

Message

From: Ryan Krueger [REDACTED@google.com]
Sent: 2/18/2021 8:53:57 PM
To: Jason Krueger [REDACTED@google.com]
CC: Amit Varia [REDACTED@google.com]; Ryan Fitzgibbon [REDACTED@google.com]
Subject: Re: Call Follow Ups

To clarify the ask here. @Jason Krueger @Amit Varia please let me know how you'd like to proceed:

Few options I can think of:

- Turn the question around and inquire about what MSFT capabilities they support / plan to support in the near future
- Provide MSFT a list of items for things we'd look at when evaluating MSFT ATB (e.g ad group targets, seasonality adjustments, fractional conv, etc)
- Reject their request for the checklist

In all these scenarios, we can highlight that this is not a feature that has been funded/prioritized so any exploration in this space is not a commitment to building such features.

Open to other ideas here as well and we can run by Jenny once we have a decision

On Thu, Feb 18, 2021 at 12:40 PM Jason Krueger [REDACTED@google.com] wrote:
+Amit Varia fyi

On Thu, Feb 18, 2021 at 11:27 AM Ryan Krueger [REDACTED@google.com] wrote:
FYI - MSFT asked us for a list of "assessment criteria" for how we would determine if MSFT ATB is to be built in SA360.

For example, they want a checklist of what would be the "requirements" on their end

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

From: Adam Morris [REDACTED@microsoft.com]
Date: Thu, Feb 18, 2021 at 12:25 PM
Subject: Call Follow Ups
To: Ryan Krueger [REDACTED@google.com]

Hey Ryan

Just wanted to say thanks for the call Tuesday, great to chat.

In regards to the Auto Bidding checklist, do let me know when you can send this through. I know the PM's and engineers are interested in working to get Auto Bidding supported so the checklist will be great to see. Finally I'll be sure to share anything I hear re client requests around specific features.

Have a great weekend.

EXHIBIT
PSX00448

Thanks

Adam

Adam Morris

Global Partner Account Executive,
Microsoft Search Advertising

Cell: **REDACTED**

REDACTED

■ Microsoft

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Ryan Krueger

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Ryan Krueger