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**From:** Casper Verhoofstad [cverhoofstad@google.com]  
**Sent:** 2/7/2020 11:39:49 AM  
**To:** Ehsan Maani [emaani@google.com]; Nirmal Jayaram [nirmaljayaram@google.com]  
**CC:** Yumin Guo [guoyumin@google.com]; Eli Ewing [eewing@google.com]; Carl Burch [carlburch@google.com]  
**Subject:** Exposing final bid into ADH/DT after removal of exchange adjustment

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Hi Nirmal and Ehsan,

I want ping a topic we talked about a couple of months ago (I'll also ping the threads later). We are continuing to get pressure from advertisers and agencies (latest escalation coming from Publicis) to expose final bid price into reporting (DT/ADH).

Back in november I created this PRD, which at the time assumed we would not step away from the so-called exchange adjustment factor. Since then, Yumin together with our BD team (Max) have been working with exchanges to get them on our count making the adjustment factor obsolete. IIUC, we plan to deprecate the adjustment factor later this Q, which should allow us to start exposing the final bid we submit to auctions.

I want to make sure that we are not missing anything here, so I would like to get your opinion and confirmation if you think we can start supporting this soon after the adjustment factor is deprecated.

I feel that for opt LIs we are generally safe as the bids we submit are query specific. However, it is not 100% clear to me what happens to Poirot bids (optimized fixed). IIUC, Poirot factors are exchange cross advertiser and daily updated. Meaning advertisers my figure out the adjustment factor is daily exchange level and not query specific.

Please let me know what you think and if there is anything we can do in Q1 to support exposing final bid for both fixed and opt LIs.

Cheers,



**Casper Verhoofstad**

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