From:	Joan Braddi[REDACTED]@google.com]
Sent:	4/22/2020 4:53:57 PM
To:	Bashar Kachachi[REDACTED]@google.com]; Vivek Rao [REDACTED]@google.com]; Amit Varia[REDACTED]@google.com]; Jenny Rosen[REDACTED]@google.com]; Vikram Thomas[REDACTED]@google.com]
Subject:	Microsoft Auto-Bidding SA360 ASK

Privilege

Redacted - Privileged

Joan

---------- Forwarded message ---------
From: **Chris Weinstein** < [REDACTED] @microsoft.com>
Date: Wed, Apr 22, 2020 at 9:16 AM
Subject: Microsoft Autobidding in SA360
To: Joan Braddi <[REDACTED]@google.com>
Cc: Brian Utter <[REDACTED]@microsoft.com>

Hi Joan –

Thanks for the time yesterday.

Brian and I followed up with the product team who confirmed that the description we shared was correct; namely we are asking SA360 to support Microsoft auto-bidding functionality that allows customers to adjust bids to achieve more conversions and/or more clicks as possible based on customer's objectives. Advertisers can specify their objectives across any of the standard bid strategies:

- **Enhanced CPC**

Modifies your bids for better efficiency. Compatible with text ads, Dynamic Search Ads, and shopping campaigns.

- **Maximize Clicks**

Helps you get as many clicks as possible. Compatible with text ads, Dynamic Search Ads, and shopping campaigns.

- **Maximize Conversions**

Helps you get as many conversions as possible. Compatible with text ads and Dynamic Search Ads.

- **Target CPA**

Helps you get as many conversions as possible, within your target cost per acquisition (CPA). Compatible with text ads and Dynamic Search Ads.

The support will be comparable to the support SA360 provides to Google Ads bid strategies (which are separate from the SA360 bid strategies), as described in SA360 documentation: https://support.google.com/searchads/answer/6155651?hl=en. Just as SA360 customers should be able to use Google Ads bid strategies in lieu of the SA360 bid strategies, they should be able to use Microsoft's auto-bidding strategies in lieu of the SA360 bid strategies.

SA360 should be able to enable this functionality using the APIs and other documentation that we've provided.

EXHIBIT
PSX00483

GOOG-DOJ-26799531

Thanks,

-- Chris Weinstein

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