

**From:** Bashar Kachachi <[REDACTED]@google.com>  
**To:** Shirley Heath <[REDACTED]@microsoft.com>  
**Subject:** Re: Microsoft Ads + Search Ads 360 (11/13) meeting follow-up  
**Cc:** Shirin Egtesadi <[REDACTED]@google.com>, Ryan Krueger <[REDACTED]@google.com>, Amit Varia <[REDACTED]@google.com>, Jolyn Yao <[REDACTED]@google.com>, Jim La Force <[REDACTED]@microsoft.com>, Brian Utter <[REDACTED]@microsoft.com>, Eduardo Indacochea <[REDACTED]@microsoft.com>, Piyush Naik <[REDACTED]@microsoft.com>, Jason Draime <[REDACTED]@microsoft.com>  
[image001.jpg](#)

Shirley and team,

Thanks for your email.

As we've mentioned in our prior meetings, SA360 prioritizes feature investments based primarily on feedback from our customers. As a matter of policy we do not make any commitments regarding our roadmap or future investments.

We can share our current thinking/roadmap early next year. Note that our roadmap is always subject to change based on an ongoing view of our priorities.

Thanks,  
Bashar

On Tue, Nov 26, 2019 at 4:06 PM Shirley Heath <[REDACTED]@microsoft.com> wrote:

Thanks Jim for the recap. There were a few other things we discussed that I think we all assume as part of the follow up. But I wanted to call them out specifically.

- It is important for our clients that use your platform to have the same level of access to Microsoft Advertising features that they have to Google Ads features. To that end, we asked that for new features that are aligned with Google Ads features, SA360 commit to a defined timeframe for MSA support. Thinking more about this following the meeting, we believe no later than 90 days following Google Ads is reasonable. In addition to support for new features, we ask for commitment to work down the disparity outlined in the table below by also including mutually-agreed items from the backlog into each development cycle.

[REDACTED]

- You identified a list of "Under Consideration" items and indicated a final decision would be made 1/1 so we look forward to a definitive response on those the first week in January.

Wishing all of you and your families a happy Thanksgiving, and if you are traveling, safe and easy travel.

Shirley

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**From:** Jim La Force <[REDACTED]@microsoft.com>

**Sent:** Friday, November 22, 2019 2:07 PM

**To:** [REDACTED]@google.com; Shirin Egtesadi <[REDACTED]@google.com>; Ryan Krueger <[REDACTED]@google.com>; Amit Varia <[REDACTED]@google.com>; Jolyn Yao <[REDACTED]@google.com>; Brian Utter <[REDACTED]@microsoft.com>; Eduardo Indacochea <[REDACTED]@microsoft.com>; Shirley Heath <[REDACTED]@microsoft.com>; Piyush Naik

**EXHIBIT**

**PSX00668**

GOOG-DOJ-12678310

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**Subject:** Microsoft Ads + Search Ads 360 (11/13) meeting follow-up

Hi Search Ads 360 team,

Thank you for hosting us last week to review H1 2020 roadmap. I am emailing to follow-up on a few action items that surfaced during this meeting. Please let me know if we missed anything.

In addition, as discussed in the meeting, providing you with a larger list of features that we understand SA360 supports for Google Ads, but not for Microsoft Advertising (**note:** red cell is prioritized list, e.g., Responsive Search Ads). Out of the 54 features listed, 27 are supported for Microsoft Ads (50%). This is our best view based on your public documentation. Please do review and let us know if anything is incorrect.

Action Items:

- **Microsoft Ads & SA360:** Define approach, workstream and owners to kick off test pilot for Floodlight conversion + MSFT auction-time bid test
  - **11/21:** Ryan and Jim developed a draft approach including initial opt-in messaging, workstreams and owners. We will circulate amongst our respective teams for review in order to finalize.
- **SA360:** Provide Microsoft with data showing that Microsoft SOW isn't negatively impacted when in combined portfolio with Google Ads and Google Ads auction-time bidding is enabled.
- **SA360:** Microsoft requesting SA360 update messaging in SA360 UI related to enabling auction-time bidding. Current message leads advertisers to believe it applies to both engines. **“Enabling Features – Enable engine bid strategies to work with this Search Ads 360 bid strategy to improve performance”** Below this statement is a check-box with message “Auction-time bidding”. There is no mention this applies to only Google Ads.
- **Microsoft Ads:** Provide SA360 with our timing for support of impression share bidding.
- **Microsoft Ads:** Deliver on parallel tracking crawl report, still targeting March 2020.

Larger Feature Parity List:

Feature	Microsoft	Google
Ad Campaigns (Search campaign with text ads)	Yes	Yes
Shopping Campaigns	Yes	Yes
Shopping Campaigns - Local Inventory Ads	No	Yes
Multiplicative Bid Adjustments	No	Yes
Campaign-Specific Timezones	No	Yes

Shared Budgets	No	Yes
Daily Budget	Yes	Yes
Network Selection	No	Yes
Search & Content Bid Match	Yes	Yes
Ad Rotation	Yes	Yes
Start and End Dates	Yes	Yes
Expanded Text Ads	Yes	Yes
Text Parameters	Yes	Yes
Dynamic Search Ads	Partial	Yes
Product Ads from Shopping Campaigns	Yes	Yes
Responsive Search Ads	No	Yes
Ad Countdowns	Yes	Yes
Ad Copy Testing	Yes	Yes
A/B landing Page Testing	Yes	Yes
Ad Customizers	No	Yes
Dynamic Keyword Insertion	No	Yes
Negative Keywords	Yes	Yes
Match Type	Yes	Yes
Max CPC	Yes	Yes
Landing Page URL	Yes	Yes
Device Type Bid Adjustment	Yes	Yes
Enhanced CPC	No	Yes
Max Clicks	No	Yes
Max Conversions	No	Yes
Target CPA	No	Yes
Target ROAS	No	Yes
Auction Time Bidding	No	Yes

Conversion Sharing	No	Yes
Tracking Templates	Yes	Yes
Custom Parameters	No	Yes
Device-Specific Landing Pages	Yes	Yes
Parallel Tracking	Yes	Yes
Geographic Targeting and Bid Adjustment	Yes	Yes
Language Targeting	Yes	Yes
Device Targeting and Bid Adjustment	Yes	Yes
Radius Targeting	No	Yes
Location Search Specific Targeting	No	Yes
Remarketing Lists	Yes	Yes
Website Exclusion	No	Yes
Search, Search Partners, Display Network Targeting	No	Yes
DSA Page Feed	No	Yes
Account Level Sitelink Extensions	Yes	Yes
App Extensions	No	Yes
Callout Extensions	No	Yes
Call Extentions	No	Yes
Location Extensions	No	Yes
Clicks/Cost/Impressions	Yes	Yes
Impression Share	Yes	Yes
Labels	No	Yes

Best Regards,

Jim La Force

Global Partner Account Executive

Microsoft Advertising

Office: **REDACTED**

**REDACTED**

