

Message

From: Ryan Krueger [REDACTED@google.com]
Sent: 3/31/2020 6:50:21 PM
To: NO_TO_PROPERTY_FOUND
CC: Callan Berry [REDACTED@google.com]; Jason Krueger [REDACTED@google.com]
BCC: [REDACTED@google.com]; [REDACTED@google.com]; Amit Varia [REDACTED@google.com]; John Shaw [REDACTED@google.com]; Zhen Liu [REDACTED@google.com]; Benjamin Oberg [REDACTED@google.com]; Lucy Seery [REDACTED@google.com]; Thibault Oberlin [REDACTED@google.com]; Sagar Shah [REDACTED@google.com]
Subject: [Important Update] Search Ads 360 Auction-time Data Sharing

BCC: [REDACTED]s

Hi Team,

Search Ads 360 is making an update to its Auction-time bidding data sharing. Search Ads 360 will require sharing of all Floodlight and other conversions to Google Ads for advertisers that are using Search Ads 360 Auction-time bidding.

-
- **What's Changing?** Search Ads 360 will share all conversions to Google Ads for the advertisers that have opted into Search Ads 360 Auction-time bidding.
-
-
- **Benefits for Advertisers:** This allows for improved consistency of data available for reporting across both products and sets the stage for future innovations and new product offerings.
-
-
- **(Internal Only) Benefits for Google:** This change also enables better communication across Search Ads 360 and Google Ads teams.

On May 4, 2020 a mandatory service announcement (MSA) will be sent to advertisers who are currently using auction-time bidding in Search Ads 360.

-
- **As of today,** this update is reflected in the UI for new advertisers opting into Search Ads 360 Auction-time bidding.
-
-
- **Starting June 4, 2020,** this update will begin to take effect for existing advertisers using Search Ads 360 Auction-time bidding.

Advertisers may see the values in the all-conv column in Google Ads increase but this has no impact on Google Ads Bidding. There is no action required as a result of this change.

**EXHIBIT
PSX00571**

If advertisers no longer wish to share Search Ads 360 conversion data to Google Ads, they should stop using auction-time bidding before **June 4, 2020**.

If you *believe* that your advertiser may be sensitive to this change, consider proactively reaching out to your advertiser to discuss.

Ask your questions in the [SA360 Auction-time Bidding FAQ Comm Doc](#)!

--

Ryan Krueger

