
From: Joan Braddi [REDACTED]@google.com>
To: Chris Weinstein
CC: Brian Utter
Sent: 4/29/2020 1:09:07 AM
Subject: Re: [EXTERNAL] SA360 Features

Hi Chris:

The product team is working on the timing now - hoping they will have something back soon.

On the drafting of the doc, I have confirmed that our legal group has started a draft (thank you for the offer).

On your question, I did meet with the product team and they just wish to clarify that Microsoft is asking if we can enable customers to manage the setting on Microsoft Advertising Search campaigns to extend distribution of Microsoft Search ads to the Microsoft Audience Network?
Is that correct?

Joan

On Tue, Apr 28, 2020 at 9:01 AM Chris Weinstein <[REDACTED]@microsoft.com> wrote:

Thanks Joan. Please let us know when you know more about the timing (i.e., the “no later than date X”) after you hear from your team.

If we can help with the drafting of the document we discussed, please let us know. From our call, it sounded like Google wanted to take the initial pen on it, but if we misunderstood please let us know.

Finally, the team had a question on the decline of support of the MSAN feature. Separate from the support for Yahoo Gemini that will be deprecated, we see in the SA360 documentation that SA360 supports distribution of Google Search ads on Google’s display network. See the description at https://support.google.com/searchads/answer/2574557?hl=en&ref_topic=2592040 and the screen snip below. We’re asking that the comparable feature – distribution of Microsoft Search ads via MSAN -- be implemented. Since you mentioned that SA360 did not support the comparable Google feature, I thought perhaps the team misunderstood what we were looking for. Can you please clarify?

Thanks,

-- Chris Weinstein

EXHIBIT
PSX00750

Campaign goal

Targeting

Locations and bid adjustments

Languages

Network

Select **Let me choose** to choose the networks of sites where you want to display your ads. You can choose those on Google search, search partners, and the Google Display Network. By default, ads are shown on all available networks.

- **Google search:** Ads are shown on Google search results pages.
- **Search partners (requires Google search):** Ads are shown both on Google search results pages and the search results pages of other properties (Google's search partners) within the Google Search Network. On our search partners, your ads may appear alongside or above search results, a page as a user navigates through a site's directory, or on other relevant search pages. Learn more about the Google Search Network on the Google Ads Help Center [🔗](#).
- **Display Network:** The Google Display Network consists of websites that have part of the Google Network (display partners), YouTube, and specific Google properties that display Google Ads. Learn more about the Display Network on the Google Ads Help Center [🔗](#).

Google Ads are placed either on web content or searches, so the Display Network and Search Network comprise the entire Google Network.

From: Joan Braddi <[REDACTED]@google.com>

Sent: Monday, April 27, 2020 5:28 PM

To: Brian Utter <[REDACTED]@microsoft.com>; Chris Weinstein <[REDACTED]@microsoft.com>

Subject: [EXTERNAL] SA360 Features

Chris and Brian:

Per our discussions, below is the list of features Google will build/include in SA360:

1. Autobidding (per email of 4/22)
2. Dynamic Search Ads optimization support
3. Responsive Search Ads
4. Local Inventory Ads
5. Sponsored products
6. Similar audiences
7. Customer Match & Custom Combinations

Best,

Joan

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