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**EXHIBIT
PSX00460**

NEW BUSINESS PITCH



 Google Marketing Platform



Search Ads 360

[INSERT PROSPECT NAME]

Name/Date

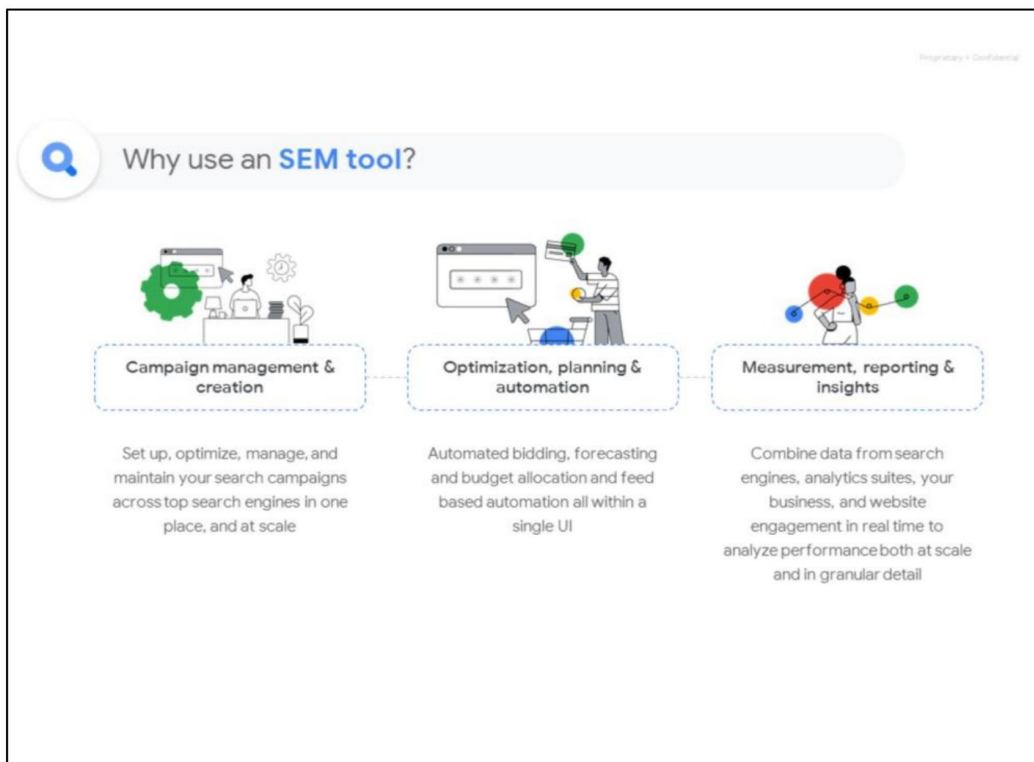


Why use an **SEM Tool?**

Search Ads 360



Google



This inherent evolution in digital interactions has given rise to complex consumer journeys with multiple intent-rich moments across multiple touchpoints across networks, platforms and devices.

As marketers, it's necessary that we understand these fragmented journeys and how to engage with users throughout all these moments of intent. But to do so manually would be extremely challenging and time consuming. Even the search engine advertising platforms themselves are constantly changing, with new formats, new settings and new opportunities.

With an SEM tool like Search Ads 360, you can centralize your marketing efforts to empower you to keep ahead of your competition by utilizing the latest technology and powerful, yet customizable, tools that scale your workload to achieve your objectives in a fraction of the time.


With SA360, you can create and manage your search engine advertising accounts in one place at the same time.

Additional tools allow you to plan, forecast, activate and automate across all of your search engine marketing to achieve the optimal results for your business objectives.

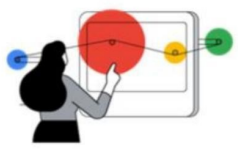
Plus all of this allows you to measure your performance in real-time, in a deduplicated and centralized place, and surface the insights needed to

inform your wider business marketing decisions.


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The Search Ads 360 value



A familiar experience
for search marketing
practitioners



Deep cross-engine,
customizable &
powerful features

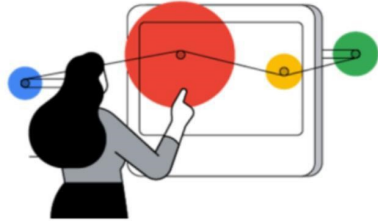


Designed for
enterprise needs &
integrations

SA360 has long used customer needs as the primary driving force for product development. Solving scalable workflow challenges, while driving performance through automation and data integration, forms the bedrock of our product goals.

