

Message

From: Ryan Krueger [REDACTED@google.com]
Sent: 10/16/2019 5:34:03 PM
To: Amit Varia [REDACTED@google.com]; Jason Krueger [REDACTED@google.com]; Jolyn Yao [REDACTED@google.com]; Bashar Kachachi [REDACTED@google.com]; Ryan Fitzgibbon [REDACTED@google.com]; Shirin Eghtesadi [REDACTED@google.com]
Subject: [IMPORTANT] MSFT Conversion sharing integration/testing proposal
Attachments: Microsoft SA 360 Conversion Sharing 1-pager.pdf

FYI -- MSFT Conversion sharing integration/testing proposal

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

From: Jim La Force [REDACTED@microsoft.com]
Date: Wed, Oct 16, 2019 at 10:29 AM
Subject: RE: Floodlight Conversions discussion
To: Ryan Krueger [REDACTED@google.com]
Cc: Jason Draime <[REDACTED]@microsoft.com>, Piyush Naik [REDACTED@microsoft.com], Nan Li [REDACTED@microsoft.com]

Hi Ryan,

Please see attached 1-pager with our POV on conversion sharing integration/testing. I have also included Piyush and Nan who authored. Let us know if you have any questions.

Let's work to get a call scheduled soon.

Best,

Jim

From: Ryan Krueger [REDACTED@google.com]
Sent: Friday, October 11, 2019 1:04 PM
To: Jim La Force [REDACTED@microsoft.com]
Subject: Re: Floodlight Conversions discussion

Hi Jim,

The team will work as quickly as we can to review the POV you plan to provide early next week. Unfortunately, we can't give estimated timeline for a response until we see the details is what I'm hearing from the team.

With that said, we will work to turn it around in a reasonable time frame.

On Wed, Oct 9, 2019 at 10:21 AM Ryan Krueger <[REDACTED@google.com]> wrote:

Hi Jim,

**EXHIBIT
PSX00645**

Let me check with the team on how much time they'll need to turn this around. Will circle back shortly

On Wed, Oct 9, 2019 at 9:11 AM Jim La Force <[REDACTED]@microsoft.com> wrote:

Hi Ryan,

Hope the week has started off well for you.

Our side is currently putting together a 1-pager Microsoft scope/spec POV around customer floodlight conversions integration to Microsoft providing signals for tuning our auction-time bidding. They have informed me it will be ready early next week. Based on our conversation with travel from your end, our target was to get a meeting on the books prior to 10/21. Can we get a meeting on the calendar for late next week, at minimum, as a placeholder. I know you stated seeing the specs prior to a meeting to inform your side on who should join including giving you time for whiteboarding. That is still our goal, to get this to you in advance of the call. This month is moving quickly and don't want to lose track of this meeting which will be important to have prior to the 11/13 meeting.

Thanks,

Jim La Force
Global Partner Account Executive
Microsoft Advertising

Office: [REDACTED]
[REDACTED]

 Microsoft

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Ryan Krueger

[REDACTED]

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Ryan Krueger

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