

# SA360 2020H2

Product Prioritization Sales & Gtech

 Last updated 5/8/2020



**EXHIBIT**  
**PSX00457**

# Outline

Proprietary + Confidential

1. Top 20 Sales/Services Feature Requests
2. Discussion items
3. AMER Customer Survey
4. Remaining 21-40 asks
5. Additional Resources

[Recording](#)

[Notes](#)

Google

# Top 20 Sales/Services Feature Requests

# Info and context

Proprietary + Confidential

Prioritization is determined with input from

- AMER, EMEA, APAC, GCAS, GCS sales (through GTM)
- gTech (through POM)
- GPL

Raised in [AMER customer survey](#)

Rank

Feature request -- [Buganizer link](#)



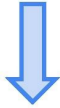
More info on the feature request



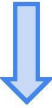
Teams who voted on the feature



Large clients/regions affected (not exhaustive)



Additional context on FRs also in the notes of each slide



Google

1	Google Analytics DDA + ATB --b/37533647	Proprietary + Confidential
+	Google Analytics DDA in SA360 (Reporting & Bidding) including Myx	All
		Geico, JPM, Quicken, JP ~ 80% GA, UKI big retail, ATB blocker
2	Cross-engine Recommendations	
+	(1) getting access to GAds recos (2) x-engines recos (3) scoring	All
		Both internal + external big ask
3	Click-based mobile app conversion measurement --b/148491710	
+	For both 3AAP and Firebase solution. Currently no good x-engine solution available	AMER, EMEA, APAC, GCS, gtech
		Wish, Nordstrom, Doordash, SEA app clients
4	Inventory-aware bidding --b/148367707	
+	Enterprise clients want to incorporate their own business logic to bidding even at ROI loss.	AMER, EMEA, APAC, GCS, gtech
		Airbnb, VRBO, Thumbtack, Home Advisor

Recommendations

\*\* GCS comment: In Q3+, GCS GAds reps will be compensated on adoption of OS applies. Right now, we exclude all SA3 accounts from their incentives since (1) most clients work in the SA3 interface and it's not a good experience to ask them to go into GAds to apply recommendations and (2) our specialists don't have insight into GAds OS recs which leads to disjointed communication

\*\* APAC: more internal ask (asking for the same as Google Ads, mostly) Japan and China most interested to get some media-agnostic recommendations to strengthen platform agnostic image

\*\* EMEA: identify opportunities across engines (e.g. recos based on maturity index areas). Scoring is secondary to recommendations.











\*\* AMER:

REDACTED

Inventory-aware bidding:

REDACTED

REDACTED



5	Non-retail feeds self servicing --b/118875551	Proprietary + Confidential
+	(1) Integrate new feeds themselves (2) Make modifications themselves (3) Accept other GMC feeds and Hotel/Travel feeds	 AMER, EMEA, APAC, GCS, gtech
 Uber Eats, Singapore Airlines, Klook, Marriott, Alibaba		
6	Incrementality testing tools	
+	(1) easy setup D&E ( <a href="#">GAds</a> , <a href="#">Bing</a> ) (2) easy geo split for x-engine testing ( <a href="#">Kenshoo offering</a> )	 AMER, EMEA, APAC, GCS
 Both internal + external big ask		
7	Store visits for Floodlight	
+	Store visits across engines and on Floodlight to allow full support	 AMER, EMEA, APAC, GCS, GCAS
 AUNZ, US Retail, US Auto, US New Biz		
8	Auction-time bidding for other engines --b/146308192	
+	(1) For MSFT advertising (2) For Yahoo! Japan	 AMER, EMEA, APAC, GCS
 JP (Rakuten), positioning as agnostic platform		

# REDACTED



Auction time bidding for other engines

- APAC: number 1 ask from Japan (e.g. Rakuten seeing better results w/ engine bidders) --potential reason for offboarding Yahoo Japan accounts
- EMEA: positioning the platform, value prop of SA360



