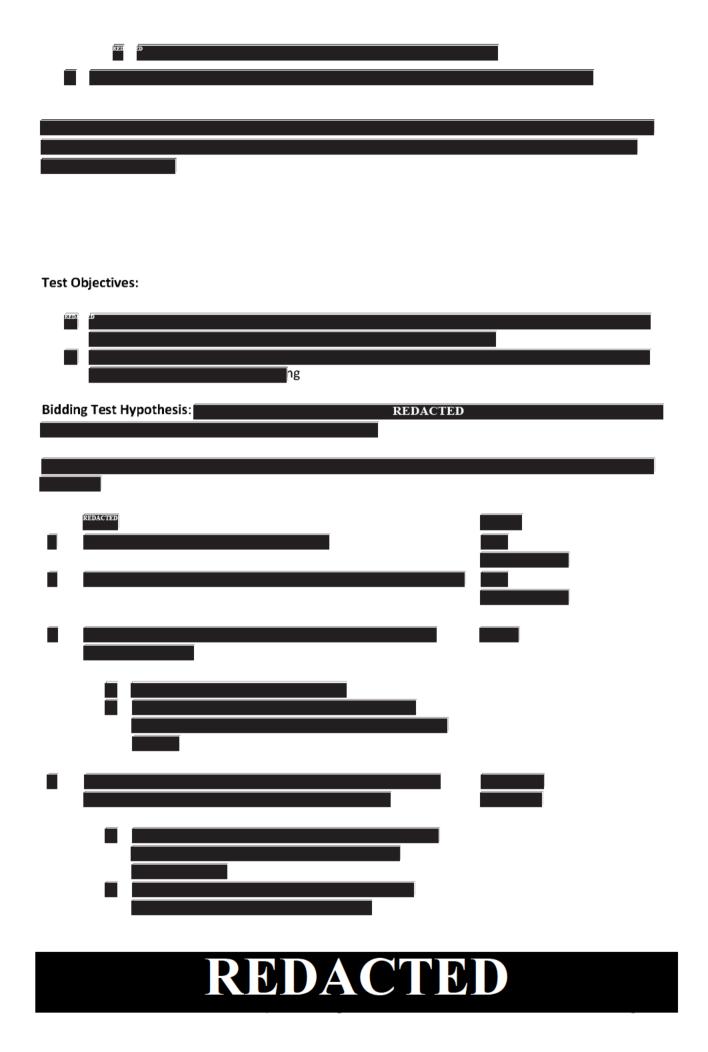
Online conversion tracking	REDACTED
	<u> </u>
	_
<u></u>	
In order to help REDACTED	this document proposes an approach where advertisers can by Search Ads 360/Floodlight tag with Microsoft Advertising. This type of
	ite for future integrations such as <b>auction-time bidding</b> , which is
	here advertisers can leverage best of both (SA360 and Microsoft) worlds,
	advertisers can evaluate performance under similar conditions
Floodlight conversion sharing	REDACTED
1. <b>REDACTED</b> Advertiser ex	xperience in SA360 is identical or at least largely similar to sharing
conversion data with Google Ads	s so as to minimize any friction.

REDACTED

REDACTED



HIGHLY CONFIDENTIAL GOOG-DOJ-04714540



## REDACTED

HIGHLY CONFIDENTIAL GOOG-DOJ-04714541