

Amalgam 1P: Byx

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Version

Date	Editor	Comments
2/2/21	jasonkrueger	First draft

Background

- SA360 portfolio bid strategies support membership from campaigns in multiple engines (Google Ads, MSFT Ads, Baidu, etc).
 - **Confidential**
- SA360 supports auction-time bidding (ATB) for Google Ads ("Myx").
- When ATB is enabled in SA360 portfolio settings for the first time, SA360 advertiser/agency manager required to consent to data sharing agreement
 - **Confidential**
- SA360 supports Intraday bidding (non-ATB) for all engines
- Microsoft Ads-owned bidding strategies also leverage auction-time bidding capabilities
- MSFT Ads currently supports:
 - Last click only (i.e. no attribution modeling -- [source](#))
 - Full conversion credit only (i.e. no fractional conversions)
 - Account-level conversion tracking (i.e. no campaign-level "include in conversion" setting)

Press Release

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REDACTED AND ABRIDGED FOR PUBLIC FILING

**EXHIBIT
PSX00446**

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Requirements Summary

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Feature Comparison

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Feature Requests to MSFT Ads

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Commented [4]: [REDACTED]@google.com can you share the doc links that capturing Bing bid strategy and Bin[...]

Commented [5]: Sure, I was referring to my own costing notes for El Starfire (<http://go/starfire-el-costir> [...])

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Commented [10]: oh perfect thanks for checking!

Confidential

Confidential

Commented [13]: [REDACTED]@google.com [REDACTED]@google.com do you happen to have a quer[...]

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Commented [15]: we should double check this. I looked today and couldnt find anything, but it's worth [...]

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