9 Profit bidding --b/31942548 Proprietary + Confidential

+ Making it easier to bring in customer data w/ strong narrative. Rev-COGS is primary use case. Rev-COGS-COAS is not the  AMER, EMEA, APAC, GCS, GCAS  Kenshoo is pushing hard on this (APAC)



10 Create DDA models at agency level --b/146186638

+ Create DDA models at agency level instead of advertiser level to allow insight across advertisers  AMER, EMEA, GCAS  Gap, Sephora, Cabela's

11 Multiple SA360 Agencies as data source in Data Studio --b/132049291

+ Clients want to be able to easily report across different advertisers  AMER, GCAS  Mightyhive, AdServe, 360i, Acceleration, Jellyfish, Carat

12 Business Data in API/BigQuery/Data Studio --b/148367598

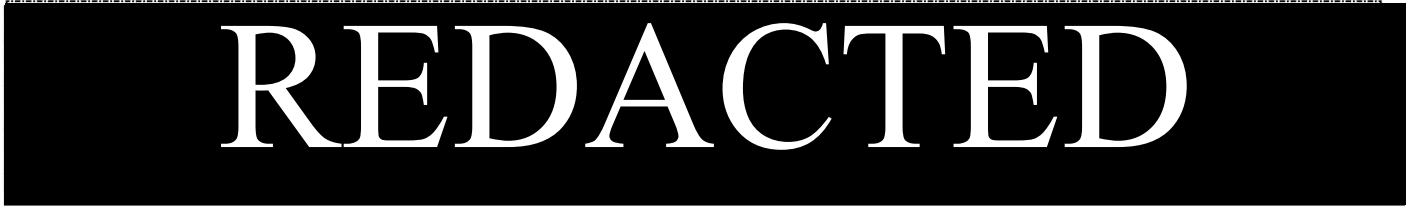
+ Make Business Data available in API/BQ/Data Studio.  EMEA, GCAS, gtech  Adoption blocker due to incomplete offering

Profit bidding  
Kenshoo has a strong narrative for this.










DDA at agency level



Business Data





13	Sticky URLs in New SA360	Proprietary + Confidential
+	Ensuring New SA360 URLs can be shared across users and copy over report configuration	 All  Crucial for gtech, loved SA360 feature over GAds
14	Adaptive daily budgets --b/153719962	
+	Intelligently adapt campaign budgets to ensure campaign budgets are unconstrained for ROI based goals	 AMER, EMEA, GCS  Internal ask for growth ready BFM and good differentiator
15	Download, export, email budget plans --b/143533933	
+	Budget Mgt: Ability to download, export, email (Plans and scenario planning)	 AMER, GCS, GCAS  Particularly relevant for agencies. Allows sharing w/ GAds counterparts.
16	Bing RSA support --b/127477431	
+	Support <a href="#">RSA</a> creation and mgmt for Bing	 All  Homeaway, Hotels.com, JPM, Citi, PayPal, FCA, Lexus, QL, +10 more

Sticky URLs in New SA360

Comes up very often as a loved SA360 feature and as missing during New SA360 feedback sessions.

REDACTED

17

**Automatically create budget groups per bid portfolio**

Proprietary + Confidential



Budget Management: Option to create a budget group for every bidding portfolio and keep them in sync over time (#23 bulk edit BG as fallback)



AMER, GCAS



Critical for discovery and adoption of BM

18

**Budget Management for Facebook**



FB priorities: campaign mgmt > budget > bidding



AMER, EMEA, APAC, GCS, GCAS



China, SEA, Global new Biz

19

**Click-to-visit based Floodlight tracking for GDA**



(1) click-to-visit Floodlight tracking for GDA (2) non-click billable events Floodlight tracking



AMER



20

**Floodlight support for Travel/Hotel Ads --[b/139211206](#)**



(1) Floodlight measurement (2) Full property-level reporting (incl. HotelID) (3) Bidding (4) Bulk edits



