

Super basic Ads overview

March 2021



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Sources:

https://docs.google.com/presentation/d/1-z9L-sZpWwzFN5lagbqrfkqnqdAHGYxFWL6AfAMNIMnQ/edit#slide=id.g5e8befdd48_0_8

https://docs.google.com/presentation/d/1NSP6wOj5JIfmYfm01RjJdYDe-k0twZbAV2nfTeCfHxo/edit#slide=id.g5b2a7c9637_0_2205

https://docs.google.com/presentation/d/1YI48IEJKPq3cJcUv0jqvTqo_P726yuwhPDEei_ZCxSA/edit#slide=id.g76eb78553b_0_6

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Agenda

- Basic Resources & Terms
- Spotlight on Earnings
- Key Ads Products & Value Prop
- Ads Org Structure
- Day in the Life: Ad Sales

Basic Resources & Terms

Helpful videos to get started:

- [Search basics](#) (3:43)
- [How the Search ad auction works](#) (5:46)
- [Google Marketing Platform Intro](#) (2:06)

Basic acronyms/terms:

- [Terminology basics](#)

Alphabet Financial Snapshot

		Quarter Ended December 31,	
		2019	2020
Google Search & other	Ads on Google Search, Gmail, Maps, Google Play	\$ 27,185	\$ 31,903
YouTube ads	Ads on YT properties	4,717	6,885
Google Network Members' properties	AdSense, Google Ad Manager	6,032	7,411
Google advertising	Total of above	37,934	46,199
Google other	Play Store IAP, D&S devices, YT non-ad revenues (e.g., YT Premium)	5,264	6,674
Google Services total		43,198	52,873
Google Cloud		2,614	3,831
Other Bets		172	196
Hedging gains (losses)		91	(2)
Total revenues		\$ 46,075	\$ 56,898
Total TAC		\$ 8,501	\$ 10,466
Number of employees		118,899	135,301

 Top Partners

Source: Alphabet Q4 financials, [financial information](#)

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Paid vs. Organic Search Results

Paid Results
SEM
Paid Search
Google Ads

PAID
RESULTS

Organic Results
SEO

ORGANIC
RESULTS

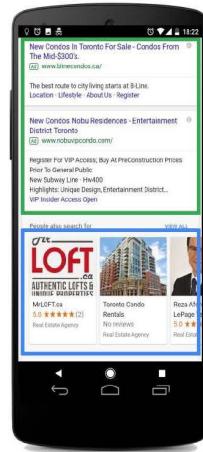
Top Partners

Google search results for "buy condo toronto". The results are divided into PAID RESULTS and ORGANIC RESULTS.

PAID RESULTS:

- Chelsea On The Green - 1 & 2 Bedroom Units Available**
www.chelseasonthegreen.com
Featuring a wide range of amenities, both indoors and out. Find out more: Register Today! Rathburn & Penitall Drive - 824-149 Suite Sq. Ft.
- New Condos in Toronto - Luxury Waterfront Living**
221 100 danforthwaterfront.com/lightbox/EastCondo (416) 639-5619 Suites from the \$300s on Queens Quay. Coming this spring. Regular now. Highlights: City Of The Arts Community, 24-hour Concierge, Community, Neighbourhood - Contact Us - Register
- Toronto Condo Listings - TheRedPin Brokerage - theredpin.com**
www.theredpin.com/lightbox/condosforrent (416) 639-1078 Largest listing of Condos for sale. View more listings than on MLS! Exclusive free access - Local experts on standby - 60% more listings
- Toronto Condos for Sale - Smarter, Faster Home Search - zoocasa.com**
www.zoocasa.com/lightbox/condosforrent For Sale by Type, Price, Location, and More. Browse Listings Now! Types: Detached, Semi-detached, Attached, Townhouse, Condo An essential visit for anyone entering the market. - Jamie Sauer Search by Neighbourhood - I am a Buyer - Home Market Valuation - Our Agents - Search by City
- Condos.ca: Search & Analyze all Toronto Condos - Buy Sell Rent Invest**
https://condos.ca/ Search All Toronto Condos For Sale & Rent on MLS. Only site to give EXACT SIZES of units. See Historical values, SQFT Trends + reviews. Downtown Toronto condos - North York Condos
- Condos for Sale in Toronto | Condos.ca**
https://condos.ca/toronto/condos-for-sale/ Search ALL Condos for Sale in Toronto. #1 Condo Guide with Analytics. Toronto's Favourite Condo Website.

ORGANIC RESULTS:



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Google Search Ads Value Prop

PAID RESULTS

ORGANIC RESULTS

- Reach + Relevance:
 - Leverage Google's network to reach users at the moment they want to use your business
- Bid what you want through the auction
- Advertiser only pays for clicks
- Clicks drive traffic
- Traffic drives business
- Everybody wins!

