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**From:** Jason Krueger [REDACTED@google.com]  
**Sent:** 2/10/2021 4:57:03 PM  
**To:** Amit Varia [REDACTED@google.com]

- **Jason Krueger**, 2021-02-10 08:57:03  
ayo
- **Jason Krueger**, 2021-02-10 08:57:16  
our 1:1 conflicts w Starfire meeting
- **Jason Krueger**, 2021-02-10 08:57:22  
resched or cancel 1:1?
- **Amit Varia**, 2021-02-10 09:05:33  
morning morning
- **Amit Varia**, 2021-02-10 09:05:39  
yeah let me reschedule the 1:1
- **Jason Krueger**, 2021-02-10 09:05:42  
aight coo
- **Amit Varia**, 2021-02-10 09:05:51  
were you able to get the costs on Myx ROI forecasting in DS3?
- **Jason Krueger**, 2021-02-10 09:05:52  
today or tomorrow ideally, I'm OOO Fri/Tue
- **Jason Krueger**, 2021-02-10 09:06:00  
lemme ping Zhen, he said it should be ready
- **Amit Varia**, 2021-02-10 09:06:48  
sg thanks
- **Jason Krueger**, 2021-02-10 09:07:20  
zhen says ~12 weeks
- **Amit Varia**, 2021-02-10 09:07:27  
great thanks!
- **Jason Krueger**, 2021-02-10 09:07:39  
yupyu[
- **Jason Krueger**, 2021-02-10 09:07:41  
yup\*
- **Amit Varia**, 2021-02-10 09:10:31  
What's your take on doing it in DS3?
- **Amit Varia**, 2021-02-10 09:10:53  
It's not like we've got the resources to actually do it :), but from a business perspective
- **Jason Krueger**, 2021-02-10 09:11:01

it's important

- **Amit Varia**, 2021-02-10 09:11:02

Do you think you need it to hit your Myx goals?

- **Jason Krueger**, 2021-02-10 09:11:05

well

- **Jason Krueger**, 2021-02-10 09:11:47

clearly it hasn't been a blocker to Myx adoption

- **Jason Krueger**, 2021-02-10 09:12:10

i.e. performance gains of Myx (compared to Intraday) outweigh lack of forecasting

- **Jason Krueger**, 2021-02-10 09:12:28

thus far, I haven't heard of a single customer churn from Myx due to lack of forecasting

- **Jason Krueger**, 2021-02-10 09:12:44

but that said, Sales mentions it several times per week as a key insight that is lacking

- **Jason Krueger**, 2021-02-10 09:13:08

reputation-wise, it won't look very good for SA360 to not offer forecasting for Myx (which is most of our bidding now) for another year+

- **Jason Krueger**, 2021-02-10 09:13:25

(since for many advertisers, they have been without forecasting for a year already --- and have been told by sales it's "coming soon")

- **Jason Krueger**, 2021-02-10 09:13:48

TL;DR: I think it will partially affect hitting Myx 100%, but not likely to be a major adoption blocker

- **Jason Krueger**, 2021-02-10 09:13:53

(unclear how much)

- **Jason Krueger**, 2021-02-10 09:14:12

but it could result in losing trust in what SA360 is doing in the "full scope of value add"

- **Amit Varia**, 2021-02-10 09:14:34

Got it - yeah that's a pretty good summary. I'm pretty aligned with that

- **Jason Krueger**, 2021-02-10 09:15:14

it will sell very nicely

- **Jason Krueger**, 2021-02-10 09:15:45

"here we just launched a long awaited Myx feature that benefits nearly every customer and is SA360-value prop aligned"

- **Jason Krueger**, 2021-02-10 09:15:53

^shows that we are still moving forward

- **Amit Varia**, 2021-02-10 09:16:47

For Amalgam, it'll be available the day their strategies get migrated, right?

- **Jason Krueger**, 2021-02-10 09:16:53

yes

- **Amit Varia**, 2021-02-10 09:16:55

Or is it still in the works?

- **Jason Krueger**, 2021-02-10 09:17:03

that's on track to launch this quarter

- **Jason Krueger**, 2021-02-10 09:17:21

(some small limitations in forecasting at first, but we can discuss those nuances offline)