



AWBid Update for DMPM

Cross-exchange buying for remarketing

Tobias Maurer

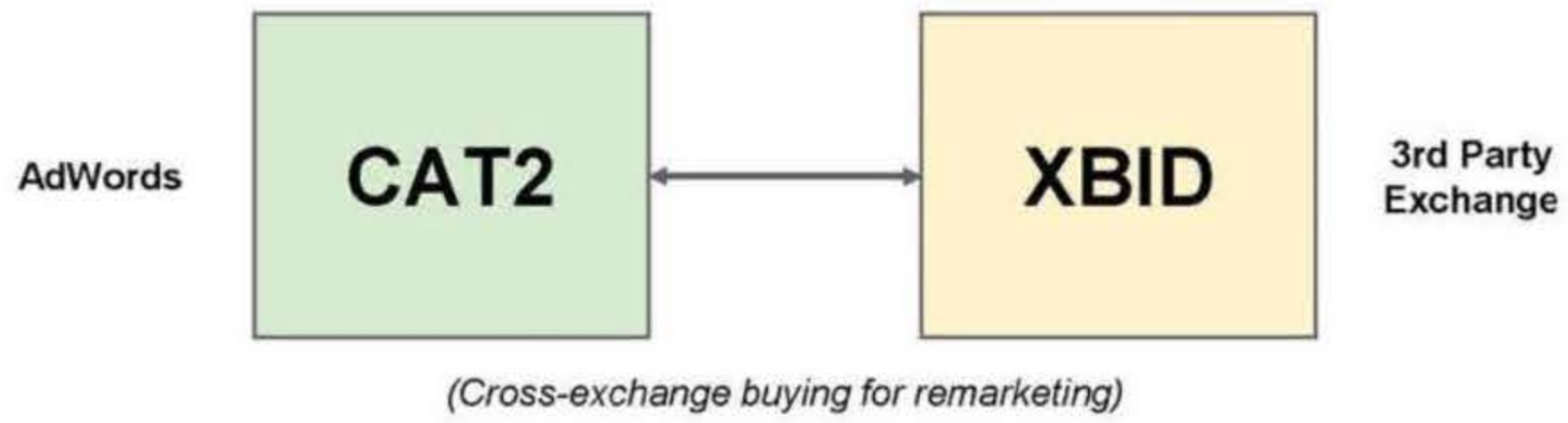
9/4/2014

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PTX0199

1:23-cv-00108

What is AWWBid (AdWords Bidder)?



Core AWWid Team



Dima



Joan



Shanshan



Matthew



Oren



Eu-Jin



Danny

Engineering



Keum
(legal)



Barney
(comms/sales)



Keith
(support)



John
(BD)



Katherine
(spam ops)



Phil
(spam)



John
(policy)



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
- [Facebook](#) 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

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Advertiser report for April 2014:

https://docs.google.com/a/google.com/spreadsheets/d/1JpiNTL2P2MY7J1NwG_NO1JwDfWDJxbDdsGa84Mc5LcM/edit#gid=1564235217

Google

Advertiser interest solid: 66 advertisers

Beta period limited to minimum # of clients needed to measure results until AWBID reaches stage of driving uplift

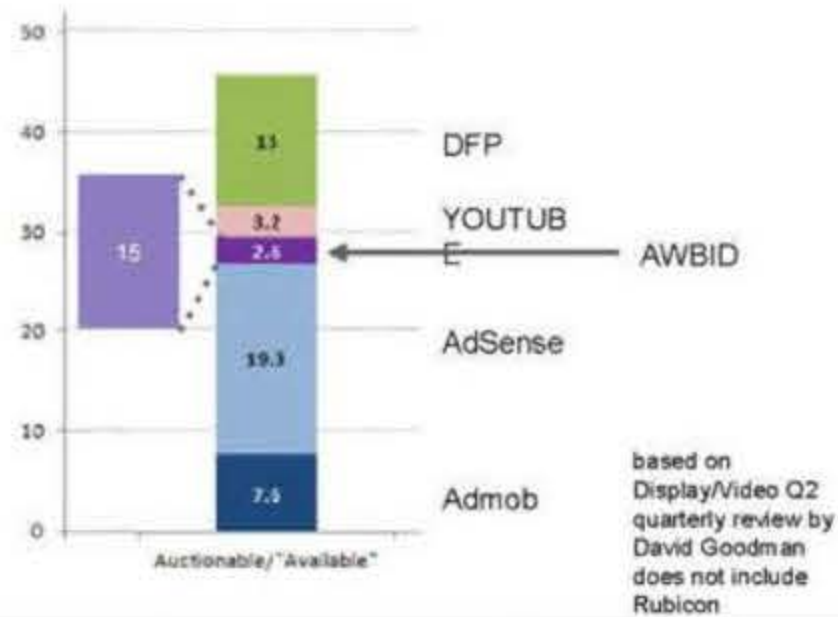
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Exchanges are providing 15bn daily queries, 33% growth to GDN top funnel, 6% bottom of funnel (pre/post throttles and spam filtering)



