From: Joan Braddi RE @google.com]
Sent: 7/31/2020 4:13:05 PM
To: Chris Weinstein REDACTED @microsoft.com]
Subject: Re: [EXTERNAL] Re: Google Feedback on Microsoft Draft

Chris:

We are confused. The groups have discussed MANY features over the course of time along with several Autobidding features/options. We asked MSFT to supply the description of what MSFT was asking for wrt Autobidding, which is what you provided on April 22 (i.e., support for MSFT's standalone bidder in SA360). We've scoped the work on our side to support that ask and are ready to do so. The first time you raised Floodlight was in your July 22 note when you referred to a totally different feature we provide -an integration of the Google Ads bidder within SA360 bid strategies. As we've explained, Floodlight data is not in scope for any standalone bidder, including for Google Ads standalone bidder in SA360. The integration of the MSFT bidder into SA360 bid strategies is much more complex and is not something Google can unilaterally commit to deliver, as significant work would be required on both sides to launch such an integration. As such, it would be more suitable that new feature requests, such as this one, be part of the discussion process for ongoing feature requests which are provided for under the letter agreement - if we can finalize this agreement around the features you've previously requested and we're ready to support.

I'm out of the office today on vacation but can chat early next week if this will be more helpful.

Joan

On Wed, Jul 29, 2020 at 4:03 PM Chris Weinstein < REDACTED @microsoft.com> wrote:
Autobidding has always been part of the discussion. REDACTED This has also been the part of the detailed conversations with the product teams as a technical level, so this should not be surprising.

Thanks,

-- Chris Weinstein

From: Joan Braddi <REDACT@google.com>
Sent: Thursday, July 23, 2020 3:24 PM
To: Chris Weinstein < REDACTED @microsoft.com>
Subject: [EXTERNAL] Re: Google Feedback on Microsoft Draft

EXHIBIT
PSX00516

Chris, what we've discussed over the past several months is building support for the standalone Microsoft bidder in SA360. While our eng teams may have discussed other possibilities in the past, your previous notes to me were very clear that this is what Microsoft was seeking. This is what you sent along on 4/22 to explain Microsoft's auto-bidding ask:

"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."

We have agreed to support what you requested by building the ability for SA360 customers to use and manage the MSFT bidder in SA360, just as we support use of the Google Ads bidder described in the article you cite above. Floodlight data is out of scope for the standalone Microsoft bidder we've discussed SA360 supporting. That data is not shared to any standalone bidder, including for Google Ads. So we'd strike the last sentence added in item 1 of the appendix.

Your note from last evening suggests something very different. You share a different article describing an integration of the Google Ads bidder into SA360 bid strategies, not support for your bidder that is "separate from" and "in lieu of" SA360 bid strategies. That's a different and much more complex new feature than what Microsoft requested during this process.

Lastly, regarding the "Auction-Time Bidding" language, given that the bid strategy settings in item 1 of the Appendix are auction-time bidding settings, we'd propose removing "Auction-Time Bidding" from the body of item 1 and modifying the header of item 1 to read "Microsoft Advertising Auction-Time Bidding".

Hope this helps clarify. Let me know if you have questions.

Joan

On Wed, Jul 22, 2020 at 7:07 PM Chris Weinstein < **REDACTED** @microsoft.com> wrote:

Hi Joan –

Following up on our conversation, I checked with the team here on the Auction Time bidding issue and the Floodlight conversion point. Let me try to articulate what we are looking for here as I believe they are related:

REDACTED

REDACTED

I believe your engineering team is aware of this implementation as our team has been discussing with Amit Varia to implement a test last year.

Hope that helps clarify. Happy to chat if you have questions.

Thanks,

-- Chris Weinstein

From: Chris Weinstein
Sent: Wednesday, July 22, 2020 12:39 PM
To: Joan Braddi <REDACT@google.com>
Subject: RE: Google Feedback on Microsoft Draft

Hi Joan –

Thanks for the time earlier. To confirm that I was understanding:

Other than minor clean that might come from Google's legal group, Google is ok with the draft that I sent on Friday with 3 potential exceptions:

1.   The addition of "Auction-Time Bidding" in item 1 in the Appendix. Your team thought this was unneeded and potentially redundant (although conceptually not objectionable) and might adjust the language to clarify it. Can you forward how you all would adjust the language here so we can resolve this one?

2.   Google isn't willing to provide the Floodlight conversion data per the final sentence Microsoft added to item 1 in Appendix 1. You said that that data isn't provided to any of the standalone autobidding solutions, even Google's own Google Search one. It is, however, provided to the 'native' autobidding solution within SA360. Google's proposal to resolve is to delete this final sentence.

3.   You'll confirm the date we provided for the delivery of the Priority Features or offer a counter proposal. You'll check with Don on when you can provide that.

Let me know if I'm following everything correctly here.

Thanks,

-- Chris Weinstein

-----Original Appointment-----
From: Chris Weinstein
Sent: Wednesday, July 22, 2020 10:27 AM
To: Chris Weinstein; Joan Braddi
Subject: Google Feedback on Microsoft Draft
When: Wednesday, July 22, 2020 12:05 PM-12:30 PM (UTC-08:00) Pacific Time (US & Canada).
Where: Microsoft Teams Meeting

Microsoft Teams meeting

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