

**From:** Lin Liao [REDACTED]@google.com>  
**To:** Amit Varia [REDACTED]@google.com>  
**Subject:** Re: [FERIUM PLANNING] Draft H1 2020 SA360 Roadmap Proposal with details  
**Cc:** Jane Chateaubriand <[REDACTED]@google.com>, John Winfield [REDACTED]@google.com>, Shibani Sanan [REDACTED]@google.com>, Vivek Rao [REDACTED]@google.com>, Anthony Chavez <[REDACTED]@google.com>, Bashar Kachachi <[REDACTED]@google.com>, Chris Hutton <[REDACTED]@google.com>, Hakan Berk [REDACTED]@google.com>, Eugene Lee [REDACTED]@google.com>, Wei Shao [REDACTED]@google.com>, Sriram Parameswar [REDACTED]@google.com>

Re: I-5

We've kept the current allocation on I-5 with 5 SWEs. It's a continuation of the current effort and so is P0. We can discuss whether we should increase or decrease the allocation.

On Tue, Nov 26, 2019 at 1:44 PM Amit Varia <[REDACTED]@google.com> wrote:

What are the most painful cuts?

@Shibani Sanan - I can give the overview:

- Google Analytics DDA Reporting/Opt
  - a top sales request for a few cycles now so a painful cut for the team
  - our current plan is to focus on landing GA Gold in Amalgam in H2 2020 which will come with DDA/Orbital support
  - GPLs feel it's bearable if we can give sales the narrative on our GA Gold support
- Bing RSA and Bing LIA
  - there is real risk of escalations from MSFT
  - the good news is we did bring in other high prio requests (DSA mgmt/opt, Bing Auction Time bidding testing, Sonic migrations)

On Tue, Nov 26, 2019 at 9:40 AM Jane Chateaubriand [REDACTED]@google.com> wrote:

I will let Lin@ address that I5 question

The other note re AT capacity is that they will update the Amalgam carry over numbers at the end of the quarter as they complete tasks and that will lower their %% over

On Mon, Nov 25, 2019 at 8:56 PM John Winfield [REDACTED]@google.com> wrote:

Also, how is Project I-5 in if it puts AT team 15% over their capacity?

JW

On Mon, Nov 25, 2019 at 12:09 PM Jane Chateaubriand [REDACTED]@google.com> wrote:

For reference - I have added the "JBTL" items - it is an eye exam chart but gives the list of what we had to cut overall from the list of desired features

**EXHIBIT**  
**PSX01110**

Priority	Feature
	Capacity SWE Weeks
P0	Amalgam - H2'19 carry overs
	Amalgam - xH1'20 estimates
	GWT Maintenance (JDK)
	Resource Saving: Move attribution pipelines away from Croton & PStore
	Guitar Tr/Sy tests maintenance
	Minor API updates for AW (Placeholder)
	Minor API updates for other engines (Placeholder)
	Y1J REST migration
	Addressing GKS privacy concerns - long term design
	Project I-5
	Apiary deprecation, end of 2019 (reporting API)
	Sales Ask #2 Campaign management for Facebook
	BBS: target spend click to BBS migration
	Migration: Campaign-level membership
	Myx: BBS Myx support
	Myx: Shopping target ROAS
	Sunset: kw-level min/max + upgraded min/max bid
P1 - High	Byx (Myx for Bing, experiment only)
	Bing prominence metrics [DS3]
	Bing Parallel Tracking (Phase 3)
	Bing prominence metrics [Amalgam]
	Amalgam <-> GA Gold Integration
	Sales Ask #4 Ensure CM 3P app integrations (e.g. Adjust) work for SA360 under project Curry
	Sales Ask #3 SA360 Formula Columns across advertisers [DataStudio, Amalgam]
	Bing DSA in opt [Amalgam]
	Sales Ask #14 Auction-Time Bidding Improvements
P1-High-JB	Sales Ask #11 Complete GA Audiences > SA360 integration
	Billing dashboard improvements w/ Payments data (carryover)
	Monetizer improvement: add country to Monetizer to enable true local entity support (instead of currency approximation)
	Split invoices into MediaSpend and FeeAdjustment
	WebAPI/CM Migration to Boulder/Tangle
	Facebook complete import of all Engagement metrics (no amalgam support for PMD/Direct, just gateway when we do it in the future)
	Azure Active Directory oAuth for Bing
	Bing local inventory ads
	Bing RSA (responsive search ads) + SA360 Sync
	Bing sponsored product ads
	Microsoft Audience Network in Search
	Sales Ask #7 Full support for Floodlight for Travel Ads
	GAIA Based Attribution (needed to support Gmail Teaser Clicks in SSC)
	ITP Enhanced Match Support
	Sales Ask #1 Google Analytics DDA (reporting and bidding)
	Hotel Ads integration investigation & prototyping (Part of Non-Retail Feed self-service, aligning with top sales ask)
	Sales Ask #5 IM/Ad Builder/Feeds Enhancements
	Sales Ask #15 Make expectations on bid strategy performance clearer
	Sales Ask #16 Ability to apply Sales Events to a set of campaigns

# REDACTED

On Mon, Nov 25, 2019 at 11:51 AM Shibani Sanan <REDACTED@google.com> wrote:

Lin and Bashar,

What are the most painful cuts?

