

Message

From: Amit Varia [REDACTED@google.com]
Sent: 12/3/2020 10:06:21 PM
To: Jason Krueger [REDACTED@google.com]; Miladin Pavlicic [REDACTED@google.com]; Zhen Liu [REDACTED@google.com]
Subject: Fwd: Bing ATB - Performance
Attachments: image.png

fyi - looks like we're starting to see real world testing of Bing ATB. It'll be something we should keep a close eye on.

----- Forwarded message -----

From: Matthew Hallal <[REDACTED@google.com]>
Date: Thu, Dec 3, 2020 at 12:46 PM
Subject: Re: Bing ATB - Performance
To: Kunal Mehta [REDACTED@google.com], Ben Seipel [REDACTED@google.com], Brittney Gadd [REDACTED@google.com]
Cc: Ryan Krueger <[REDACTED@google.com]>, Allison Schaffer [REDACTED@google.com], Jen Mader [REDACTED@google.com], Jason Krueger [REDACTED@google.com], Amit Varia [REDACTED@google.com], Shirin Eghtesadi [REDACTED@google.com], Brian Nielsen [REDACTED@google.com]

+Ben Seipel (for [REDACTED]), +Brittney Gadd (for [REDACTED])

On Thu, Dec 3, 2020 at 12:35 PM Kunal Mehta [REDACTED@google.com] wrote:
Hi Ryan,

Our response is below:

Immediate Implications:

The immediate implications of this for [REDACTED] is that they will be go one step closer towards **severing their partnership with SA360**. For them, SA360's X-engine bidding is one of the value props they pay for and if we cannot show stronger performance, the investment with SA360 will come under great scrutiny. While we can share the limitations you mentioned, the fact that they are seeing higher conversions through direct engine bidding is going to dilute any other arguments we make.

Similarly, for [REDACTED] Microsoft Ads is a relatively decent share of their spend and without engine parity on bidding, it dents their overall perception of SA360's capability as an Enterprise SEM platform and puts our Shopping Automation efforts at risk too.

Long Term Implication:

My long term concern is that this creates a negative perception about SA360 as an Enterprise SEM platform if we are unable to demonstrate parity with engine features and stronger performance. We also heard from [REDACTED] that they are being asked to test Microsoft ATB and I will not be surprised if other Advertisers follow suit.

Ask of you:

What can we tell [REDACTED] that will keep their faith in our X-engine bidding capabilities? Do we have a clear ETA on Microsoft Ads ATB roll-out?

Thanks,
Kunal

**EXHIBIT
PSX00441**

Kunal Mehta

Head of Search Ads 360 Service & Distribution Solutions

REDACTED

On Thu, Dec 3, 2020 at 2:03 PM Ryan Krueger <REDACTED@google.com> wrote:

Thanks all for the details. As much as it's difficult to say, I'm not terribly surprised microsoft ATB is performing better than intraday (for same reason google ATB does).

It is worth highlighting that there are limitations as far as we are aware with the Microsoft bidding systems including the lack of fractional conversions for DDA and other advanced features I mentioned earlier. We are exploring the possibility to support MSFT ATB within our platform but this is not confirmed.

Please do keep us informed if there are any updates to the customer's situation

On Wed, Dec 2, 2020, 8:44 PM Allison Schaffer <REDACTED@google.com> wrote:

Thanks for sharing- very interesting that this is the same exact situation we are seeing with REDACTED

Ryan, while I completely understand pre/post is not a fair evaluation, the client has limited seasonality, and only had the goal to get similar/consistent performance. At this point, it looks like they are successful in being able to move campaigns over to Bing tCPA with performance actually improving. The Bing tCPA strategy drove REDACTED more conversions at exactly the same CPA while Google saw consistent orders at a higher CPA.

Similar to what Jen shared, REDACTED nonbrand CPA on Bing is REDACTED lower REDACTED vs. Google. The client has called out that Bing has a REDACTED impression share (exactly the same as Google), so why is volume not being pushed into Bing as it seems to be much more efficient? The data we are seeing shows that they can spend more and maintain efficiency. I have noticed that efficient CPCs are the main driver of Bing's strong performance and Bing CVR is actually lower. Given that SA360 leverages CVR in its prediction model, could this be a factor in why this is happening? Do we have any recommendations on how this can be mitigated outside of segmenting Bing campaigns in a separate strategy?

Thanks,
Allison

On Wed, Dec 2, 2020 at 9:01 PM Jen Mader <REDACTED@google.com> wrote:

Sent too soon - it's important to note that as a result of these REDACTED initial campaigns they tested, they moved the remainder of Bing text campaigns from SA360 tCPA to Bing tCPA.

