AWBid Update for DMPM

Cross-exchange buying for remarketing

Google

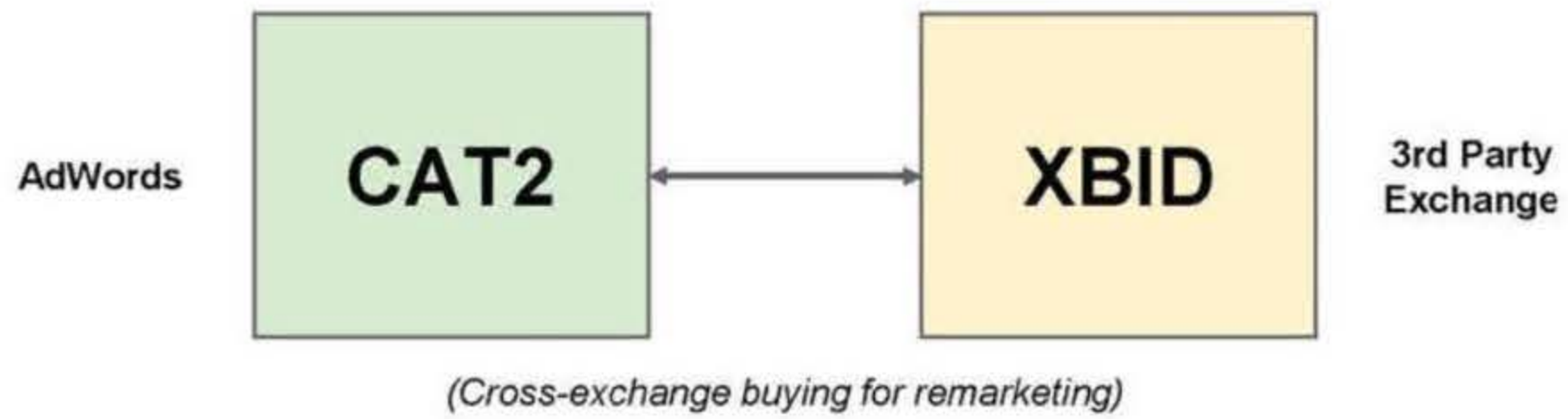Tobias Maurer

9/4/2014

PTX0199

1:23-cv-00108

What is AWBid (AdWords Bidder)?

AdWords   **CAT2** ←→ **XBID**   3rd Party Exchange

(Cross-exchange buying for remarketing)

Core AWBid Team

Dima   Joan   Shanshan   Matthew

Keum (legal)   Barney (comms/sales)   Keith (support)   John (BD)

Oren   Eu-Jin   Danny

Engineering

Katherine (spam ops)   Phil (spam)   John (policy)

Google

Executive Summary

Exchanges: 7 live, 21bn daily queries, 3.3bn available to CAT2
Rubicon, OpenX, Pulsepoint, AdScale, Pubmatic, Yield Lab, Casale

BD Pipeline: +10 exchanges, **44bn** total inventory
Q3: Tanx (CN), CCI (JP), Yandex (RU), PlatformOne (JP), Platform ID (JP), Microad (JP)
Q4: Improve Digital (NL), Baidu (CN), AOL (US), Appnexus (US)

Exchanges Blocked:
- Yahoo blocked by top partner process, due to re-negotiation with DBM
- Facebcok needs executive approval

Advertisers: 1% traffic experiment, 66 advertisers
Advertiser uplift results pending resolution of inventory throttling

Focus of today's review

Inventory Throttled: pending Q3 resolution of key items
COOKIE COVERAGE, IFRAME, SPAM, TIMEOUTS

