



Ryan Krueger [REDACTED]@google.com>

**SA360 + MSA auction-time bid pilot**

4 messages

Jim La Force [REDACTED]@microsoft.com>

Wed, Jan 8, 2020 at 2:13 PM

To: Ryan Krueger [REDACTED]@google.com>

Cc: Shirin Eghtesadi [REDACTED]@google.com>, Shirley Heath [REDACTED]@microsoft.com>

Hi Ryan,

We are ready to start in the recruitment of customers for the floodlight/auction-time bid testing between Search Ads 360 and Microsoft Ads. This will take some time as we need to communicate/educate our sellers on the pilot opportunity and then they need to present this pilot to their respective client. We have a list of approximately ~50 customers that would qualify. Do you have a recommendation or upper bound around number of pilot participants for say phase 1 pilot? We can use this number to help in recruitment e.g. the first X customers to sign up will get access to the pilot.

In terms of recruitment, our side will have consent message similar to the version you proposed. If a client is interested, Microsoft Ads seller will send the consent message to client. When client provides written reply **"On behalf of my company, I agree"** we will then add a Search Ads 360 contact and this Search Ads 360 contact can include your version of email consent message for pilot participation.

Have you identified who we should include from your side once we receive written approval from client?

Thank you,

Jim La Force

Global Partner Account Executive

Microsoft Advertising

Office: [REDACTED]

[REDACTED]



Ryan Krueger [REDACTED]@google.com>

Wed, Jan 8, 2020 at 3:29 PM

To: Amit Varia [REDACTED]@google.com>, Jason Krueger [REDACTED]@google.com>

Cc: Shirin Eghtesadi [REDACTED]@google.com>

Hi Amit/Jason,

**EXHIBIT  
PSX00462**

See email below from MSFT. We should ideally get back to them regarding the roadmap by the end of next week.

@Jason Krueger lets get that one sheeter POV for Byx created this week and we can meet back with legal and Bashar early next week.

For now, I'll reply back and let them know to hold off on outreach to customers until the roadmap is shared with them.

@Shirin Eghtesadi will cover this effort while I'm OOO next week.

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Google Marketing Platform

Ryan Krueger  
Global Product Lead  
Search Ads 360

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Ryan Krueger <[REDACTED]@google.com>

Wed, Jan 8, 2020 at 3:53 PM

To: Jim La Force <[REDACTED]@microsoft.com>

Cc: Shirin Eghtesadi <[REDACTED]@google.com>, Shirley Heath <[REDACTED]@microsoft.com>, Amit Varia <[REDACTED]@google.com>

+Amit Varia

Hi Jim,

The team is still working on the roadmap so we have not started working through any specific requirements and scope of this effort.

In the meantime, we ask that no advertisers outreach is performed by MSFT until the roadmap is communicated and discussed.

As always, thanks for your understanding and patience.

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Jason Krueger <[REDACTED]@google.com>

Wed, Jan 8, 2020 at 5:27 PM

To: Ryan Krueger <[REDACTED]@google.com>

Cc: Amit Varia <[REDACTED]@google.com>, Shirin Eghtesadi <[REDACTED]@google.com>

sounds good, I'll have something ready for review by early next week

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Product Manager, Search Ads 360 | [REDACTED]@google.com