	Daily Queries
Rubicon	6.0bn
OpenX	5.0bn
Casale Media	3.0bn
PulsePoint	1.5bn
Pubmatic	4.5bn
Yieldlab	0.5bn
AdScale	<1.0bn
TOTAL	16bn

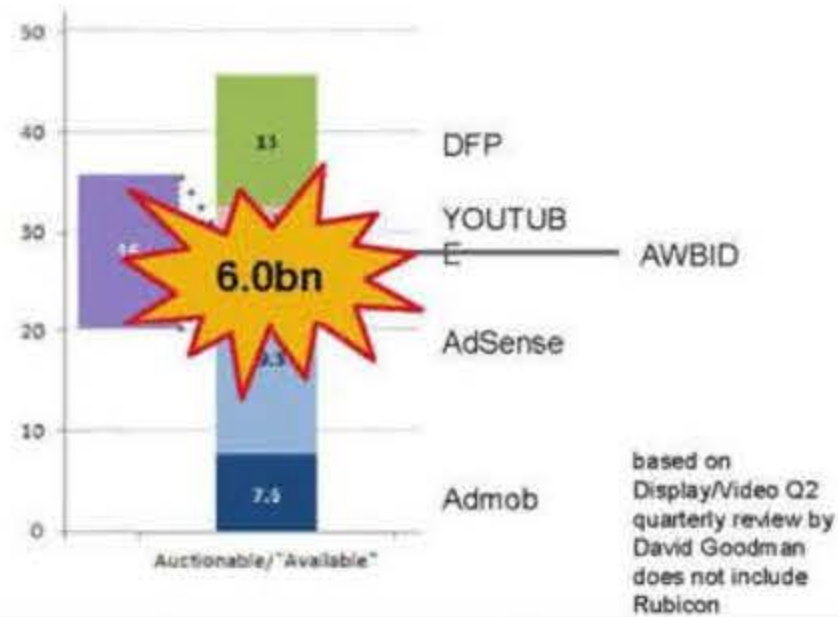
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https://docs.google.com/a/google.com/presentation/d/1mxQMZ-L2XYCy5K8N5oj6upEFOCZdf---KbRD9dWsZvo/edit#slide=id.g275351530_1250



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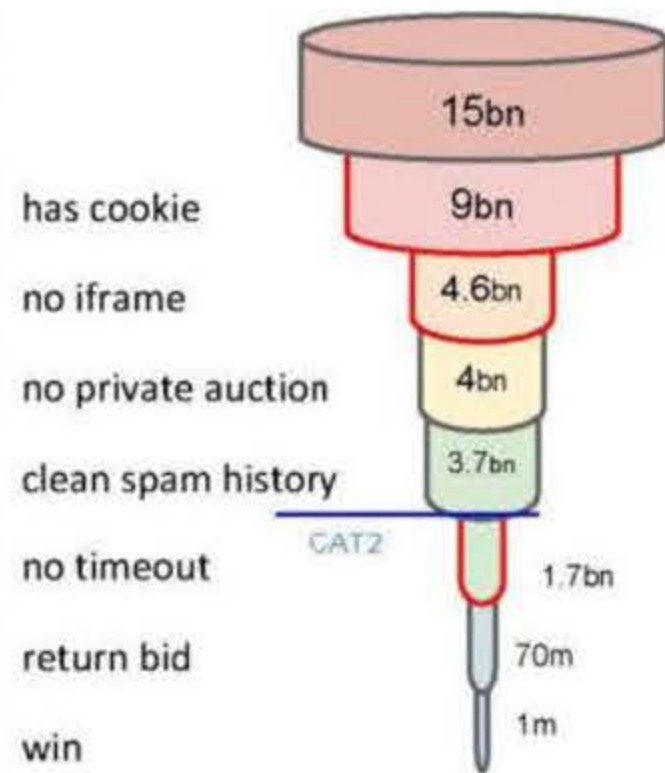
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TOTAL	21bn

