

**From:** Tim Cadogan <tim.cadogan@openx.com>  
**Sent:** Wednesday, November 21, 2018 10:18 AM EST  
**To:** Sam Cox <samcox@google.com>  
**CC:** John Gentry <john@openx.com>  
**Subject:** GCP / DBM problem

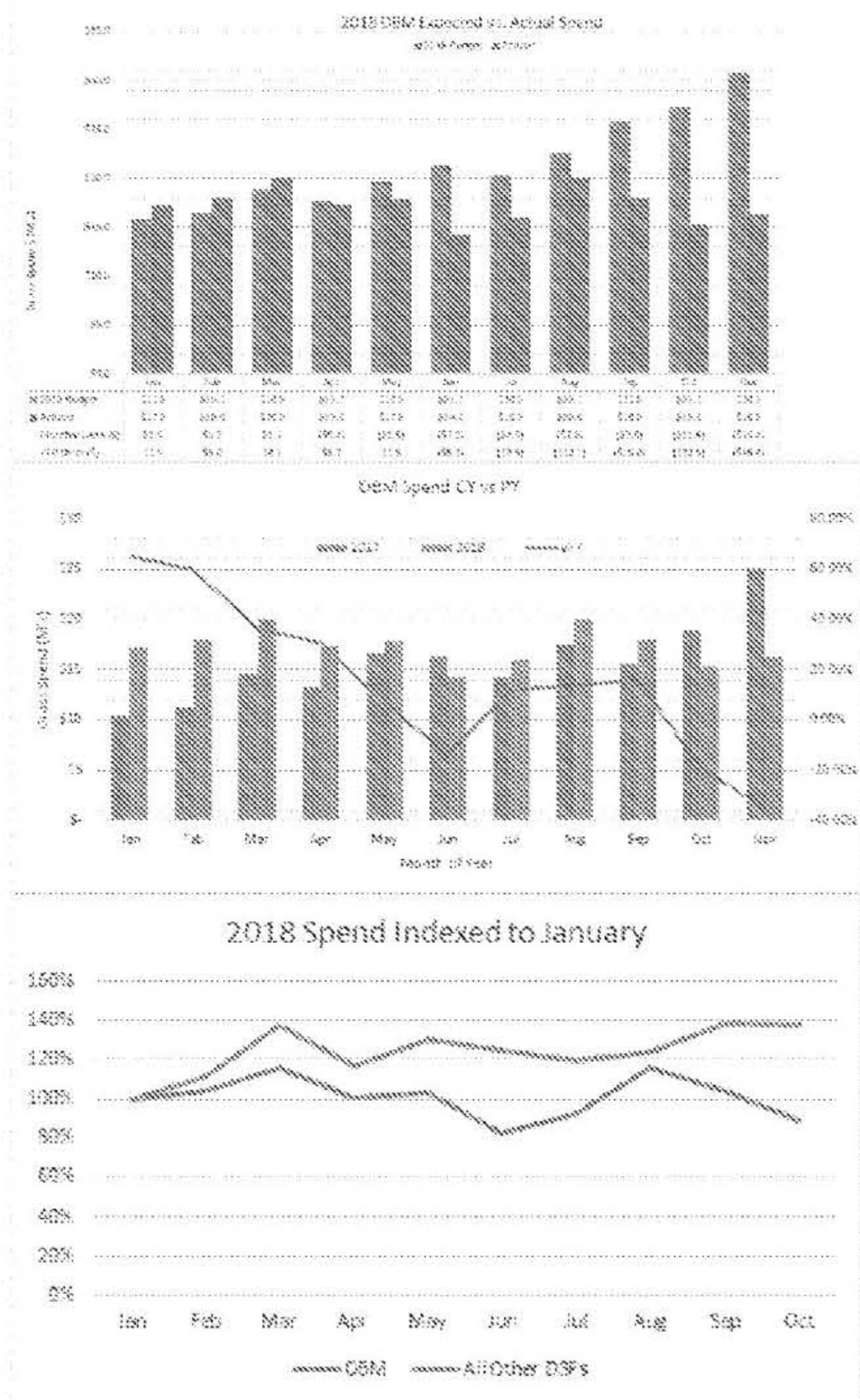
Hi Sam,

If you haven't already, you will probably be getting a call from the GCP team regarding the serious concerns we have about DBM spend trajectory.

I've attached 3 charts with different data cuts that clearly illustrate the issue. As you can see, things were largely on track through May; then went sideways in June & July, recovered partially in August and then started to slide more in September and kept getting worse, to the point where November is looking like -40% in spend YoY. I don't need to belabor the significance of this for us.

How can you help here?

Thanks  
 Tim



**PTX1600**  
 1:23-cv-00108