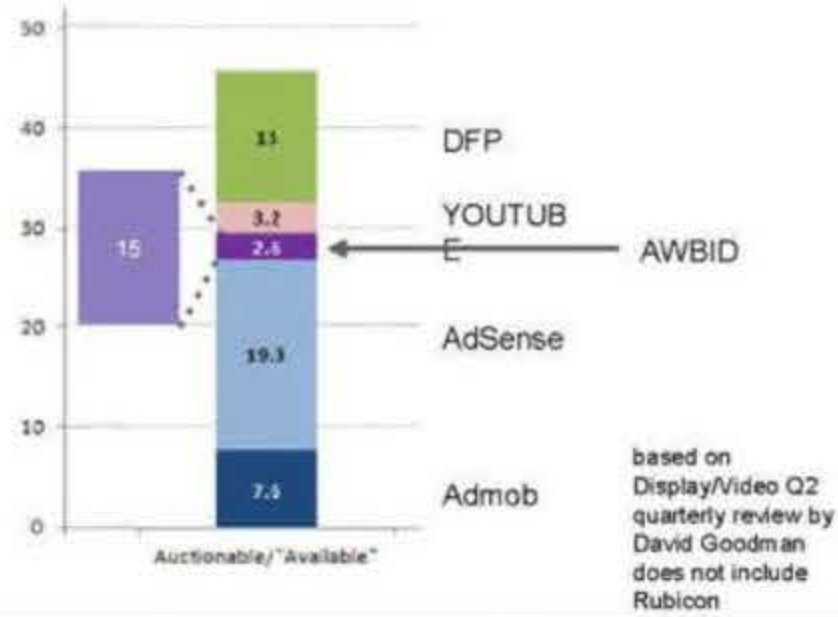PRIVILEGED AND CONFIDENTIAL

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Advertiser report for April 2014:
https://docs.google.com/a/google.com/spreadsheets/d/1JpiNTL2P2MY7J1NwG_NO1JwDfWDJxbDdsGa84Mc5LcM/edit#gid=1564235217

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https://docs.google.com/a/google.com/presentation/d/1mxQMZ-L2XYCy5K8N5oj6upEFOCZdf---
KbRD9dWsZvo/edit#slide=id.g275351530_1250
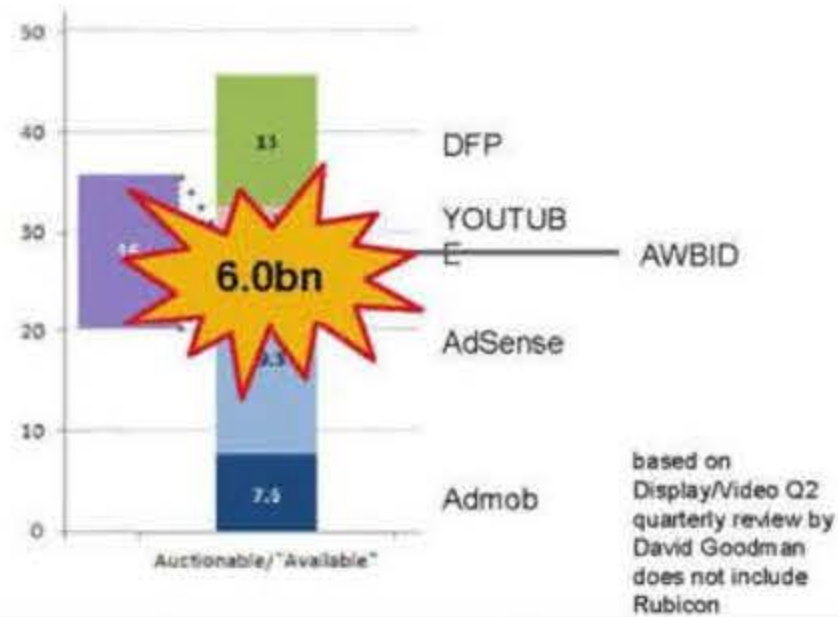
https://docs.google.com/a/google.com/presentation/d/1mxQMZ-L2XYCy5K8N5oj6upEFOCZdf---KbRD9dWsZvo/edit#slide=id.g275351530_1250

86% of inventory throttled - while this is being addressed advertiser results can't be accurately measured

This is on OpenX, which dominates our current traffic. Other exchanges are worse off, e.g. Yieldlab times out 90% on non-GPA queries.