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

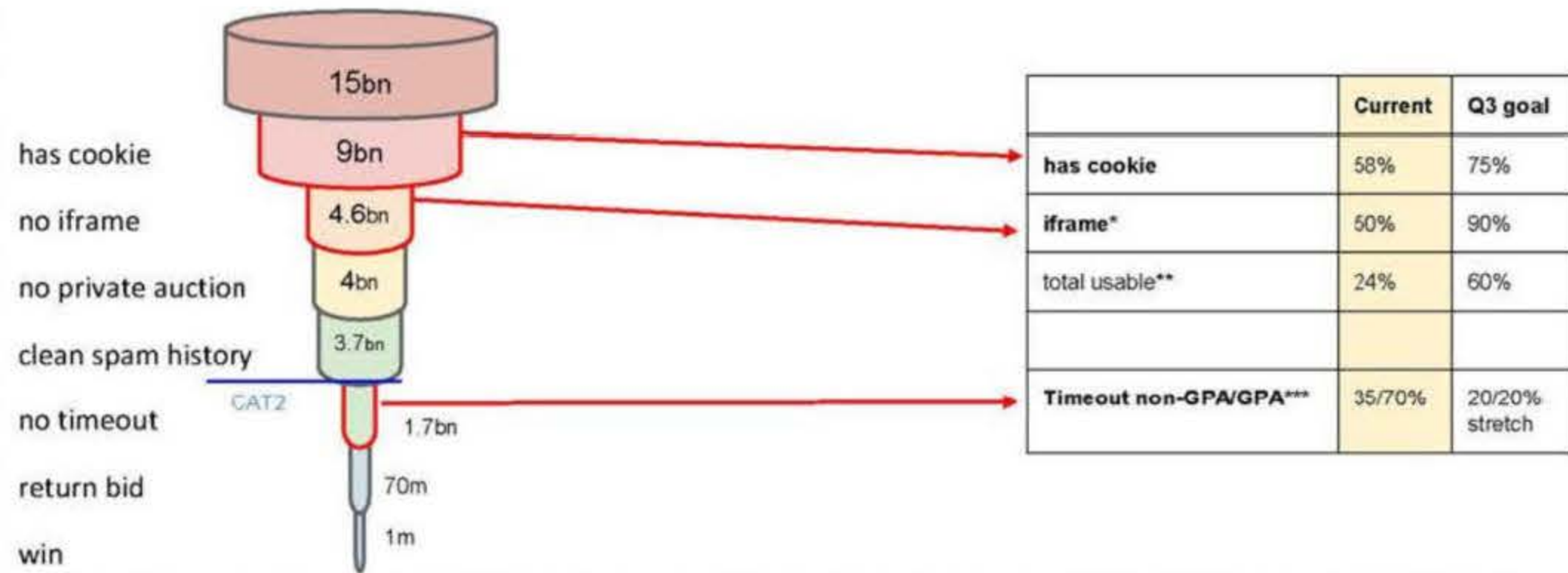


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This is on OpenX, which dominates our current traffic. Other exchanges are worse off, e.g. Yieldlab times out 90% on non-GPA queries.