We do not plan to change this fundamental goal, with solving for enterprise (and agency) customer needs continuing to be our core mission. We understand that every business is unique, and so we will continue to invest in and develop existing & new features that provide the level of granularity and flexibility to get the job done across multiple search engines and channels.

One way in which we aim to achieve this is through deeper integrations across the various engines and channels that we support, including wider Floodlight tracking capabilities and faster support for new features across all engines so there's less need to switch back and forth across multiple UIs. We are also doing all this inside a UI experience that utilizes a similar experience to what users have today inside Google Ads and Microsoft Advertising. As the experiences between Google Ads / Microsoft Advertising and SA360 diverged over the last few years, we have had the strong feedback from users that they would prefer a common experience that would mean users would not need to learn 2 interfaces, allowing for a faster and more seamless onboarding to new team members.

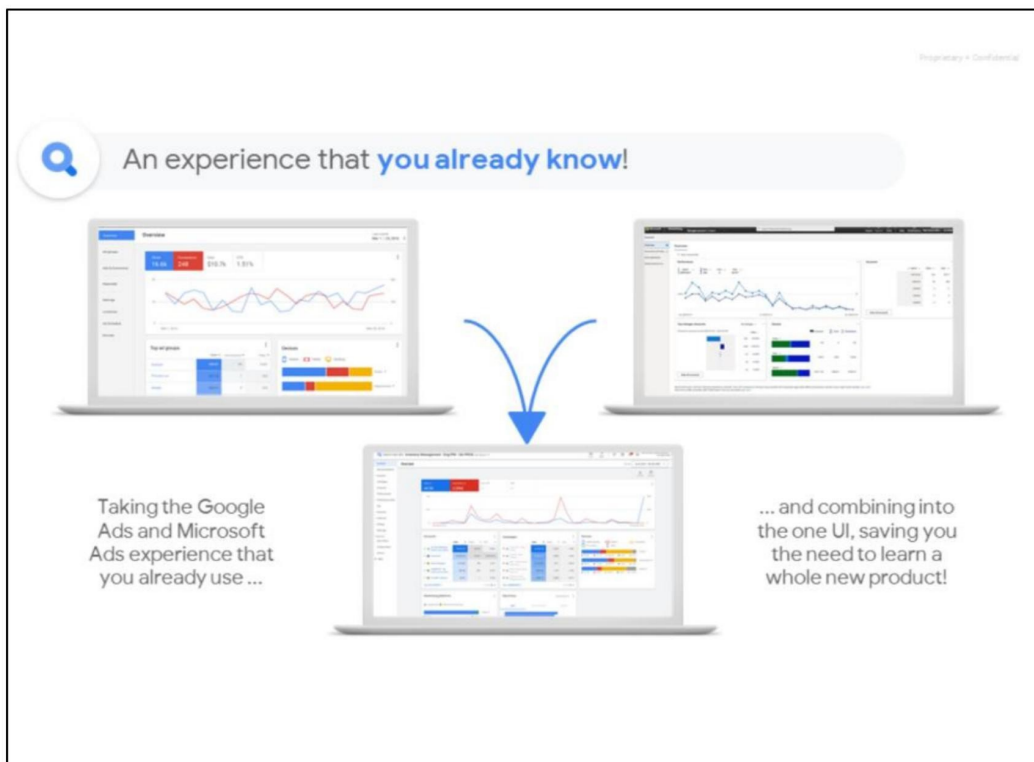


A familiar
experience

Search Ads 360



Google



Search Practitioners are well versed in the world of Google Ads and Microsoft Advertising.

These advertising platforms share a similar design which helps users by reducing the number of interfaces that they need to learn.

For Search Ads 360, we used customer feedback to try and bring as much of the engine experience into the platform as possible, and to ensure that the experience would be familiar to anyone with experience on the search engines.

As you can see here, the 'SA360 Experience' has a similar look and feel as both the Google Ads and Microsoft Advertising interfaces, except that it has all the additional engines that we support today, plus the SA360 features that our users love.

This experience also acts as a strong foundation for us to develop the platform capabilities over the weeks, months, and years to come!

