**From:** Ryan Krueger [REDACTED@google.com]
**Sent:** 9/1/2021 4:46:32 PM
**To:** Ryan Fitzgibbon [REDACTED@google.com]; Seamas Leddy [REDACTED@google.com]
**Subject:** SA360 GPL

- **Ryan Krueger**, 2021-09-01 09:46:32

  maybe i missed this being discussed but what is plan for SA360 gathering this year

- **Ryan Krueger**, 2021-09-01 09:46:46

  virtual im assuming again

- **Ryan Krueger**, 2021-09-01 09:46:49

  but curious timing

- **Seamas Leddy**, 2021-09-01 09:47:24

  Need to confirm with Amit

- **Seamas Leddy**, 2021-09-01 09:47:43

  virtual yes, but has slipped off my radar

- **Ryan Krueger**, 2021-09-01 09:47:48

  no worries

- **Ryan Krueger**, 2021-09-01 09:48:06

  also - somewhat related, when the new GPL coming onboard (approx?) - good first task to organize ☺

- **Ryan Fitzgibbon**, 2021-09-01 09:48:30

  Miladin mentioned Gathering to me yesterday

- **Ryan Fitzgibbon**, 2021-09-01 09:48:40

  he&#39;s keen to start planning for it

- **Ryan Krueger**, 2021-09-01 09:48:45

  greart

- **Ryan Krueger**, 2021-09-01 09:48:54

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- **Ryan Fitzgibbon,** 2021-09-01 09:49:04

  should be a decent swag budget since there has been no offsites, etc

- **Ryan Krueger,** 2021-09-01 09:49:09

  suggest we get swag ordered sooner than later

- **Ryan Krueger,** 2021-09-01 09:49:13

  took FOREVER last time

- **Ryan Krueger,** 2021-09-01 09:49:21

  cheeseboard was a hit

- **Ryan Fitzgibbon,** 2021-09-01 09:49:28

  my neighbor owns a swag company

- **Ryan Fitzgibbon,** 2021-09-01 09:49:32

  ☺

- **Ryan Krueger,** 2021-09-01 09:49:38

  RF no kick-backs

- **Ryan Fitzgibbon,** 2021-09-01 09:49:40

  neighbor discount ☺

- **Ryan Krueger,** 2021-09-01 09:49:41

  unless u share

- **Ryan Fitzgibbon,** 2021-09-01 09:49:43

  haha

- **Ryan Fitzgibbon,** 2021-09-01 09:50:04

  if we get a # people and $ per person, I can get his ideas

- **Ryan Krueger,** 2021-09-01 09:50:54

  finance would have # of ppl right

- **Ryan Fitzgibbon,** 2021-09-01 09:52:52

  lol

- **Ryan Fitzgibbon,** `2021-09-01 09:52:58`

  yeah - but it&#39;s a secret

- **Seamas Leddy,** `2021-09-01 09:53:57`

  haha

- **Seamas Leddy,** `2021-09-01 09:54:23`

  new hire start date is being negotiated

- **Seamas Leddy,** `2021-09-01 09:54:39`

  will share more tomorrow after I&#39;ve confirmed the offer has been accepted

- **Ryan Krueger,** `2021-09-01 09:55:23`

  I shared &quot;cdcbab1d-5044-45a8-8ad4-3c9fa57774ed.gif&quot; using the new Google Chat.<br><a href="https://chat.google.com/api/get_attachment_url?url_type=FIFE_URL&amp;attachment_reference=AF5i MzlGFD35p33DEF3oAf29zVytOUlGgQmfnGDN28cXTrVedwgEC5ENnruW9tEKM50SBUeRNl-R-TO3k3mru3F6PiW0MVcowgZ2e5kw6e9_LAUO8qwgkBi5AZoDCRt9V_klXOMYNENpoyAWCvJ8qYE6Mu FgF8gMaxqIckjfAm1aMsfTlGLCGTh7nC014J_Y82kdpgcN_rh3Gb8X_UfVeywnue2HlrSf_I0OdPw1uLs6hoi-_vxy5GpAO5-dBR4%3D&amp;width=220&amp;height=265">Click here to view.</a>

- **Seamas Leddy,** `2021-09-01 09:55:35`

  as long as it&#39;s not a mug I&#39;ll be happy with the swag

- **Ryan Krueger,** `2021-09-01 09:55:48`

  We need some cool amalgam stuff

- **Seamas Leddy,** `2021-09-01 09:56:33`

  Yeah, let&#39;s make sure to run our amalgam swag by Cesar though :)

- **Ryan Krueger,** `2021-09-01 09:56:44`

  Oh right

- **Ryan Krueger,** `2021-09-01 09:56:54`

  Maybe we order for delivery in February then

- **Ryan Fitzgibbon,** `2021-09-01 09:57:00`

  haha

- **Ryan Krueger,** `2021-09-01 09:57:01`

Or we do swag now and later

- **Ryan Krueger**, `2021-09-01 09:57:05`

  2x swG

- **Ryan Krueger**, `2021-09-01 09:57:07`

  Swag

- **Ryan Fitzgibbon**, `2021-09-01 09:57:10`

  i&#39;d expect 2x swag

- **Ryan Krueger**, `2021-09-01 09:57:19`

  +1

- **Ryan Fitzgibbon**, `2021-09-01 09:59:09`

  so it was Xbox --&gt; Xbox 360 --&gt; Xbox One --&gt; Xbox Series X<br><br>In theory Amalgam should be SA One....but since Marin uses &quot;Marin One&quot; I think we should jump to &quot;SA Series X&quot;

- **Seamas Leddy**, `2021-09-01 12:13:28`

  Coverage BFM question: Do we plan to support a x-engine Broad Match + FACB Depth metric (if that is indeed where we land for Coverage)?

