Message

From:	Sam Temes [temes@google.com]
Sent:	1/4/2019 1:40:56 PM
To:	Rahul Srinivasan [rahulsr@google.com]
CC:	Melinda Guo [melindaguo@google.com]; Haskell Garon [hgaron@google.com]; Tobias Maurer [tmaurer@google.com]; Alex Shellhammer [ashellhammer@google.com]; Bryan Rowley [browley@google.com]; Giulio Minguzzi [gminguzzi@google.com]; Jordy Smilde [jordysmilde@google.com]; Nick Danziger [ndanziger@google.com]; Suzanne Blackburn [suzblackburn@google.com]
Subject:	Re: 1P Auction Comms - Weekly

Cool thanks. I summarized my thoughts for Nitish as well -- we are discussing Monday. Stay out ahead of the negative "cross-platform perception" is the largest risk I see in the project from a comms perspective. Happy to speak more on MOnday or tuesday when I'm back in NYC

On Thu, Jan 3, 2019 at 5:58 PM Rahul Srinivasan <rahulsr@google.com> wrote:

Sure Sam. Nirmal is looking into transition metrics on the buyside. We don't think DBM/EB spend is completely going away, but we believe there would be some spend shift from 3PE (HB and EB) to AdX -- there is a lot of traffic on which the floor DBM is subject to through AdX is higher than the floor at which DBM is able to buy the same inventory through some 3PEs (see analysis). By unifying floors, we will be equalizing access across all channels, so there could be *some* spend shift as a natural consequence. The risk called out on the slide is if too much spend shifts (which we will be tracking during the transition), impacting its cross-platform perception -- Ali mentioned that we're already at a reasonably high % through AdX, so the incremental impact of this risk isn't too high -- we'll need to find a way to address this concern -- agree that compiling a comms plan for these partners is important.

On Thu, Jan 3, 2019 at 3:00 PM Sam Temes <temes@google.com> wrote:

Thanks, can you add me to the thread with them (and Dan Taylor as well)? Also, who is leading the impact analyses for DV360? Looking at the slides and implications of unified auction, it appears DV3-purcahsed EB inventory essentially going to go away completely -- this will mean we spend way less on partners who are large EB partners such as Index. Is that hypothesis being tested? Comms plans for partners like these will be as important as buyer comms from a PR perspective.

On Thu, Jan 3, 2019 at 12:24 PM Rahul Srinivasan <rahulsr@google.com> wrote:

Thanks Sam! Here is the current version of the deck we plan to use. We have a placeholder slide for the DV 360 and Google Ads plan, which Suresh specifically asked for. The review with Suresh is on Thursday 1/10 and the ACM review is scheduled for Friday 1/11. Payam, Ali, Sagnik, Brad, Chris, Dan, Jason, Jim, Vivek and a few others have requested a pre-review on 1/8 or 1/9, which we're currently looking to schedule - CES is making it difficult to find a time that works for all!

Tobias/Sam - I've commented you in on a few slides. Would be really helpful to get your thoughts on the slides by Monday 1/10, so that we can send the deck out as a pre-read before the reviews. Thanks a ton!

On Wed, Jan 2, 2019 at 7:51 AM Sam Temes <temes@google.com> wrote:

Thanks Rahul. this is really helpful and the concern about how we comms even more spend shift into AdX will be tricky. Bryan provided me a similar background on a separate thread. I'll connect with some folks on my side this week (still ooto, but catch up on some emails) and will be in touch.

On Wed, Dec 19, 2018 at 11:04 AM Rahul Srinivasan <rahulsr@google.com> wrote:

Thanks Sam. Leveraging messaging we've used when other SSPs have moved to a 1P auction sounds good, but Suresh also wanted us to also specifically address the following questions re. DBM comms:

- given this is a change that Google is making (and not a 3P SSP), are there any changes in messaging to DBM advertisers/agencies about first-price auctions and why we're making this change?

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• if this migration ends up shifting a visible portion of DBM spend from 3PE to AdX (which could happen because of lower AdX floors), would it further impact perception of DBM as a cross-platform product? how do we want to deal with this?

• how do we want to deal with clients not opted in to Poirot?

fyi - we have a review with Suresh on this topic on the 10th of Jan, followed by an ACM on the 11th. Looking forward to chatting in more detail in Jan

On Wed, Dec 19, 2018 at 11:09 AM Haskell Garon <hgaron@google.com> wrote:
Ok, thanks - I agree that messaging makes complete sense; we should just plan to have slides that reflect that for the review since Suresh had asked about DV3 comms specifically.

On Wed, Dec 19, 2018 at 11:02 AM Sam Temes <temes@google.com> wrote:
OK - sorry i can't join. Haskell - fwiw we have already dealt with 1p auction on most other SSPs so the buyside is generally prepared for this. Our comms and direction to sellers would be the same as it was when other SSPs made the move.

On Wed, Dec 19, 2018 at 11:00 AM Haskell Garon <hgaron@google.com> wrote:
Ok, in that case let's cancel (Sam T declined as well) -- but note that the ACM is scheduled for Jan 10, and I don't think there are any alternate ACMs until Feb, so timeline slips min 1 month if we miss the Jan 10 ACM review.

On Wed, Dec 19, 2018 at 10:24 AM Tobias Maurer <tmaurer@google.com> wrote:
Sorry folks I caught a cold and won't be able to make this. Given some others can't make it either let's maybe kick this off in Jan.
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Tobias Maurer | Senior Product Manager | tmaurer@google.com |

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