

Message

From: launch@google.com [launch@google.com]
Sent: 12/8/2016 8:54:10 PM
To: eisar@google.com
CC: launchlog@google.com
Subject: [Launch 177847] Reduce AdX Dynamic Revshare Holdback to 5%

whlin has created a new launch.

Please review.

Your role as eisar: PA Lead approver

Link: <https://ariane.googleplex.com/launch/177847>

Launch information:

Launch ID 177847
Name **Reduce AdX Dynamic Revshare Holdback to 5%**
Calendars Ads & Comm (Display): DRX Ads Quality
Launch Date **2017-Q4**
Status **Current**
Description We would like to reduce the holdback traffic percentage for AdX dynamic revshare (DRS) to 10% from 5%. Large 10% holdback becomes wasteful after we show little buyer and seller change on AdX due to DRS in the holdback studies. Another reason to reduce holdback is to avoid spammy revenue loss alerts from CA experiment RTM monitoring. The existing 10% DRS holdback exceeds rev loss alert often.
Creator whlin

Approvers:

Ads & Comm (Display): DRX Ads Quality	Status	Owners
PA Lead	Pending Review	<u>jbellack</u> , <u>muret</u> , <u>eisar</u>
Eng	Pending Review	<u>apappu</u> , <u>jimgiles</u> , <u>gberntson</u> , <u>whlin</u> , <u>drx-experiment-approvers</u>
Legal	FYI	<u>timtaylor</u>
Logs	FYI	<u>logs-launch+ariane</u>
Latency	FYI	
UI	FYI	<u>antonellap</u> , <u>pamullin</u> , <u>milesrochford</u> , <u>fmontay</u> , <u>anniechang</u>
Security	FYI	
Policy Team	FYI	<u>publisher-policy-dev</u>
Privacy	Needs Work	<u>pwg-display-approvers</u> , <u>pwg-display-delegate-approvers</u>

Launch Attributes:

Global attributes

PRD

PTX0432

1:23-cv-00108

Privacy
Design
Document
Privacy No
Trivial
Launch

Privacy
Trivial
Justification

Privacy
Master
Tracking
Bug

DRX Ads Quality attributes

PM mhop
TL whlin

Privacy
Launch
Document

Impact Minor

L-Team No

Display No

Privacy
Review
required?

Patent false
review

User I certify

Controls
Certification
(go/uc-cert)

DRX
Launch
Review
Date

Eng Review
Owner

Experiment <https://docs.google.com/document/d/1a8lcE7oTid86Csqtqt21044A0TU3L8H1W3E648n015w/edit>
Launch Doc

Stats links 5% holdback <https://...Swv7ZGFzHDO3ymBVDSs0>
(Rasta,
REMH,
Human
Eval)

Launch Full Launch
Stage

Experiment 5%
fraction

Rasta Holdback
Impact
Stage
Network https://rasta.corp.google.com/#!/metrics?label=_:7BRsJ4SSwv7ZGFzHDO3ymBVDSs0
Impact
Rasta
Revenue ARR 6.5M
impact
DRX neutral
DRX no-op
System/End-
to-End Tests
CPD
Logs attributes
Logs Ticket
Link
Latency attributes
Latency data
Security attributes
Needs No
security
review
Security
Justification
Security
ticket(s)

Recipients: [anniechang](#), [antonellap](#), [apappu](#), [drx-experiment-approvers](#), [eisar](#), [fmontay](#), [gberntson](#), [jbellack](#), [jimgiles](#), [logs-launch+ariane](#), [mhop](#), [milesrochford](#), [muret](#), [pamullin](#), [publisher-policy-dev](#), [pwg-display-approvers](#), [pwg-display-delegate-approvers](#), [timtaylor](#), [whlin](#)