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Funnel stages (top to bottom):
- 15bn
- has cookie — 9bn
- no iframe — 4.6bn
- no private auction — 4bn
- clean spam history — 3.7bn
- CAT2
- no timeout — 1.7bn
- return bid — 70m
- win — 1m

	Current	Q3 goal
has cookie	58%	75%
iframe*	50%	90%
total usable**	24%	60%
Timeout non-GPA/GPA***	35/70%	20/20% stretch

*: based on conservative assumption that 10% of traffic doesn't meet our spam quality requirements, *: includes other filter reasons, ***: 70/95% in Q1

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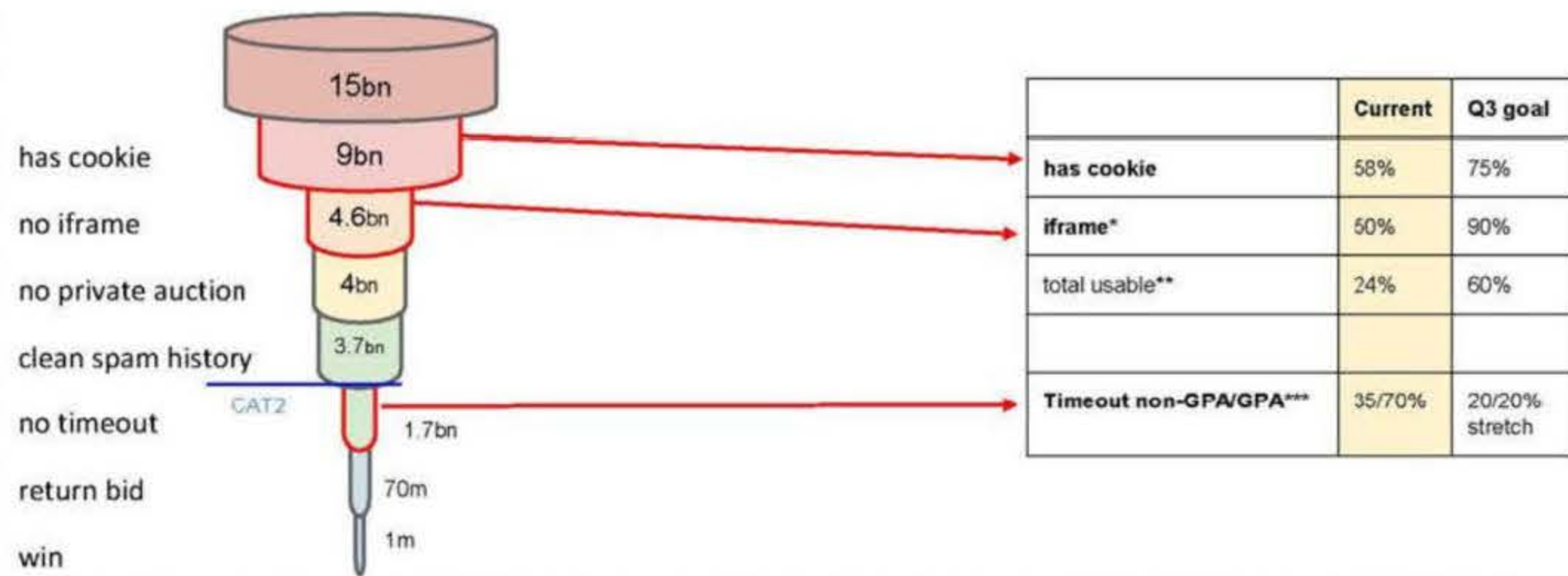
86% of inventory throttled - while this is being addressed advertiser results can't be accurately measured

Funnel values (top to bottom):
- 15bn
- has cookie: 9bn
- no iframe: 4.6bn
- no private auction: 4bn
- clean spam history: 3.7bn — CAT2
- no timeout: 1.7bn
- return bid: 70m
- win: 1m

Annotations:
- place **cookie matching pixels** in more frequently called locations
- **drop cookies** on non-cookie users: 25%

- launch **encrypted creative** to address spam
- we will **allow iframes** on exchanges with low spam issues

- **tech improvements**: caching, IBA/BOW opt.
- **bid prediction**: guess what would be a bid for an impression and determine the right creative later. Close to 0%

