Don,

Hope you are having a good holiday season and going to get some time off. I wanted to follow-up on the call you and I had with Peggy.

I heard from Rajesh's office that we got a sync set up for Rajesh and Hiroshi in early Feb.

On office support for Chromebooks, we want to better understand the specific ask. I have my Office product team lined up for the discussion. Can you connect me with the right person on your team?

On SA360, the follow-up info you asked for is below.

Happy Holidays!

-Jon

Here is the list of feature requests that the Microsoft Ads team made to SA360. As I understand the table, things labeled BTL have been rejected by SA360 team and things labeled as UC are being evaluated in the current planning process with final answer expected in January though the expectation has been set very low on things making the final list.

MSA Prioritization	SA360 Response
High	

Auto bidding (Text + Product Ads), coding parity. Including conversions.
  - eCPC
  - Max Clicks
  - Max Conversions
  - Target CPA
	Only a conversion-sharing test was UC (Under Consideration). All bid strategies were BTL (Below the Line).

MSAN Search	BTL
Dynamic Search Ads (DSA): autobidding/optimize	UC
Responsive Search Ads	UC
Local Inventory Ads	UC
Sponsored Product Ads	BTL
Medium	
Similar Audience	BTL
Customer Match & Custom Combinations	BTL
Action Extensions	BTL
RMF (Required Minimum Functionality)	
Parallel Tracking	UC
Azure Active Directory	BTL
Standard Text Ads deprecation	UC

For additional reference here is a full view of the difference in support by SA360 for Google Ads vs. Bing Ads. There are 54 features that are equivalent between Bing Ads and Google Ads but only 27 are currently supported in SA360.

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