AMER



Expedia, Hilton, Marriott, Hyatt, Wyndham, Caesar's

je

For discussion

# For discussion

Proprietary + Confidential

1. **2020 focus is on New SA360 (feedback), but...**
  - How are you thinking about general market feedback and how can GPL help funnel market feedback?
2. **First-term focus is on building parity, but...**
  - Are there parity items that we can deprioritize to build net new carrots?
  - How do we ensure/plan net new feature launches in 2021?
    - GPL started collecting ideas [here](#)

Google

# AMER Customer Survey



# AMER Customer Survey

Proprietary + Confidential

## Survey questions:

- Which feature could SA360 build or improve upon that would have the biggest impact on your business?
- [Optional] Which feature could SA360 build or improve upon that would be your SECOND PRIORITY?
- [Optional] Please share any other feedback you have that would improve your experience with the SA360 product.

## Responses:

- 77 (as of 4/2/20)
- 80%+ from agencies

Google

# AMER Customer Survey Key themes

Proprietary + Confidential

## Budget & Bidding

- Easier setup and edit
- Faster reaction to changes
- More levers of control
- Better understanding of changes and bids
- Additional signals to provide

## Experiments

- Testing cross-engine
- Easy setup
- FL measurement key
- Landing page testing

## Engine Requests

- More Bing parity (RSA, audiences, other formats)
- GAds betas and all formats

## Social/Amazon

- Easier setup, less technical and more direct
- Cross-platform remarketing (on e.g. FB views)

## Recommendations

- Similar to GAds recos
- Insights in account optimization

## Reporting

- Click-aligned metrics available everywhere
- Cross-device available everywhere
- Conversion modeling visibility

## Offline Editor

- Upload and review before pushing live
- *Usability is night and day in terms of campaign upload (GAds editor)*

## SA360 Support

- Too slow (esp. important for bidding)
- Trainings are support helpful and important for clients.

Google

Remaining 21-40 requests



	Feature request	Bug ID
21	Bifrost for Budget Management	
22	Create Budget Groups in bulk via Bulk Sheets	<a href="#">145246518</a>
23	Inventory management - Dynamic Location targeting from the feed	<a href="#">113313257</a>
24	Shopping ATB bidding: support for dynamic values/weighting	
25	Bing shopping support for IT, ES, CH, AT, BE	<a href="#">143331681</a>
26	MSFT: Expanded Audience support incl. management (Similar Audience, Customer Match, LinkedIn)	<a href="#">145226296</a>
27	Faster updating/scheduled IM updates	
28	IS bidding constraint on ROI bid strategies	
29	Importing GA360 Store Visits to SA360	<a href="#">146212250</a>
30	Create shopping campaigns in Inventory Management	

Bifrost: AMER:

REDACTED

REDACTED

Faster IM updates:

REDACTED

	Feature request	Bug ID
31	Improve Amazon integration	
32	Create a Search Ads 360 API 1)SA360 only settings, 2)Engine entities	
33	IS Bidding improvements: higher frequency, ad group overrides	
34	Baidu Shopping Support	<a href="#">138708071</a>
35	Show previews of all possible RSAs to allow full review (legal) RSA Previews	
36	Updating business data with feeds automatically	
37	Click-to-visit based Floodlight tracking for YouTube	
38	Replicate Google Ads MCC structure in SA360 (have sufficient "levels" in the hierarchy)	
39	Support keyword level prominence metrics for all engines across UI, API, and Data Studio	<a href="#">141394350</a>
40	Invoicing - More details on invoices (e.g.engine IDs, adjustments)	

Amazon integration GCAS: ask from GroupM. Kenshoo better offering. Needs deep dive on priority of components of integration.

Search Ads 360 API

# REDACTED

Feedback from UKI market:

REDACTED

Support keyword level prominence metrics for all engines across UI, API, and Data Studio  
Feedback from UKI market:

REDACTED

Invoicing - Engine level breakout: AMER:

REDACTED

REDACTED

# Additional Resources

## Additional Resources

Proprietary + Confidential

- [Global sales/services consolidated full list](#)
- [MSFT Advertising deep dive](#)
- [AMER Customer Survey](#)
- [2021+ Feature ideas](#)

Google