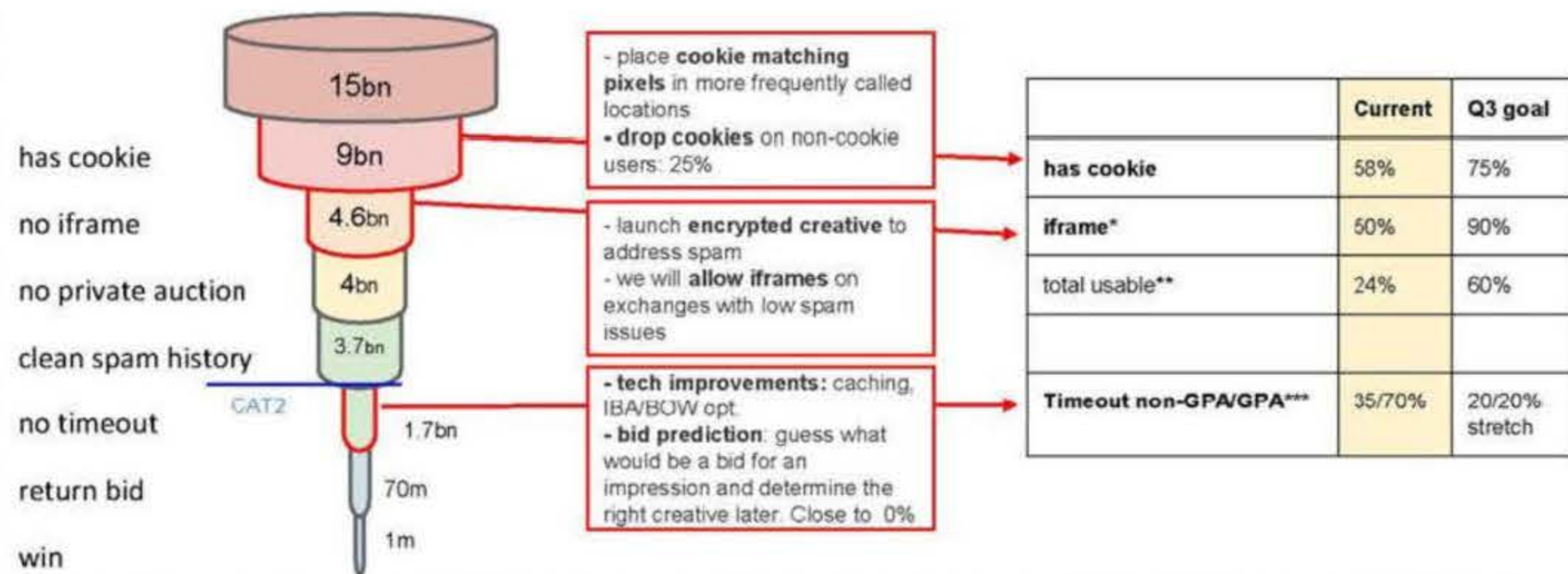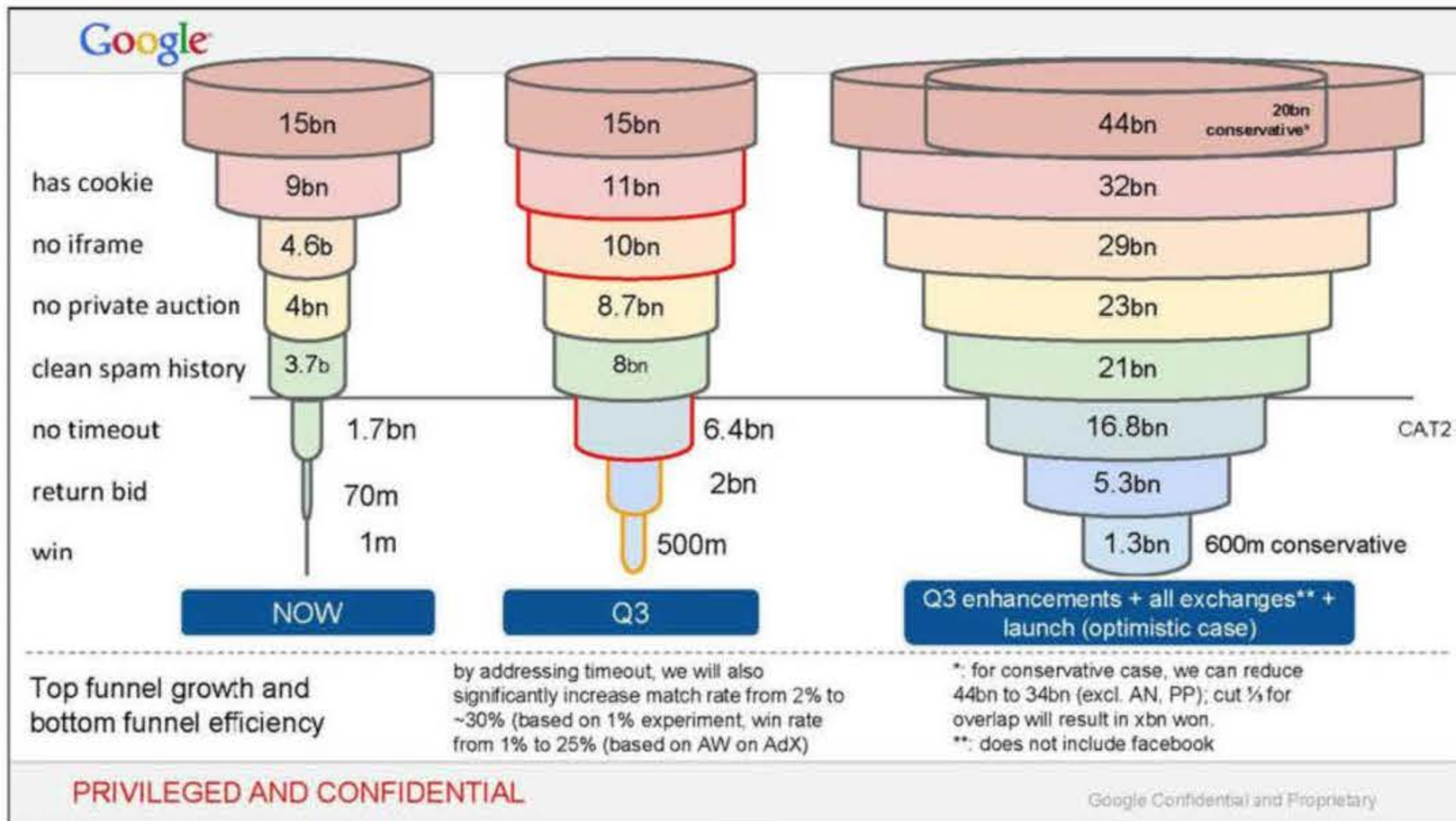|	Current	Q3 goal
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Google

