From:	Ryan Krueger[REDACTED @google.com]
Sent:	3/6/2020 11:06:31 PM
To:	Tareq Humphrey[REDACTED microsoft.com]
CC:	Shirin Eghtesadi[REDACTED google.com]; Amit Varia[REDACTED google.com]; Jolyn Yao[REDACTED google.com]; Jason Krueger[REDACTED google.com]
Subject:	Search Ads 360 H1'2020 Roadmap for MSFT

Hi Tareq,

Thank you for your patience as we finalized our roadmap. Below are the current Microsoft Advertising features we plan to begin development on in H1'2020. As a friendly reminder, roadmap items are subject to change at any time:

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- Parallel Tracking: Support migration tools and auto-migration
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- Prominence Metrics: Reporting and support in bid optimization
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- Expanded support for DSA: campaign management and bid optimization

For this planning cycle, we have elected to defer running an MSFT Auction-time Autobidding test but remain open to revisiting this feature based on customer demand in future planning cycles. Additionally, for future considerations we would need to see broadened support of features such as, but not limited to, fractional conversions and ROAS based bidding.

As always, reach out if you have any questions.

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Ryan Krueger