Message

From: Brad Bender [bradbender@google.com]
Sent: 11/10/2016 8:06:00 PM
To: Payam Shodjai [pshodjai@google.com]

- **Brad Bender**, 2016-11-10 12:06:00

hey payam

- **Brad Bender**, 2016-11-10 12:06:06

just found out

- **Brad Bender**, 2016-11-10 12:06:17

that when DBM buys on AFC/AdMob

- **Brad Bender**, 2016-11-10 12:06:26

we retain a 32% margin on AFC/AdMob

- **Brad Bender**, 2016-11-10 12:06:28

?

- **Payam Shodjai**, 2016-11-10 12:06:31

yup

- **Payam Shodjai**, 2016-11-10 12:06:36

that's the way it works

- **Brad Bender**, 2016-11-10 12:06:39

So the total net == 32+9 or whatever

- **Payam Shodjai**, 2016-11-10 12:06:43

yup!

- **Brad Bender**, 2016-11-10 12:06:44

is there a good reason for that?

- **Payam Shodjai**, 2016-11-10 12:06:47

we make A LOT of money

- **Brad Bender**, 2016-11-10 12:06:56

feels like we are disadvantaging AFC/AdMob

- **Payam Shodjai**, 2016-11-10 12:07:00

yes

- **Payam Shodjai**, 2016-11-10 12:07:05

we've had many discussions on this

- **Payam Shodjai**, 2016-11-10 12:07:31

there were multiple reasons for keeping it

- **Payam Shodjai**, 2016-11-10 12:07:48

(btw, my point of view was that we should reduce it to 20%, but didn't feel strongly)

- **Payam Shodjai**, 2016-11-10 12:08:00

one of the reasons cited as keeping the margin at 32% was...that we can

PTX1736

1:23-cv-00108

- **Brad Bender**, 2016-11-10 12:08:05

ok...

- **Payam Shodjai**, 2016-11-10 12:08:06

smaller pubs don't have alternative revenue sources

- **Payam Shodjai**, 2016-11-10 12:08:09

so we are giving up margin

- **Payam Shodjai**, 2016-11-10 12:08:24

and in an environment where margin pressure is high, we felt we shouldn't give it up

- **Payam Shodjai**, 2016-11-10 12:08:41

the other reason seemed to be a technical one (I forget exactly what it was)

- **Brad Bender**, 2016-11-10 12:09:04

k

- **Payam Shodjai**, 2016-11-10 12:09:07

happy to bring up the discussion again if you feel strongly about lower rev share for AFC

- **Brad Bender**, 2016-11-10 12:09:08

may be worth re-opening

- **Payam Shodjai**, 2016-11-10 12:09:10

it would apply to all buyers ☺

- **Payam Shodjai**, 2016-11-10 12:09:12

not just DBM...

- **Brad Bender**, 2016-11-10 12:09:22

given the latest margin discussions

- **Brad Bender**, 2016-11-10 12:09:26

hmm

- **Payam Shodjai**, 2016-11-10 12:09:37

because AFC pubs are opted in to AdX

- **Brad Bender**, 2016-11-10 12:09:40

would rather fix for our frontends

- **Payam Shodjai**, 2016-11-10 12:09:48

yeah

- **Payam Shodjai**, 2016-11-10 12:10:00

i think we might have to do some non trivial engienering work in that case

- **Brad Bender**, 2016-11-10 12:10:05

k

- **Payam Shodjai**, 2016-11-10 12:10:19

also, i am planning to go to australia for the holidays (December)

- **Payam Shodjai**, 2016-11-10 12:10:35

i might go a week earlier for some clients meetings, after talking to the sales team in sydney

- **Payam Shodjai**, 2016-11-10 12:10:41

just wanted to see if that's ok with you

- **Payam Shodjai**, 2016-11-10 12:11:18

i would leave probably 2nd week of December

- **Brad Bender**, 2016-11-10 12:11:34

oh nice!

- **Brad Bender**, 2016-11-10 12:11:59

love the idea of adding on client mtgs there

- **Brad Bender**, 2016-11-10 12:12:06

& Oz rocks ☺

- **Payam Shodjai**, 2016-11-10 12:12:10

☺

- **Payam Shodjai**, 2016-11-10 12:13:07

i usually try to split the travel expenses in some thoughtful way between personal/business

- **Brad Bender**, 2016-11-10 12:13:18

y, makes sense

- **Payam Shodjai**, 2016-11-10 13:47:14

btw, the more i see deepti in action, the more impressed i am by her

- **Payam Shodjai**, 2016-11-10 13:47:28

she has tremendous capacity

- **Payam Shodjai**, 2016-11-10 14:39:51

So this anecdotal feedback from sales doesn't seem solid...