	NOW	Q3	Q3 enhancements + all exchanges** + launch (optimistic case)
	15bn	15bn	44bn / 20bn conservative*
has cookie	9bn	11bn	32bn
no iframe	4.6b	10bn	29bn
no private auction	4bn	8.7bn	23bn
clean spam history	3.7b	8bn	21bn
no timeout	1.7bn	6.4bn	16.8bn
return bid	70m	2bn	5.3bn
win	1m	500m	1.3bn / 600m conservative

CAT2

Top funnel growth and bottom funnel efficiency

by addressing timeout, we will also significantly increase match rate from 2% to ~30% (based on 1% experiment, win rate from 1% to 25% (based on AW on AdX)

*: for conservative case, we can reduce 44bn to 34bn (excl. AN, PP); cut ⅓ for overlap will result in xbn won.

**: does not include facebook

Inventory Quality Meets AdX policy ratings and compares to Adsense Longtail

Based on June review by stwhite@, pfb@ in Vinay Rao's team

Policy rating:
6/10 (vs. 7/10 AdX)

Subjective Content Quality:
3/10, compares to long-tail AdX/AdSense

Issues addressable with blacklists:
Webmail, Copyright, Cracking/Hacking,
T&C compliance, few low quality sites

Need to monitor but not blocking:
Ad injection, Sexual Content, Desktop
app inventory, Syndication

Recommendation:
No blocking issues, especially if audience buy

	Description	Action
Webmail	6-7 webmail providers (eg. orange.co.uk)	blacklist/whitelist based off webmail beta solution
Copyright	some evidence, eg. dramafire.com, animediay.info	AdSense blacklist
Cracking/Hacking		
T&C compliance	MP3/Video downloads, subverting rights, use Google Product abuse blacklist	
Ad injection	suspecting ad injections (eg. thephonebook.bt.com)	not blocking: can create a list of top 100 O&O properties and block them
Sexual Content	very little evidence, eg. imgur.com	not blocking: keep monitoring
Desktop app		not blocking: keep monitoring
Multi-level Syndication	can create a list of top 100 O&O properties and block them	not blocking: keep monitoring

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https://docs.google.com/a/google.com/document/d/1Oe2MMiLAo2RF43vVm462sDxe9i2jS1HJkMyIN07nSP8/edit

Click Spam is at acceptable levels in most exchanges, actions for outliers needs discussion

Based based on 5/18 - 6/16 analysis with power drill and writeup by privard@, kdhuang@

Currently not getting spam signals on impression basis but will with launch 115647

Casale Media's spam due to ad verification service, can be addressed with special log handling on our end.