- **Ryan Fitzgibbon**, `2021-09-01 12:13:45`

  not without Byx

- **Seamas Leddy**, `2021-09-01 12:14:01`

  is Bing Broad Match something that would even make sense for us to support/track and drive towards?

- **Ryan Fitzgibbon**, `2021-09-01 12:14:10`

  we cannot guarantee that broad match + intra-day would perform well

- **Seamas Leddy**, `2021-09-01 12:14:13`

  or would we just use Byx

- **Ryan Krueger**, `2021-09-01 12:14:21`

  +1 to intraday concern

- **Ryan Krueger**, `2021-09-01 12:14:26`

  would only target for ATB IMO

- **Ryan Fitzgibbon,** `2021-09-01 12:14:33`

  it would have a HUGE Google bias

- **Seamas Leddy,** `2021-09-01 12:15:50`

  okay, so if BFM comes back with broad match + FACB our options would be:

- **Seamas Leddy,** `2021-09-01 12:16:11`

  1.) We narrow scope to Broad Match + Byx only

- **Ryan Fitzgibbon,** `2021-09-01 12:16:42`

  would need Byx though

- **Seamas Leddy,** `2021-09-01 12:16:45`

  2.) Figure out how Broad Match on Bing would work with intraday (seems like this would take a while)

- **Ryan Krueger,** `2021-09-01 12:16:49`

  #1 edit: broad match for myx + + google ads ATB + byx yeah

- **Ryan Krueger,** `2021-09-01 12:16:53`

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- **Ryan Krueger,** `2021-09-01 12:17:11`

  for #2 im assuming eng can run some analysis for existing broad match customers

- **Ryan Fitzgibbon,** `2021-09-01 12:17:31`

  it&#39;s not about performance of Broad + intraday in isolation though

- **Ryan Fitzgibbon,** `2021-09-01 12:17:37`

  it&#39;s the metric itself being x-engine

- **Ryan Fitzgibbon,** `2021-09-01 12:17:54`

  i.e. push to turn on Broad + bidding across all engines

- **Ryan Fitzgibbon,** `2021-09-01 12:18:26`

  we&#39;d only count ATB for Google, but have to count intraday for non-google until we support ATB everywhere else

- **Seamas Leddy,** `2021-09-01 12:18:34`

Yeah, I'm just thinking through the options of what we could conceivable track as an SA360 version of that BFM

- **Seamas Leddy**, `2021-09-01 12:18:47`

and more importantly, if we'd even want to do that considering the concerns you've flagged

- **Ryan Fitzgibbon**, `2021-09-01 12:18:58`

but activating across all engines would re-emphasize the criticism in the colorado case

- **Ryan Fitzgibbon**, `2021-09-01 12:19:19`

that we bias to making Google look better

- **Ryan Fitzgibbon**, `2021-09-01 12:19:42`

and portfolios across engines would skew even more budget towards google

- **Ryan Fitzgibbon**, `2021-09-01 12:20:16`

simple statement.....do we feel confident that we should recommend broad match on ALL engines?

- **Seamas Leddy**, `2021-09-01 12:20:21`

ok, good stuff

- **Ryan Fitzgibbon**, `2021-09-01 12:20:26`

my answer is NO

- **Ryan Fitzgibbon**, `2021-09-01 12:20:44`

in which case, i'd say our option is "keep SA OKR the same and reject the BFM"

- **Seamas Leddy**, `2021-09-01 12:21:28`

To recap: we can't confidently say broad is best. SA OKR should remain as is without it. Revisit when byx is up.

- **Seamas Leddy**, `2021-09-01 12:21:28`

fair?

- **Ryan Fitzgibbon**, `2021-09-01 12:21:29`

yep

- **Ryan Fitzgibbon**, `2021-09-01 12:21:35`

and ideally YJP Myx too

- **Seamas Leddy,** 2021-09-01 12:21:37

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- **Ryan Fitzgibbon,** 2021-09-01 12:21:47

  but lower concern for sure

- **Seamas Leddy,** 2021-09-01 12:22:37

  thanks both

- **Ryan Fitzgibbon,** 2021-09-01 12:22:41

  unless BFM is:<br>Broad + Myx for Google + all intraday for non-Google regardless of match
  type<br><br>Doubt that would get past legal though

- **Seamas Leddy,** 2021-09-01 12:25:49

  Non-coverage BFMs, Rob said we are in a better place with MSMT (supporting an SA360 view of the GA4
  metric) and Lead Gen (SA360 view of OCI adoption / bidding).

- **Seamas Leddy,** 2021-09-01 12:26:42

  I&#39;m working through BFMs now to flag SA360 issues. So holler if something is glaring with that initial
  assessment