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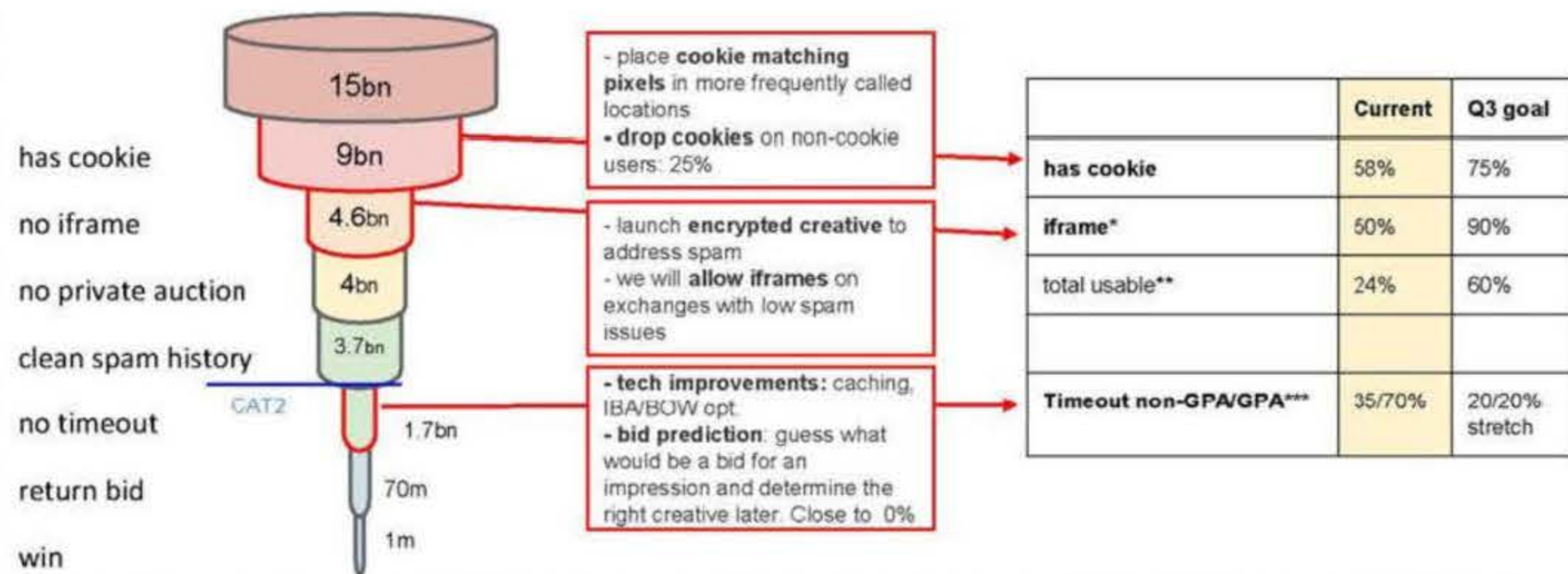
*: based on conservative assumption that 10% of traffic doesn't meet our spam quality requirements, *: includes other filter reasons, ***: 70/95% in Q1

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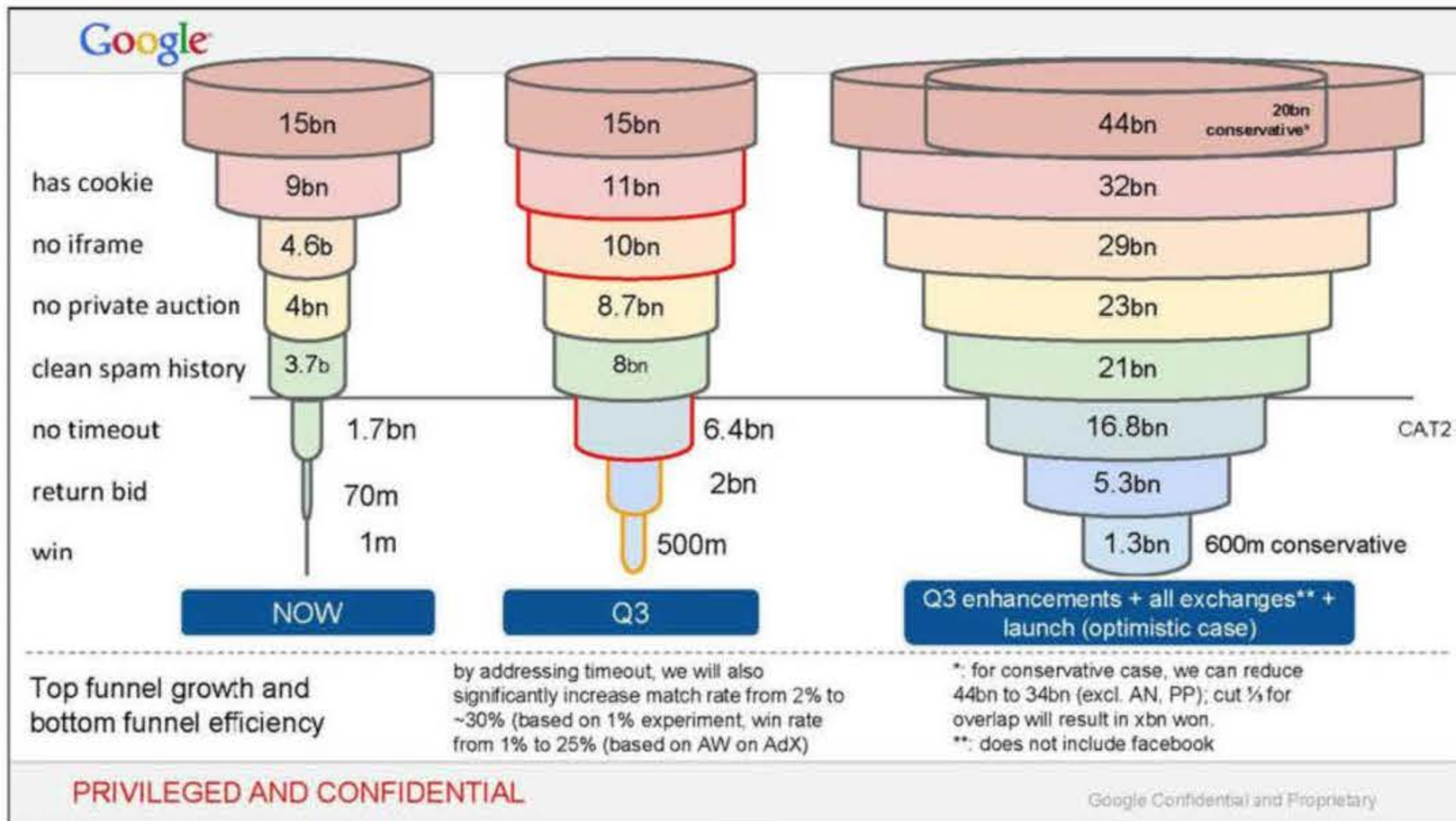