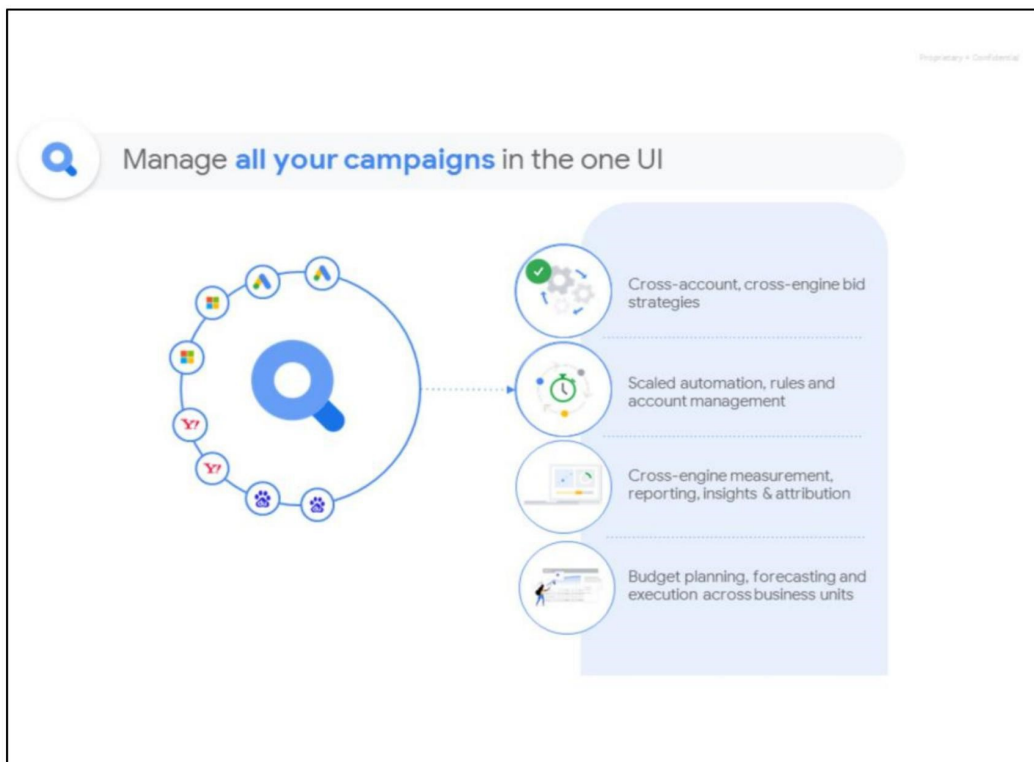


Cross-engine functionality

Search Ads 360



Google



One of our main pillars for SA360 is to facilitate and integrate the way we manage campaigns today. The product is built to integrate search platforms like Google Ads, Microsoft Advertising (fka Bing Ads), Yahoo Japan, Baidu etc and manage them all with a few clicks.

We know that clients may have different engine accounts for each business unit or brand, and it takes time to manage all of them.

With SA360, we can manage them all in a single interface with plenty of features that can help you to:

Automate campaign, keyword, reporting creation in bulk.





Manage bid strategies to maximize the overall performance across engines

Report performance that is attributed centrally with a deduped source of truth

Plan and forecast budgets and performance to make actionable decisions across business units

Deep engine integrations

By prioritizing features based on our customers' demand, Search Ads 360 allows you to **do more of your day-to-day tasks in the one UI** by supporting as many engine features as possible

- Campaign Types
- Audience Targeting
- Budgets
- Search Terms
- Ad Formats
- Near Real-Time Sync
- Device Management
- Constant New Features

As well as providing the best overall experience to manage search activity, we aim to ensure that we build deep integrations across the various search engines that we support today.

With more campaign types, ad formats and manageable settings within the Search Ads 360 UI, we are confident that we are building a platform that users will enjoy spending more of their day-to-day and eliminate the need for users to move constantly between our UI and the core search engines.