	Online	Offline
Rubicon	Live EOW	Live EOW
OpenX	14.8%	3.5%
Casale Media	35.2%	0%
PulsePoint	14.6%	100%
Pubmatic	17.9%	insufficient traffic
Yieldlab	14.8%	insufficient traffic
AdX	10.4%	1%

percentage of clicks considered fraudulent, based on same spam criteria applied to AdX

Next Steps
More experimentation needed understand nature of spam, then work with offenders to address spam or terminate buying

APPENDIX

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Cross-exchange differences across Google Platforms

GDN	DBM
RMKT only, CPD equalized	all campaign types
supplemental inventory focused on performance results	unfettered access
32% margin	lower margin
spam protections built-in	no spam protection today
simple opt-out for all exchanges	per-exchange management
no exchange-level reporting or optimization levers	full reporting and optimization per exchange

Google

Incremental Inventory

Site	AWBid Eligible Imp	AWBid Contribution	% OpenX	% Casale	% PulsePoint	% Pubmatic	%Yieldlab
juno.com	2086951279	99%	99%				
drudgereport.com	1934658767	87%	57%	8%	3.41%	18.09%	
lolking.net	1803587623	99%	99%		0.00%		
opposingviews.com	1345717299	98%	98%		0.00%		
jsonline.com	1140067262	99.99%	99.99%				
addictinggames.com	1137802055	98%	98%	0%			
emgn.com	1017773516	91%	90%		1.07%		
scrabblefinder.com	896421210	88%	88%				
auctionzip.com	749674505	94%	94%				
characterarcade.com	702021848	100%	100%				
perezhilton.com	686065742	93%	87%	6%			
meteofemminile.it	593250822	99.99%	99.99%				
wayfair.com	414558889	87%	87%			0.01%	