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Inventory Quality Meets AdX policy ratings and compares to AdSense Longtail

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 , armolotov.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.

Next Steps

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

	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

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Timeline

Q3 <hr/> Assess advertiser results conversion lift and CPD assessment	Q4 <hr/> Soft launch automatically whitelist top 1000 RMKT advertisers	Q1 <hr/> Full launch
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Ask

increase from 1% to 10% experiment now to improve learnings feedback from litigation	Redacted - Privilege Redacted - Privilege
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APPENDIX



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

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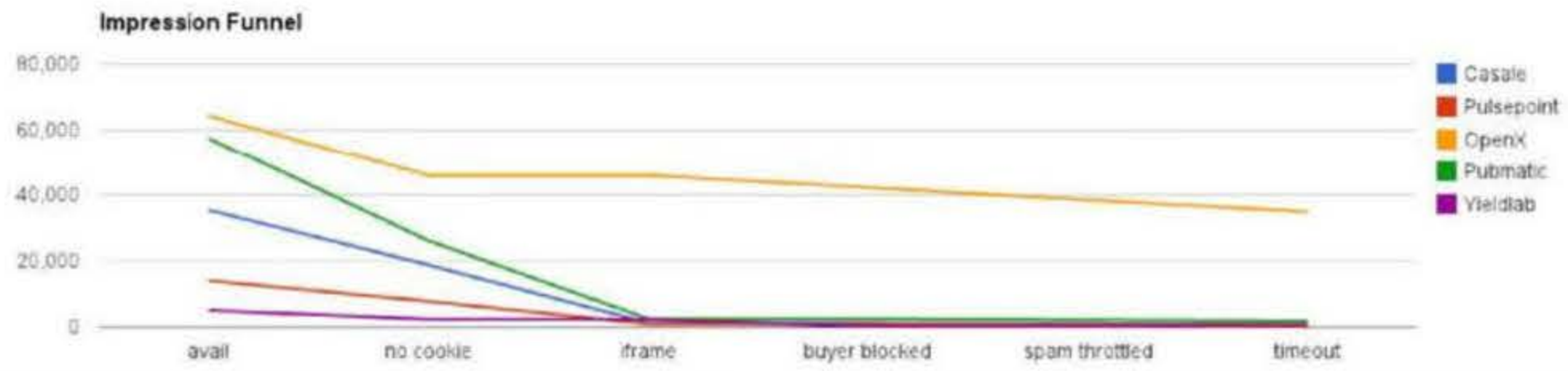
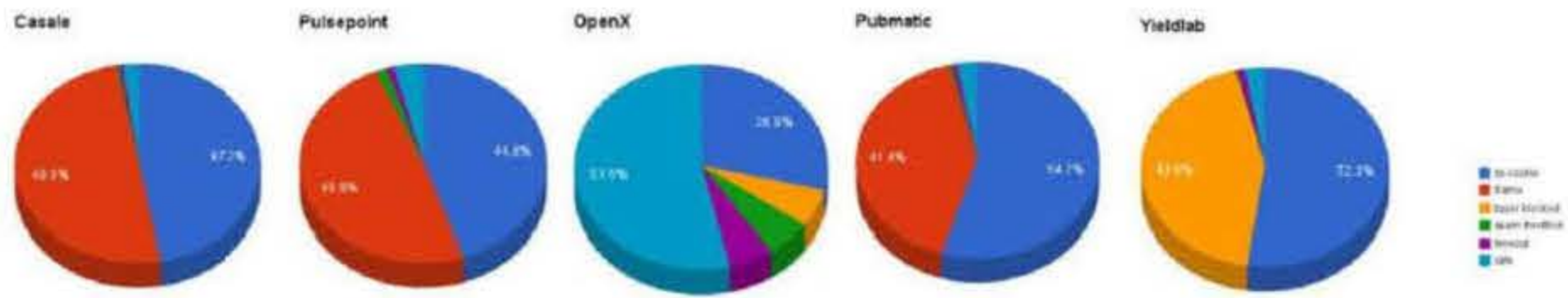
Incremental Inventory

