <[REDACTED]@google.com>, Shiv Venkataraman <[REDACTED]@google.com>, Shibani Sanan <[REDACTED]@google.com>, Vivek Rao <[REDACTED]@google.com>, Josh Moser <[REDACTED]@google.com>, "Vinsensius B. Vega S. Naryanto" <[REDACTED]@google.com>, Dimitris Meretakis <[REDACTED]@google.com>, Andy Miller <[REDACTED]@google.com>, Parag Samdadiya <[REDACTED]@google.com>, Sagar Shah <[REDACTED]@google.com>, Ryan Fitzgibbon <[REDACTED]@google.com>, Callan Berry <[REDACTED]@google.com>, Sarat Rallapalli <[REDACTED]@google.com>, Tristram Southey <[REDACTED]@google.com>, Chandan Giri <[REDACTED]@google.com>

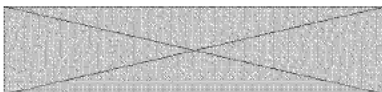
Congratulations Jason and team! It was an incredible effort across a bunch of teams to make this happen! Thanks everyone!

On Tue, Sep 1, 2020 at 2:59 PM Fenghui Zhang <[REDACTED]@google.com> wrote:

This is awesome! Congratulations, team!
Fenghui

On Tue, Sep 1, 2020 at 2:56 PM Deepak Sundararaman <[REDACTED]@google.com> wrote:

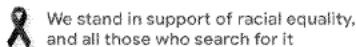
Massive congratulations! Incredible work from all the teams in driving rigour, momentum and success in this area. It's paying rich dividends for our customers & our business.



Deepak Sundararaman
Regional Product Lead

[REDACTED]

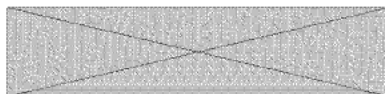
The spirit of Radical Pursuit



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On Tue, 1 Sep 2020 at 22:34, Krista Gopal <[REDACTED]@google.com> wrote:

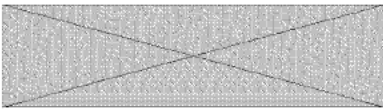
Congrats everyone! This has been such a focused effort, both in building out the product and for teams pushing for maximum adoption. Truly remarkable!



Krista Gopal
Product Strategy Lead | SearchAds 360
Global Go To Market Operations

[REDACTED]

EXHIBIT
PSX00386



On Tue, Sep 1, 2020 at 2:33 PM Blake Reese <[REDACTED]@google.com> wrote:

Great to celebrate the fully-automated ATB momentum with SA3!

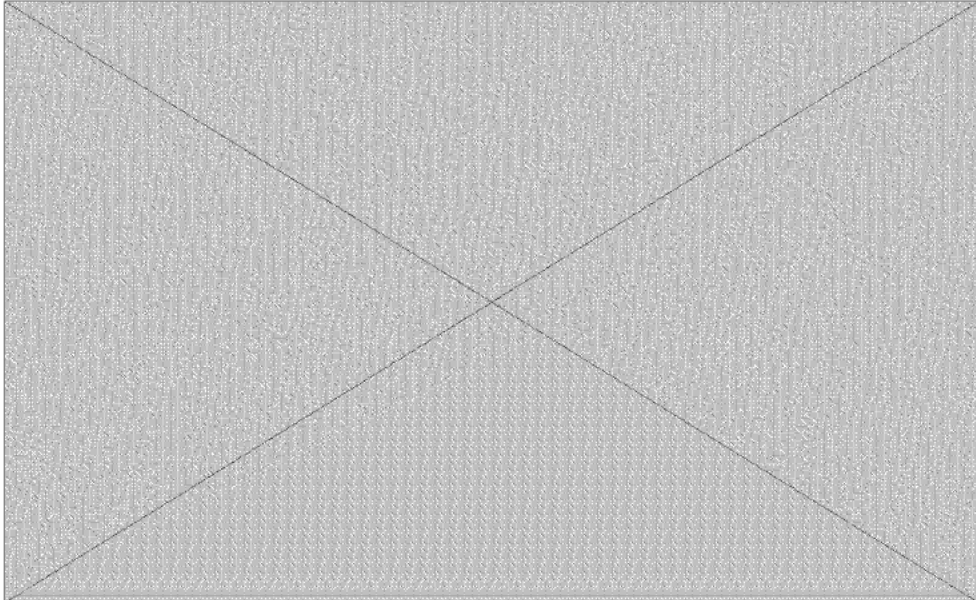
On Tue, Sep 1, 2020 at 5:15 PM Shirin Eghtesadi <[REDACTED]@google.com> wrote:

Thanks to all teams involved -- this has been one gigantic undertaking with great results so far and still way to go!