Mainly via OpenX, AWBid providing top unique impressions

Full Inventory Details can be found here

Google

Casale   Pulsepoint   OpenX   Pubmatic   Yieldlab

Impression Funnel

Casale
Pulsepoint
OpenX
Pubmatic
Yieldlab

avail   no cookie   iframe   buyer blocked   spam throttled   timeout
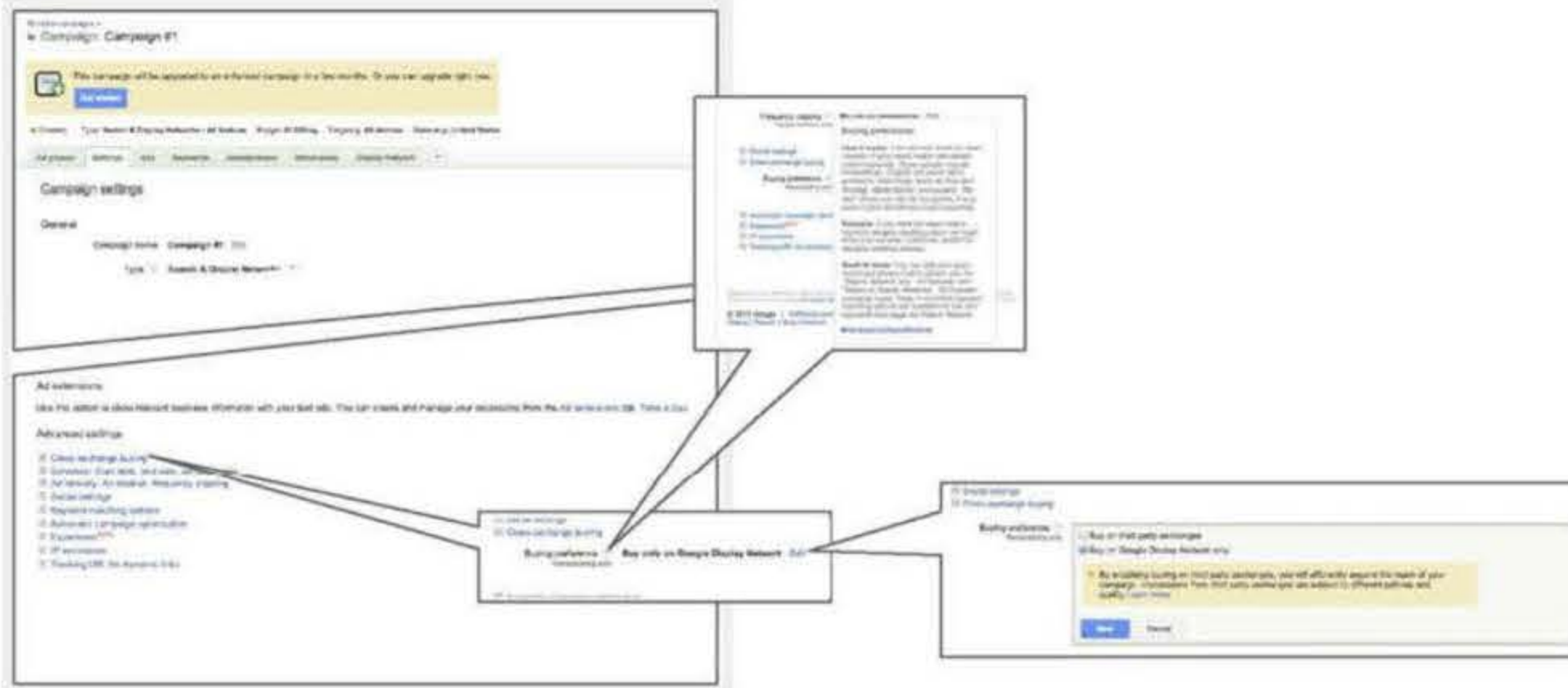
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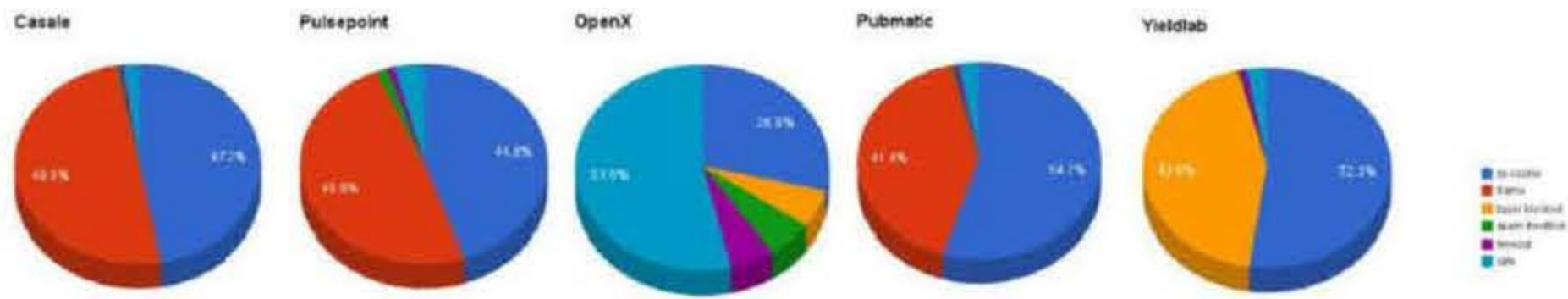
Current State: Advertiser Results

- Performance Data Dashboard [Here](#)
- Inventory Raw Data [Here](#)
- Dremel Tables Used
  - awbid.buyside
  - awbid.pubside
  - brand_inventory.inventory_state
  - GDSS_AdvertiserPublisher_F
- April 2014 Analysis [Here](#)
- March 2014 Analysis [Here](#)
- December 2013 Analysis [Here](#)

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Campaign-level Opt-out Mechanism

Campaign-level Setting

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Stakeholders

Spam - Phil Rivard
Policy - Steven White
Legal - Keum Yoon
Leadership - Neal Mohan, Eisar Lipkovitz

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