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%			
meteofemmine.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](#)

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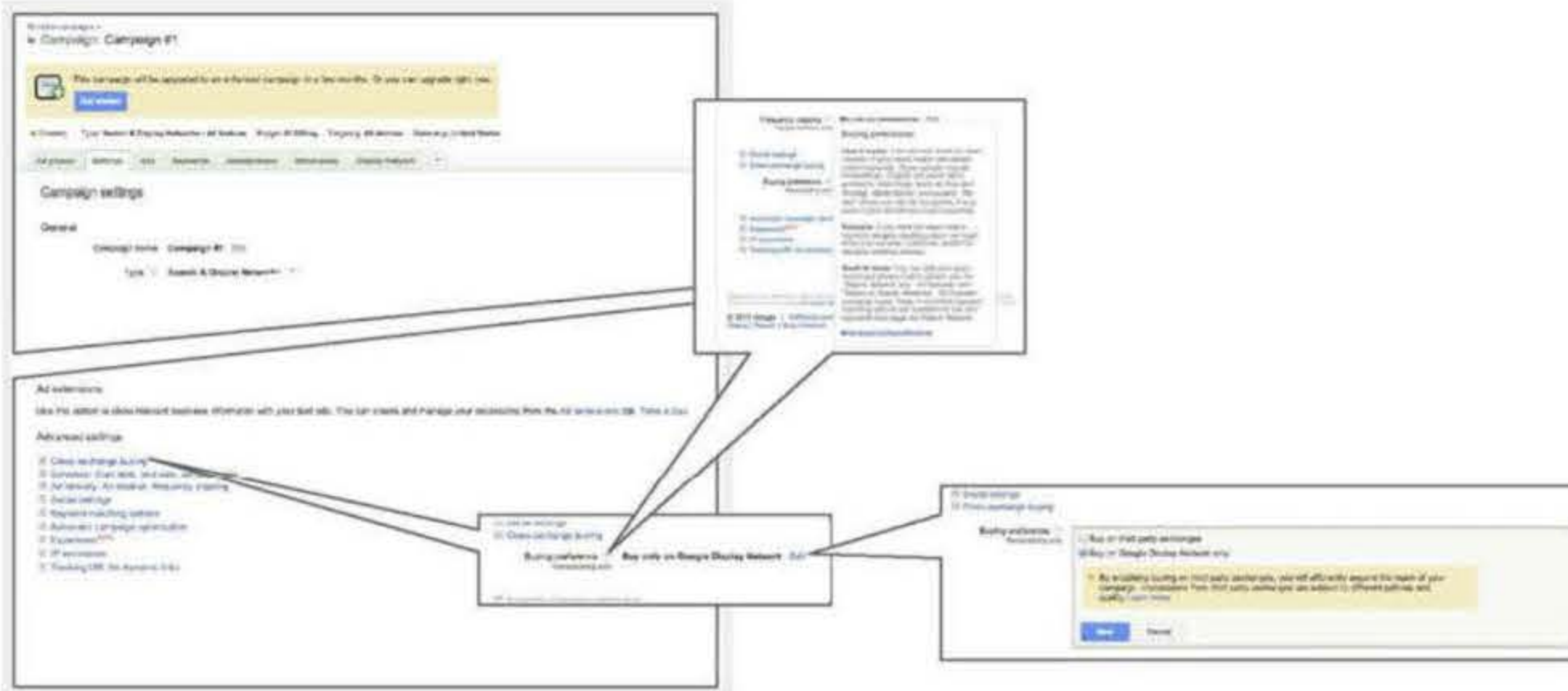
Current State: Advertiser Results

- 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 Setting



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Stakeholders

Spam - Phil Rivard

Policy - Steven White

Legal - Keum Yoon

Leadership - Neal Mohan, Einar Lipkowitz

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