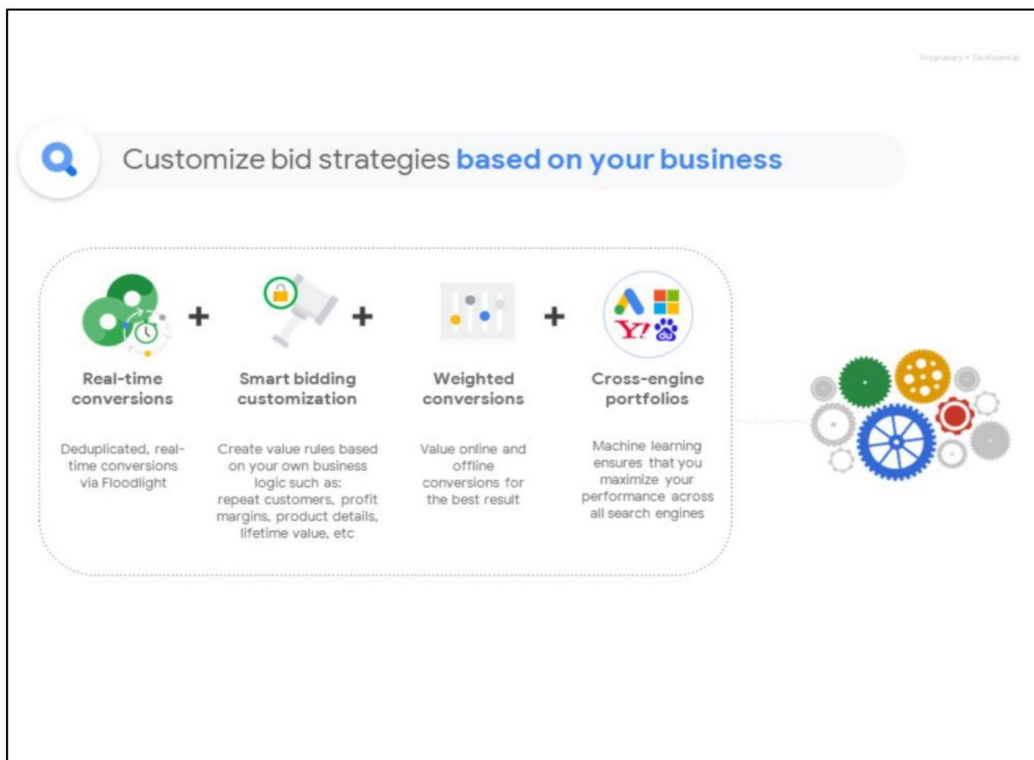


Customizable and
powerful features

Search Ads 360



Google



Automated bidding has long been a core feature in the backbone of the Search Ads 360 product.

Along with providing support for integrations customers have requested such as Google Ads auction-time bidding, SA360 aims to bring more value to you in the form of additional insights and controls that will give you long-term success.

By reporting conversions in real-time, goals can be adapted to quickly respond to changes in performance.

Control is also important for enterprise customers. This is why we provide the flexibility to make customized settings down to a campaign level.

For example, seasonality adjustments allowed you to inform our bidding system when you expect sudden changes in performance to occur - e.g. during a business-specific sale period.

However, not every campaign in a strategy is expected to see the same change in performance - especially when only specific items or business units are having the sale.

With campaign level overrides and seasonality adjustments, you have the flexibility to provide the bidding systems with a granular sense of performance changes that you expect to see.

By being an open platform to upload your data, we are able to surface better ways to inform bidding decisions with additional signals that influence your performance.

For example, your customer lifetime value calculations, your profit margins, your inventory availability....plus wider world signals such as weather and economic performance.

All of this happens while maximizing performance across all of the search engines that you run activity. SA360 aims to maximize performance, wherever the source of traffic comes from.

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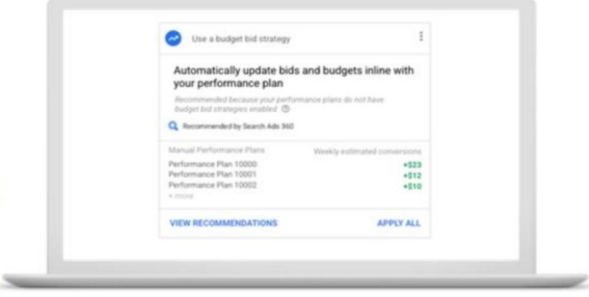
Recommendations platform

Easily adopt **optimization recommendations**, from multiple sources, to **drive performance**

- Review **publisher recommendations** that align to your data and workflows*

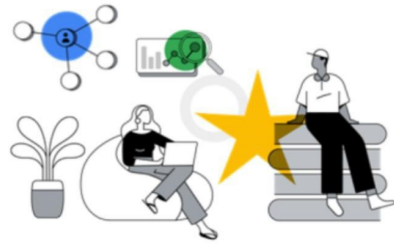
Coming Soon:

