

SA360 Strategy for 2020+

<u>Abstract</u> <u>SEM Tool Landscape</u> <u>Kenshoo/Marin/Adobe</u> <u>Google Ads</u>	author: amitvaria
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Abstract

Search Ads 360 is Google's Cross-Engine SEM Tool designed for Enterprise and is actively going through a product/engineering transformation with Amalgam (SA360 on AP infra). Launching and landing Amalgam will deliver several benefits for our users: (1) a true superset of Google Ads campaign management; (2) a more common UI making it easier to onboard/train new users; and (3) a refreshed product built on current Ads infrastructure.

SA360 has served to disintermediate 3P SEM Tools, which at the beginning of the previous decade were on track to become the primary interface by which customers would buy Google Search Ads. Over the last decade SA360 has grown from [REDACTED] of the SEM Tool space to [REDACTED]

As we look at the next 3-5 years, this document outlines the strategy for what SA360 as a product/business needs to focus on.

SEM Tool Landscape

SA360 represents [REDACTED] of the 3P SEM Tools (SA3, Kenshoo, Marin, and Adobe), as well as [REDACTED] of LCS. This growth has come through investing in: (1) key engines (i.e. Google Ads, MSFT, Y!Japan, and Baidu), (2) cross-engine optimization to sophisticated goals, and (3) advanced workflow tools to manage campaigns.

Kenshoo/Marin/Adobe

While the risk of disintermediation is currently addressed, we continue to see innovation in this category from other companies which represent a threat to SA3 customer retention and new acquisitions, mainly from Kenshoo ([REDACTED] of 3P SEM Tools).

The key areas of investments we see are:

- Supporting more engines - especially Fb and AMZN. (note: SA360 does not currently have

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access to API tokens to build a native integration with these engines)

- Sophisticated goals - by connecting with CRM systems and other conversion sources, they allow users to weight and adjust conversions based on a variety of factors (e.g. LTV, business priorities)
- Insights and Recommendations - beyond just defining goals, Kenshoo has purchased Signal Analytics to provide additional insights and recommendations about products that they can gather from 100s of data sources.
- Advanced workflows for teams - agencies typically rely on SEM tools to get their job done, so tools are providing new features to help teams collaborate (e.g. comments, notes, approval flows) and get their job done quickly and efficiently.

Google Ads

Additionally, over the last several years, Google Ads has grown in sophistication through many improvements including: auction time bidding, goal sophistication, cross-account optimization/workflows, and recommendations/insights. For SA3 customers with limited non-Google Ads spend, this has raised questions about the benefit of paying for SA360, as opposed to managing directly in the respective engine UIs.

Given SA360 resources have primarily been focused on delivering Amalgam over the last several years, we haven't kicked off any new, innovative efforts and we face a situation where the delta between Google Ads and SA360 has narrowed.

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