On Tue, Sep 1, 2020 at 1:29 PM Jason Krueger <[REDACTED]@google.com> wrote:

Hi Team,
I'm thrilled to announce that **Auction-Time Bidding is now fully launched in Search Ads 360!**
Summary

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What's the feature?

SA360 Auction-time bidding enables advertisers to pass Floodlight conversion data into Google Ads to utilize auction-time bidding capabilities while maintaining cross-engine portfolio optimization. This allows advertisers to get the best performance out of both the Search Ads 360 and Google Ads platforms and **simplifies the Autobidding narrative** across products.

Performance Benefit

Advertisers have seen consistently strong performance improvement by enabling auction-time onto their existing SA360 bid strategies.

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[Launch] Myx for Shopping

While all SA360 customers have been able to utilize Auction-time bidding for Search since Q3'19, Shopping support (including Smart Shopping campaigns) has been in open beta until this past week. As of today, **all SA360 customers have access to enable Myx for Shopping campaigns!** [Learn More](#)

Myx for Budget Bid Strategies (BBS)

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Resources

- SA360 ATB Comm Doc: go/sa360-at-commdoc
- SA360 ATB FAQ: go/sa360-at-faqs
- SA360 ATB Best Practices: go/sa360-atb
- SA360 Smart Shopping Campaigns Comm Doc: go/sa360-SSC
- SA360 Shopping ATB Activation Troubleshooting: [Dashboard](#)

THANK YOU to everyone who worked on this project. It was a true cross-functional effort across our global teams. Adoption growth in 2020 has greatly surpassed our expectations. **We couldn't have done it without all of you !)**

Eng: Chunyue Liu, Zhen Liu, David Qiu, Yong Zhou, Guowei Liu, Qinming Fang, Jonathan Cross, Sarat Rallapalli, Renyu Chen, Yang Zhang, Xiaopei Zhang, Yihong Luo, Nikolay Zakharov, Pin Gao, Keith Deng, Anthony Dang, Rohan Mukkamala, Kevin Barlett, Mark Schadler, Mauro Iazzi, Oleg Tsarkov, Preeti Muppalla, Spencer Morningstar, Wenqiang Wang, Wentao Qu, Yipeng Qu, Elli Fragkaki, Bobby Seidensticker, Jon Mozeika, Yi-Tao Wang, Yue You, Zhe Yu, Amitoj Kooner, Ivan Orlov (emeritus), Haibin Lu (emeritus), Yanchen Wu (emeritus), Jaden Stock (emeritus), Camille Wormser, Hakan Berk, Chris Hutton, Peng Li, Pulkit Khurana, Milan Mitrović, Dmitriy Portnov, Diogo Andrade

PM: Jason Krueger, Tris Southey, Sagar Shah, Josh Moser, Jack Waldron, Sugeeti Kochhar, Tai Akabas, Amit Varia

POM: Callan Berry, Julia Stenson (emeritus)

TPE: Coty DiSalle, Jamiee Foster, Sanja Segic, Peter Evans, Hilary Duffy, Martin Barnett

gTech: Will Watts, Ben Howard, Victor Helpap, Stephanie Sanders, Benjamin Oberg, Gordon Redmond, Vignesh S, Joanne Yang, Matthew Ng

GPL: Ryan Fitzgibbon, Ryan Krueger, Shirin Eghtesadi, Lucy Seery, Thibault Oberlin, Kenji Ueki

GTM: Joanne Taylor, Ted Schuster, Deepak Sundararaman, Stijn de Roover, Tracy Kellman

Tech Writers: Sharon Carroll, John Shaw

UX: Kenneth Ishikawa

Marketing: Patrick Hutchison

Legal: Jenny Rosen

Leadership: Jerry Dischler, Anthony Chavez, Shiv Venkataraman, Shibani Sanan, Vivek Rao, Bashar Kachachi, Lin Liao (emeritus), Henry Senger, Blake Reese, Andy Miller, Parag Samdadiya, Fenghui Zhang, Vega Naryanto, Dimitris Meretakis
Jason (on behalf of the entire Myx x-functional team)

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Shirin Eghtesadi | Global Product Lead, Head of Search Ads 360 |

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