- Better utilize Search Ads 360 via **enterprise recommendations** generated from performance history, settings and trends to generate suggestions for **portfolio optimization, cross-engine management, and workflows**



*Google Ads currently in Beta

Another example of our powerful features is the support for engine-specific and cross-engine recommendations. By providing actionable recommendations, Search Ads 360 aims to empower you to maximize the opportunities to improve performance of your Search activity, regardless of the source of the traffic to your site. These recommendations are unique to your account performance and centralize your efforts to optimize your account settings and structures into one place.

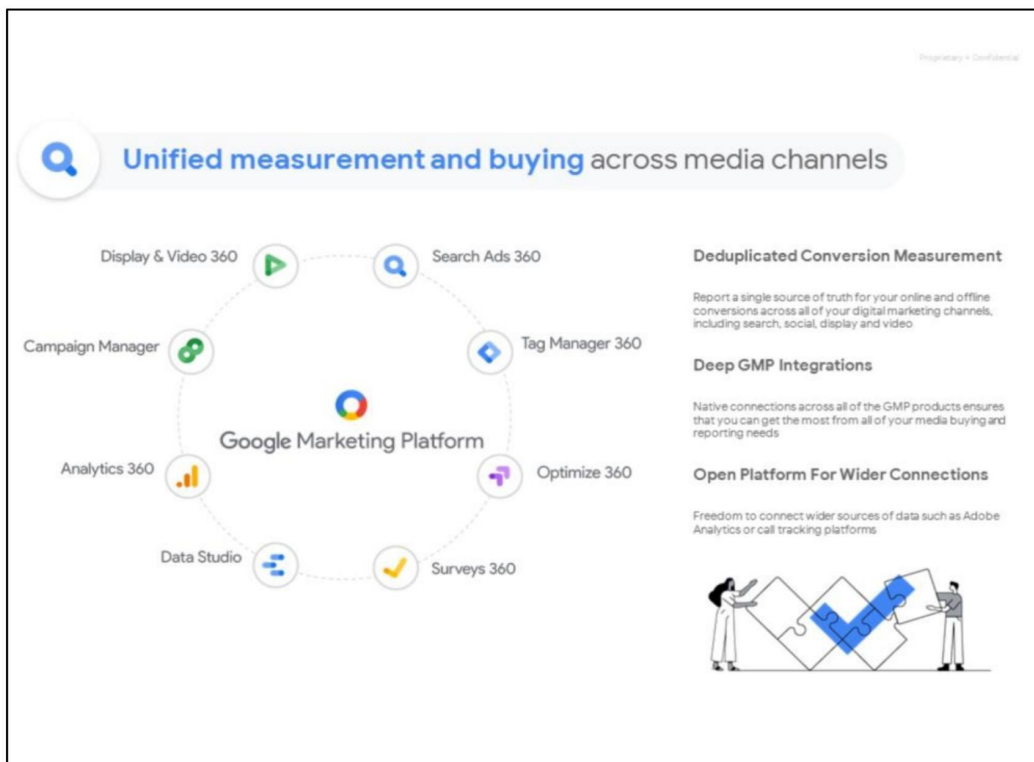


Enterprise value and integrations

Search Ads 360



Google



Search Ads 360 is just part of the unified measurement and media buying tools that collectively form the “Google Marketing Platform”. Each of the products listed here natively work together to provide the needs of the enterprise advertiser. Everything is covered from buying across search, display and video, through to measurement and tagging tools, business intelligence reporting and website optimization.

The deduplicated measurement capabilities of Floodlight tags ensures that you action upon a single source of truth across all your digital marketing channels and avoid the pitfalls that come with siloed measurement and counting the same user conversions multiple times.

While the Google Marketing Platform is a powerful set of integrated tools, it is also an open platform that helps you bring in your own data sources to compliment and power you marketing reporting and buying. This could be in the form of your own internal data sets within the Cloud, offline conversion data points to upload against online touchpoints, or third-party solutions like Adobe Analytics or call tracking providers.