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Google Ad Networks

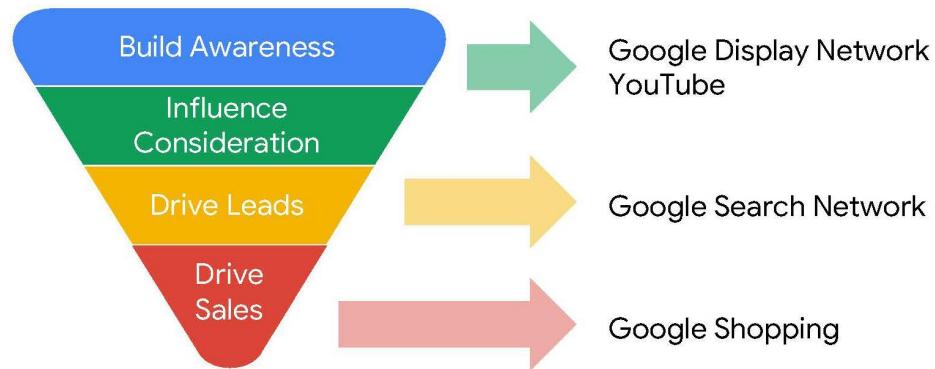
The image displays four mobile phone screens, each representing a different Google Ad Network:

- Search:** Shows a search results page for "net a porter" with a snippet for Net-a-Porter's website and a "Get Set To Jet Set" promotional card.
- Shopping:** Shows a shopping results page for "designer dresses" with product cards for Brandon Maxwell, Five Boutique, and Marchesa Notte.
- Google Display Network:** Shows a VOGUE magazine advertisement for NET-A-PORTER featuring a red dress and a packing checklist.
- YouTube:** Shows a YouTube video titled "Start your own Beach Getaway" by Net-a-Porter, with 20.9K views and a "Subscribe" button.

At the bottom left is the "Top Partners" logo, and at the bottom right is the text "Attorney-Client Privileged & Confidential Google".

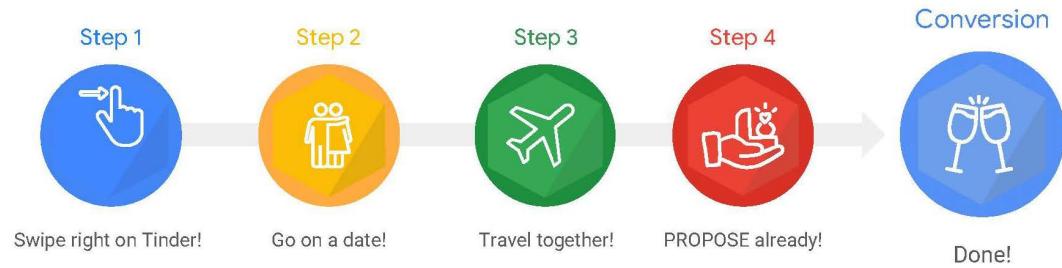
Marketing Funnel Match

Different Ads products (Display, YT, Search) can be used for different parts of the marketing funnel



Using Products Together

Google's algorithms can predict how much you should bid for clicks from different customers.



Google Marketing Platform (GMP) Products



Google Marketing Platform

 Display & Video 360

 Search Ads 360

 Analytics 360

 Data Studio

 Optimize 360

 Surveys 360

 Tag Manager 360

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Learn more about GDN vs. DV360: <https://metrictheory.com/blog/gdn-vs-dv360-choosing-the-right-display-media-platform/>

Facebook Ad Network



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Source: [MarketingLand](#)

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Ads: Buy-Side vs. Sell-Side

- **Sell-Side:** Helps customers sell ads and monetize their ad space through AdSense
 - **LPS:** The *NYTimes* makes money from ads across its site; Spotify makes money from ads that play in between songs
 - **OPG:** The *Baltimore Sun* can make additional revenue by monetizing ad space on its properties
- **Buy-side:** Helps customers buy ads to promote their business
 - **LCS (Large customers):** Apple advertising hardware and services
 - **Direct Sales (AE, AM):** Direct Google Ads sales teams podded by vertical
 - **Google Marketing Platform:** Provides tech for programmatic media buying
 - **GCS (SMBs):** Domino's US advertising new menu items
 - **Direct Sales:** Sales reps work with dozens to hundreds of SMBs based on revenue brightlines
 - **Channel Sales:** Works with large companies to get them to sell ads to SMBs (e.g., Shopify runs Google Ads on behalf of SMBs on its platform as an opt-in service)
 - Sometimes these teams clash on who receives revenue credit
- **Revenue Split:** (Confidential) LCS/GCS ~roughly contribute equally to Google's Ad revenue; GCS is outpacing LCS but uses more FTEs

Day in the Life: Ads Teams

Role Basics

- JPBs are a quarterly activity built in conjunction with the partner
- Performance is measured on overall quota, not partner-specific quota
- Taking a "One Google" sales approach is hard because of competing products and revenue splits

Contract Basics

- DVIP is the display and video incentive program and does not include Search revenue!
- "Kickers" are incentives used to encourage higher spend
- **Pacing is key:** signing a DVIP for \$XXXM does not mean a partner will necessarily spend that much even if they want to
 - Advertisers pay per click, and those payments accrue throughout the quarter (i.e., advertisers do not prepay for any amount of ads)
 - If pacing is soft, this could reflect weaker-than-expected campaigns

Sales Training 101

- Be the expert; customers need to earn your time
- Hit your quota
- Grow incremental revenue