

Message

From: Amit Varia [REDACTED@google.com]
Sent: 4/28/2020 4:39:38 PM
To: Bashar Kachachi [REDACTED@<@google.com>]
CC: Joan Bradd [REDACTED@google.com]; Vivek Rao [REDACTED@<@google.com>]; Jenny Rosen [REDACTED@<@google.com>]; Jerry Dischler [REDACTED@<@google.com>]; Vikram Thomas [REDACTED@<@google.com>]
Subject: Re: [EXTERNAL] SA360 Features
Attachments: image002.png

Privileged and confidential

Redacted - Privileged

On Tue, Apr 28, 2020 at 9:28 AM Bashar Kachachi <[REDACTED@<@google.com>]> wrote:
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On Tue, Apr 28, 2020 at 9:14 AM Joan Braddi [REDACTED@<@google.com>] wrote:
Privileged

Bashar and Amit:

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Thanks
Joan

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

**EXHIBIT
PSX00478**


Finally, the team had a question on the decline of support of the MSAN feature. Separate from the support for Yahoo Gemini that will be deprecated, we see in the SA360 documentation that SA360 supports distribution of Google Search ads on Google's display network. See the description at https://support.google.com/searchads/answer/2574557?hl=en&ref_topic=2592040 and the screen snip below. We're asking that the comparable feature – distribution of Microsoft Search ads via MSAN -- be implemented. Since you mentioned that SA360 did not support the comparable Google feature, I thought perhaps the team misunderstood what we were looking for. Can you please clarify?

Thanks,


-- Chris Weinstein


←   <https://support.google.com/searchads/answer/191322#networks-adswords>

☰ Search Ads 360 Help  Describe your issue

Campaign goal 

Targeting

Locations and bid adjustments 

Languages 

Network 

Select **Let me choose** to choose the networks of sites where you want to display your ads, including those on Google search, search partners, and the Google Display Network. By default, your ads appear on all available networks.

- **Google search:** Ads are shown on Google search results pages.
- **Search partners (requires Google search):** Ads are shown both on Google search results pages and the search results pages of other properties (Google's search partners) within the Search Network. On our search partners, your ads may appear alongside or above search results, as part of a results page as a user navigates through a site's directory, or on other relevant search pages. [Learn more about the Google Search Network on the Google Ads Help Center](#).
- **Display Network:** The Google Display Network consists of websites that have partnered with Google (display partners), YouTube, and specific Google properties that display Google Ads. Your ads will run on the placements and audiences that you manage in Google Ads. [Learn more about the Google Display Network on the Google Ads Help Center](#).

Google Ads are placed either on web content or searches, so the Display Network and the Search Network comprise the entire Google Network.

From: Joan Braddi <[REDACTED]@google.com>
Sent: Monday, April 27, 2020 5:28 PM
To: Brian Utter <[REDACTED]@microsoft.com>; Chris Weinstein [REDACTED]@microsoft.com>
Subject: [EXTERNAL] SA360 Features

Chris and Brian:

Per our discussions, below is the list of features Google will build/include in SA360:

1. Autobidding (per email of 4/22)
2. Dynamic Search Ads optimization support
3. Responsive Search Ads
4. Local Inventory Ads
5. Sponsored products
6. Similar audiences
7. Customer Match & Custom Combinations

Best,

Joan

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