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To: Jason Spero <jspero@google.com>, Matthew Lawson <imatt@google.com>
Sent: Fri, 9 Dec 2016 09:57:44 -0500
Subject: GSL Thoughts for Sell-Side Marketing Support
Cc: Kristen Heinz <kheinz@google.com>

Hi Matt/Jason,

Per Jason's request from Tuesday...thanks for considering the sell-side as you finalize marketing resource allocation. Please find below the top priorities in 2017 where marketing support will be critical. Copying Kristin W (Brand GSL team) who can give more context on the sell-side video business if required.

Please note that our sell-side marketing resources are stretched very thin (US: 3.5; EMEA 3; APAC 1). They have done a phenomenal job making due with what they have, via strict prioritization, but imho the business is vastly under funded. Happy to discuss in more detail as needed.

2017 Sell-Side Priorities:

- **AdX Value Prop update and Header Bidding and FAN response.** Need to fight off the existential threat posed by Header Bidding and FAN. This is my personal #1 priority. If we do nothing else, this needs to an all hands on deck approach
- **Unification and DRX/DFP/AdX Rebrand:** once every 10 years type activity which will require large support from marketing to land it well
- **Video Support**
 - improving perception of DFP Video with TV companies
 - Growing awareness of Doubleclick as a video PMP provider
 - Truth in Traffic for Video (Video inventory quality is a hot topic)
 - SpeedMatters evolution for video
- **Deals Support**
 - Telling a cohesive story across our transaction types (PG, the new PA in DFP, as well as EB, DFL, etc.)
 - Migration of tags (traditional) to Programmatic deal execution
 - Support for pubs to bring agencies along as agency business models evolve due to the shift to programmatic
- **Format Evolution:** Native and Rewarded evangelism to fight against FAN
- **AMP** - continued evangelism with focus on A4A and ALP
- **New Network** will likely start needing marketing support in the back half of 2017
- **AdMob**
 - Mediation. We continue to lag behind competitors in
 - Native / Rewarded (see formats above)
 - Firebase integration

Happy to discuss further.

Chris

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