On Wed, Dec 2, 2020 at 8:59 PM Jen Mader <REDACTED@google.com> wrote:

Hi all,

Wanted to provide some context on REDACTED Bing performance as well. On 10/28, REDACTED moved REDACTED Bing text campaigns from SA360 tCPA to Bing tCPA. Below is the week by week performance of those campaigns,

including weeks before the transition. I also attached a note from [REDACTED] detailing that essentially they felt that while SA360 was overly efficient and limiting Bing volume. When they moved to Bing tCPA, they were able to get more volume and eventually, efficiency leveled out (see week of 11/16 below).

REDACTED

Any ideas/recos here to bring back to them? Please let me know what else we should be looking at.
Jen

On Wed, Dec 2, 2020 at 2:44 PM Ryan Krueger <[REDACTED]@google.com> wrote:

Thanks. As you may know, pre/post is not a fair evaluation approach and is subject to much variance, especially in today's dynamic environment

We should make sure customer is aware of our value add feature (the ones I mentioned previously + forgot to mention multi touch attribution (DDA), custom FL variables and cross engine portfolio optimization)

We'll also talk about some of our enterprise feature roadmap next week, stay tuned!

On Wed, Dec 2, 2020, 10:53 AM Allison Schaffer [REDACTED]@google.com> wrote:

Hi all,

The client has given us very limited details as they launched this without consulting us. I am following up to get additional details.

For now, we know this was a pre/post test where the client tested moving over [REDACTED] campaigns from SA360 ATB to Bing tCPA on 11/5. Here is a [link](#) to the campaigns. The client's primary metric is [REDACTED] [REDACTED] where they are seeing a significant improvement.

Ultimately, the client just wants to see that they can get consistent performance using Bing. Their concern is around paying a fee when they can get Google Ads smart bidding directly, leaving [REDACTED] of their spend on Bing needing a bidding solution.

I am not fully aware of Bing's capabilities, but their help center shows no mention of advanced features you had mentioned. I am assuming they are bidding to the same conversion [REDACTED] and likely set a similar CPA that was in line with historical performance.

I will let you all know if I am able to get additional details. Thanks in advance for looking into this as this is a growing concern for more and more SDS clients.

Thanks,
Allison

On Wed, Dec 2, 2020 at 11:27 AM Jason Krueger [REDACTED] <[REDACTED]@google.com> wrote:
[+Amit Varia](#) fyi

On Wed, Dec 2, 2020 at 6:06 AM Ryan Krueger [REDACTED] <[REDACTED]@google.com> wrote:
[+Jason Krueger](#) FYI

Thanks, Kunal. Can we get more specifics on the design and implementation of the test?

- Is this using D&E? Pre-post? geo?
- What was the target CPA for the test?
- Links to control and experiment arm campaigns
- What conversion data is Bing Ads optimization to vs SA360?
- How long has this test run for?
- Does MSFT bidding have advanced features such as data exclusion events, seasonality adjustments, ad group targets?

Would be great to get full testing details for both the customers, thx

On Wed, Dec 2, 2020 at 7:00 AM Kunal Mehta [REDACTED] <[REDACTED]@google.com> wrote:
[+Allison Schaffer](#) [REDACTED] and [+Jen Mader](#) [REDACTED]

Thanks for getting this thread started Matt.

[REDACTED] has been leveraging Microsoft Ads CPA strategy for an apples to apples comparison and is seeing better performance as below:

	SA360 vs Bing UI Bidding
Bing UI	[REDACTED]
SA360	[REDACTED]
Variance	[REDACTED]
% Variance	[REDACTED]

Allison can provide more context but this is a high priority for us as [REDACTED] is citing this + recent bugs as justification that SA360 value prop for their business is not strong.

Jen can provide additional context re: [REDACTED]

We would love your help as having a robust X-engine capability will continue to be key to SA360's value prop and partnership with these accounts.

-Kunal



Kunal Mehta
Head of Search Ads 360 Service & Distribution Solutions

REDACTED

On Tue, Dec 1, 2020 at 11:12 PM Matthew Hallal REDACTED@google.com> wrote:
Hi Shirin, Ryan-

Curious if you've heard news from regions / customers on recent performance strength for Bing ATB.

Kunal reported to me that **REDACTED** are both seeing strong results using Bing ATB bid opt, so figured I'd ask.

Thanks very much. Matt

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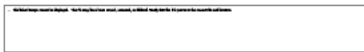
Matthew Hallal | Head of Search Ads 360 - West | Google, Inc.

REDACTED



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Ryan Krueger



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Allison Schaffer

REDACTED

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Jen Mader
Account Representative

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Jen Mader
Account Representative

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Allison Schaffer

REDACTED

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Matthew Hallal | Head of Search Ads 360 - West | Google, Inc. |

REDACTED