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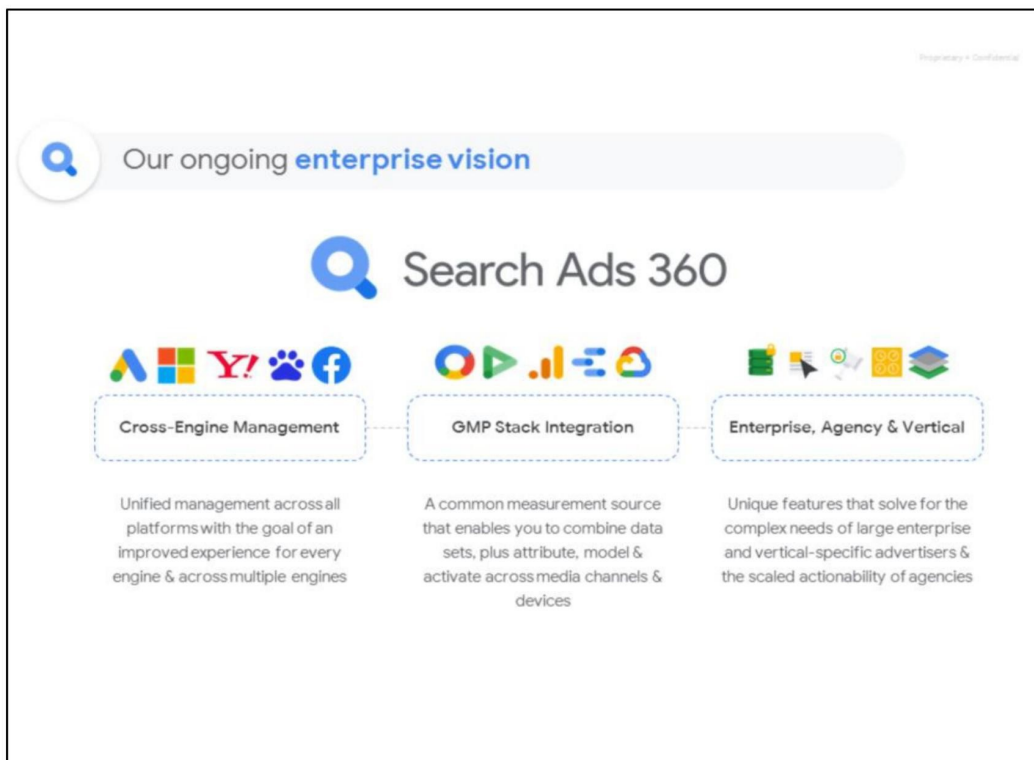
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SA360 is designed to provide the best experience for enterprise Search advertisers that need superior tooling to get the best performance from their activity while scaling their accounts with the least work possible.

SA360 does this in 3 ways:

Cross Engine Management: Treat all of your accounts as if they were simply ONE account. Create and edit at scale for as many engine features as possible.

Our vision is to continue to invest heavily in improving the experience within individual search engines AND allow you to operate across multiple engines with ease.

GMP Stack integrations: Work to a common view across the full GMP stack, including CM, DV, Google Analytics, Data Studio and Cloud services like Big Query.

Our vision is to build deeper integrations across all these products to improve marketing budget planning, reporting and activation.

Enterprise, Agency & Vertical solutions: Meet the needs of complex advertisers that do not need standard out-of-the-box functionality. Bring more data into the platform to power inventory management, make smart bidding decisions with custom Floodlight variables, combine other 3P

solutions such as Adobe Analytics and call tracking solutions, etc.

Our vision is to build additional unique features that solve:

- the complex needs of large enterprise advertisers
- the scaled activation challenges of media agencies, and
- the specific goals for individual verticals, where one-size-fits-all solutions are not enough.

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Improved automation experience



New Insights

Improve your understanding of automated bidding decisions with new features such as:


Auction-time forecasting, Performance Center & top signals reports



More Control

Giving you more advanced controls to maximise your bidding potential such as:

Campaign-level seasonality adjustments & campaign goal overrides



Long-Term Success

A foundation to better align your goals to automation with an emphasis on advanced value-based bidding such as:

Lifetime value, profitability, inventory awareness, weather, and more!

Automated bidding has long been a core feature in the backbone of the Search Ads 360 product.

Along with providing support for integrations customers have requested such as Google Ads auction-time bidding, our new experience aims to bring more value to you in the form of additional insights and controls that will give you long-term success.

Forecasting performance of target changes will become far more accurate as we move onto the latest technology that will open the option for forecasting auction-time strategies.