-shibani

On Mon, Nov 25, 2019 at 11:28 AM Jane Chateaubriand <REDACTED@google.com> wrote:

Updated view - Please notice that 'Byx' [Bing for Myx] is in for Fermium

thanks

# REDACTED

Priority	Feature
	H1 2020 SWE = ~16 Weeks (0 fixit)
	Capacity SWE Weeks
P0	Amalgam - H2'19 carry overs
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	Bing prominence metrics [Amalgam]
	Amalgam <-> GA Gold Integration
	Sales Ask #4 Ensure CM 3P app integrations (e.g. Adjust work for SA360 under project Curry)
	Sales Ask #3 SA360 Formula Columns across advertiser [DataStudio, Amalgam]
	Bing DSA in opt [Amalgam]
	Sales Ask #14 Auction-Time Bidding Improvements

On Fri, Nov 22, 2019 at 7:06 PM Jane Chateaubriand <[REDACTED]@google.com> wrote:

TL;DR - SA360 H1 2020 roadmap is now at a draft state ready for feedback and review. In lieu of a formal meeting, we ask Anthony & Shibani to please review our proposal here and provide email feedback. We will set up a meeting if required

thanks

---JQC

### Requested Actions

[@Anthony Chavez](#)

[@Shibani Sanan](#)

- Review the proposed roadmap and open questions
- Provide feedback and input
- Goal is to have roadmap ready to present at Global Gathering (12/3)

### Painful Cuts

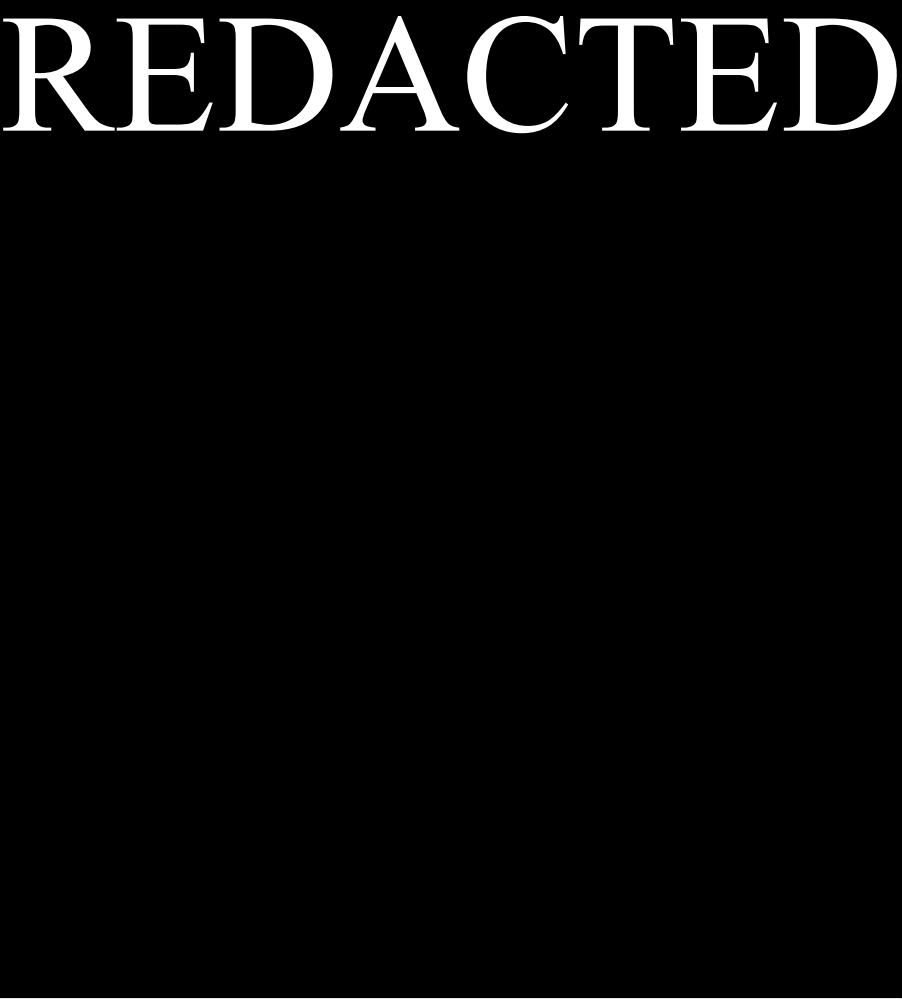
Billing dashboard improvements w/ Payments data (carryover)
Monetizer improvement: add country to Monetizer to enable true local entity support (instead of currency approximation)
Split invoices into MediaSpend and FeeAdjustment
Facebook complete import of all Engagement metrics (no amalgam support for PMD/Direct, just gateway when we do it in the future)
<a href="#">Bing local inventory ads</a>
Sales Ask #1 Google Analytics DDA (reporting and bidding)

**Notes & Open Questions**

- Bing RSA
  - We are still determining if this can be done partially in H1 finishing up in H2 - @Amit Varia following up if there are any legal considerations
  - The DP (Data Pipeline) team is still over capacity and the largest item to consider is Bing RSA
    - Option 1 - Cut this feature entirely
    - Option 2 - Start work in H1 but move most of the active work to H2
- **Additional 2+ Headcount needed** - Even moving Bing RSA below the line leaves the Data Pipeline (DP) team significantly over 100% capacity for H1 2020
- **Amalgam Migration** - Any extra bandwidth will go towards supporting Amalgam migration

**Proposed SA360 H1 ["Fermium"] Roadmap**

	H1 2020 SWE = -16 Weeks (0 fixit)
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	Sales Ask #14 Auction-Time Bidding Improvements



Jane Chateaubriand | Program Manager | [REDACTED@google.com](mailto:REDACTED@google.com) | REDACTED

**2 Attachments**

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For L5 MTV PgM, join us [here!](#)  
For L4/5 MTV TPM, join us [here!](#)

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- Lin