From:	Piyush Naik </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-PIYUSH NAIK>
To:	Jim La Force; Ryan Krueger; Nan Li; Jason Draime
CC:	Shirin Eghtesadi; Ryan Fitzgibbon; Jason Krueger; Amit Varia; Jolyn Yao; Shirley Heath
Sent:	11/12/2019 1:19:40 AM
Subject:	RE: Floodlight Conversions discussion

Hi Ryan,

Thanks for getting back and great to hear that we are a go. As for the questions:

- Upload mechanism and the test duration sounds good. Here is our supported schema for the CSV file. We will also need an additional conversion GoalID column for each conversion name to aid with our automation. This is a mapping that Microsoft can provide once we have the customer list finalized.
- Microsoft Ads currently does not support non last click/partial conversions – hence scoping this to last click attribution customers.
- 90 day requirement is for the test only, so as to keep the test clean.
- For delay handling – yes the bidding algos themselves are resilient to upload delays but we need to minimize any skew between SA360 receiving the conversion relative to Microsoft Ads. Ideally it should be no more than a day; otherwise the test would not be apples-to-apples.

As Jim said, we are in the process of recruiting customers and we are looking forward to get this going soon as well!

Piyush Naik
Principal Program Manager, Bing Ads
Office: **REDACTED**

Microsoft

From: Jim La Force <REDACTED microsoft.com>
Sent: Monday, November 11, 2019 3:31 PM
To: Ryan Krueger < **REDACTED** google.com>; Piyush Naik <REDACTED microsoft.com>; Nan Li <REDACTED microsoft.com>; Jason Draime < **REDACTED** microsoft.com>
Cc: Shirin Eghtesadi < **REDACTED** google.com>; Ryan Fitzgibbon <REDACTED google.com>; Jason Krueger < **REDACTED** google.com>; Amit Varia <REDACTED google.com>; Jolyn Yao REDACTED google.com>; Shirley Heath <REDACTED microsoft.com>
Subject: RE: Floodlight Conversions discussion

Hi Ryan and team,

Thank you for your response and agreement to move this test forward.

It looks like there are a few questions for us to respond to. Let me connect with our team internally and we can provide a response. If needed we might also consider setting up a meeting to answer your questions and discuss final requirements for testing.

Based on Shirin's recommendation a few weeks back, I have identified customers with no MSA conversion tracking in the last 90 days which we also believe are using Search Ads 360 auto-bidding. I will take it as an action to work with our field sales team to get customers to agree and opt in to testing. Once we have customer agreement, we can start sharing this list and coordinate.

Best Regards,
Jim

Hi Microsoft Team,

Thanks for your patience as our product team reviewed the details you shared. Overall, the Search Ads 360 team is generally aligned with the approach outlined to validate MSFT auction time bidding performance versus Search Ads 360 intraday bidding.

Below are key items we'd like to make note of for Phase 1 of the test:
- **Conversion Import**: With advertiser consent, Search Ads 360 will be able to push a daily CSV to an sFTP location of choice for the MSFT system to consume. This data set includes last click attributed conversions attributed to MSClkID.
- **Test Duration:** We'd like to propose a longer test period of (2 weeks of A/A followed by 6 weeks of A/B) so we can see how the system behaves over a longer duration.

General Inquiries:
- **Attribution** Does MSFT bidding support uploading non-last click attribution and/or fractional attribution from offline sources?
- **Data requirements:** "Has not used any form of conversion tracking on MSA in the last 90 days" - Request for further clarity on this requirement. Is this a requirement for the test or would this be a long term requirement to use MSFT bidding?
- **Delay handling:**
  - Is MSFT bidding able to handle conversion upload delay (i.e delays in exporting of offline conversions from SA360)
  - How does MSFT bidding handle longer conversion delays?

Phase 2: No concerns as written. Pending results of the phase 1 trials, we will discuss specific details of phase 2 approach.

On behalf of the Search Ads 360 team, we are looking forward to getting this test off the ground!

On Thu, Oct 24, 2019 at 11:14 AM Piyush Naik [REDACTED]nicrosoft.com> wrote:
Thank you Shirin for the update. Great to hear about the progress. We will stay tuned.

Makes sense about the lead list and we will get started on that on our end and share with you soon.

From: Shirin Eghtesadi [REDACTED] google.com>
Sent: Wednesday, October 23, 2019 5:26 PM
To: Piyush Naik [REDACTED]microsoft.com>
Cc: Ryan Krueger [REDACTED] google.com>; Jim La Force [REDACTED]icrosoft.com>; Jason Draime < [REDACTED] microsoft.com>; Nan Li <[REDACTED]icrosoft.com>
Subject: Re: Floodlight Conversions discussion

Thanks for following up Piyush. Ryan is out in EMEA this week but we have regrouped internally around this a couple times already and made some progress digesting and coming up with next steps.

- The main item that we need to scope out better on our side is identifying the best way for you to get access

to customers' data - we're scoping a couple solutions there and will circle back next week.

- We're generally fine with the test framework you proposed although we'll ask for a couple small tweaks to before/after test timelines.
- We'd be looking at MSA to provide an initial lead list given some of the restrictions in your proposal - e.g. no msft tracking in the last 90 days (we don't have visibility into this). So if collecting this data takes a while, it might be good to get the ball rolling on your side. We will obviously have our own criteria around auto bidding usage that we'll apply to your lead list.

Thanks
Shirin

On Wed, Oct 23, 2019 at 4:38 PM Piyush Naik <REDACTED nicrosoft.com> wrote:
Hi Ryan – do you have any update on this?

From: Ryan Krueger REDACTED @google.com>
Sent: Wednesday, October 16, 2019 10:37 AM
To: Jim La Force <REDACTED microsoft.com>; Shirin Eghtesadi REDACTED google.com>
Cc: Jason Draime < REDACTED microsoft.com>; Piyush Naik REDACTED microsoft.com>; Nan Li <REDACTED microsoft.com>
Subject: Re: Floodlight Conversions discussion

Thanks, Jim!

Will send to the team to review and let you know when we are ready to schedule a follow up.

+Shirin Eghtesadi as FYI

On Wed, Oct 16, 2019 at 10:29 AM Jim La Force <REDACTED microsoft.com> wrote:
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 oogle.com>
Sent: Friday, October 11, 2019 1:04 PM
To: Jim La Force REDACTED iicrosoft.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,

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

Microsoft

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Ryan Krueger
Global Product Lead
Search Ads 360

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Ryan Krueger
Global Product Lead
Search Ads 360

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Ryan Krueger
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Shirin Eghtesadi Global Product Lead, Head of Search Ads REDACTED REDACTED

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Ryan Krueger
Global Product Lead
Search Ads 360