We will also help surface some of the hidden insights that come from auction-time bidding with a 'top signals' report that will highlight where your strong performance is coming from.

Control is important for enterprise customers. This is why we are improving our flexibility by moving several "bid strategy settings" down to a campaign level.

Seasonality adjustments allowed you to inform our bidding system when you expect sudden changes in performance to occur - e.g. during a business-specific sale period.

However, not every campaign in a strategy is expected to see the same

change in performance - especially when only specific items or business units are having the sale.

With campaign level overrides and seasonality adjustments, you now have the flexibility to provide the bidding systems with a granular sense of performance changes that you expect to see.

Finally, we are looking to bring better ways to inform bidding decisions with addition signals that influence your performance.

For example, your customer lifetime value calculations, your profit margins, your inventory availability....plus wider world signals such as weather and economic performance.

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ROADMAP SLIDES



REMOVE BEFORE PRESENTING

**THIS DECK IS DESIGNED FOR PRESENTING TO EXTERNAL CUSTOMERS ONLY
THAT HAVE A SIGNED NDA**

**DO NOT PRINT, PDF, EMAIL, SHARE OR LEAVE BEHIND WITH EXTERNAL
CUSTOMERS**

DO NOT FORGET TO REMOVE SLIDES AFTER THE THANK YOU SLIDES

See notes for roadmap [archive](#).

Note Before Presenting (INTERNAL ONLY)

This roadmap represents projects / features that have **engineering resources dedicated** towards them in 2021

Not ALL projects / features will be completed
and fully available to advertisers in 2021

Please **set correct expectations** around timing to
avoid pressure on being included before the features are ready

 Google Marketing Platform

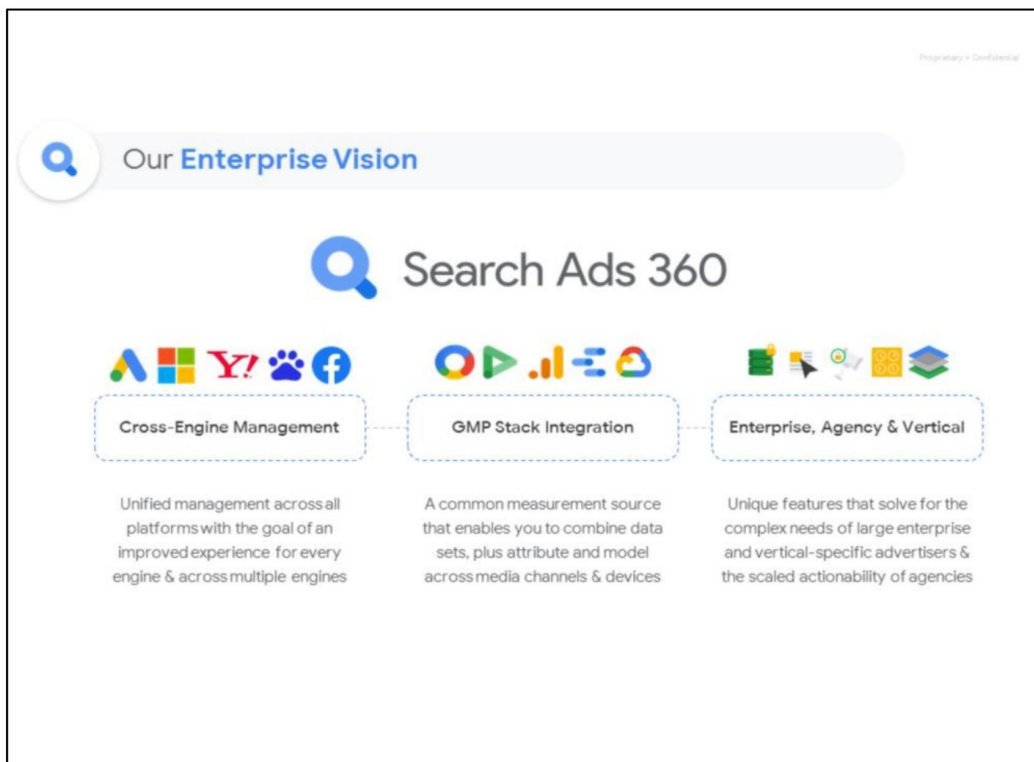


Search Ads 360

2021 Roadmap

[INSERT PROSPECT NAME]

Name/Date



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