From:	Joan Braddi REDACTEDgoogle.com>
To:	Chris Weinstein
CC:	Brian Utter
Sent:	4/25/2020 12:30:13 AM
Subject:	Re: [EXTERNAL] Re: Microsoft Autobidding in SA360

Chris:

Thanks for sending the description of the Autobidding feature you are requesting. At this time our product team does not have any further questions on your list.

I would like to provide the history/background and future of the Y!Gemini feature mentioned on our last call. Let me know if you / Brian have time early next week to discuss.

Have a great weekend.
Joan

On Fri, Apr 24, 2020 at 1:37 PM Joan Braddi <REDACTED google.com> wrote:
Hi Chris:

On the generic API, looks like no additional work needed by MS/Bing - the API's look sufficient.

The product team is still reviewing all of the other items and we will reach out if questions or if having a product to product call may be more efficient.

Joan

On Fri, Apr 24, 2020 at 1:10 PM Chris Weinstein < **REDACTED** microsoft.com> wrote:

Hi Joan –

I wanted to follow up on the item below (and the generic API issue) as we had hoped to set up a product-level discussion this week. Can you please let us know the status?

Thanks,

-- Chris Weinstein

From: Joan Braddi <REDACTED google.com>
Sent: Wednesday, April 22, 2020 1:06 PM
To: Chris Weinstein < **REDACTED** microsoft.com>
Cc: Brian Utter <REDACTED)microsoft.com>

EXHIBIT
PSX01158

Subject: [EXTERNAL] Re: Microsoft Autobidding in SA360

Thanks Chris.

Our product team is reviewing the Autobidding request. We will let you know whether we have

any further questions and/or would desire a product-to-product session.

On the generic audience api, we will send clarification over to you.

Joan

On Wed, Apr 22, 2020 at 9:16 AM Chris Weinstein < REDACTED microsoft.com> wrote:

Hi Joan –

Thanks for the time yesterday.

Brian and I followed up with the product team who confirmed that the description we shared was correct; namely we are asking SA360 to support Microsoft auto-bidding functionality that allows customers to adjust bids to achieve more conversions and/or more clicks as possible based on customer's objectives. Advertisers can specify their objectives across any of the standard bid strategies:

- **Enhanced CPC**
  Modifies your bids for better efficiency. Compatible with text ads, Dynamic Search Ads, and shopping campaigns.
- **Maximize Clicks**
  Helps you get as many clicks as possible. Compatible with text ads, Dynamic Search Ads, and shopping campaigns.
- **Maximize Conversions**
  Helps you get as many conversions as possible. Compatible with text ads and Dynamic Search Ads.
- **Target CPA**
  Helps you get as many conversions as possible, within your target cost per acquisition (CPA). Compatible with text ads and Dynamic Search Ads.

The support will be comparable to the support SA360 provides to Google Ads bid strategies (which are separate from the SA360 bid strategies), as described in SA360 documentation: https://support.google.com/searchads/answer/6155651?hl=en. Just as SA360 customers should be able to use Google Ads bid strategies in lieu of the SA360 bid strategies, they should be able to use Microsoft's auto-bidding strategies in lieu of the SA360 bid strategies.

SA360 should be able to enable this functionality using the APIs and other documentation that we've provided.

Thanks,

-- Chris Weinstein

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