

Super basic Ads overview

March 2021

 Top Partners

Attorney-Client Privileged & Confidential Google

Sources:

[https://docs.google.com/presentation/d/1-z9L-](https://docs.google.com/presentation/d/1-z9L-sZpWwzFN5lagbqrfknqdAHGYxFWL6AfAMNIMnQ/edit#slide=id.g5e8befdd48_0_8)

[sZpWwzFN5lagbqrfknqdAHGYxFWL6AfAMNIMnQ/edit#slide=id.g5e8befdd48_0_8](https://docs.google.com/presentation/d/1-z9L-sZpWwzFN5lagbqrfknqdAHGYxFWL6AfAMNIMnQ/edit#slide=id.g5e8befdd48_0_8)

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

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

https://docs.google.com/presentation/d/1Yl48IEJkPq3cjUv0jqvTqo_P726yuwhPDEei_ZCxA/edit#slide=id.g76eb78553b_0_6

PTX1017

1:23-cv-00108

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](#)

Attorney-Client Privileged & Confidential Google

Paid vs. Organic Search Results

Paid Results
SEM
Paid Search
Google Ads

PAID
RESULTS

Organic Results
SEO

ORGANIC
RESULTS

Google buy condo toronto

About 519,000 results (3.86 seconds)

Chelsea On The Green - 1 & 2 Bedroom Units Available
(25) [www.chelseasonthegreen.com/](#) *
Featuring a wide range of amenities, both indoors and out. Find out more.
Register Today - Rathburn & Poyntial Drive - 524-749 Suite Sq. Ft.

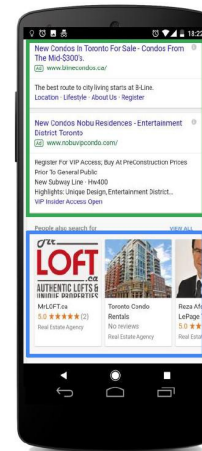
New Condos in Toronto - Luxury Waterfront Living
(25) [www.danielwaterfront.com/LighthouseEastCondo](#) * (416) 639-5619
Suites from the \$300s on Queens Quay. Coming this spring. Register now.
Highlights: City Of The Arts Community, 24-Hour Concierge...
Community - Neighbourhood - Contact Us - Register

Toronto Condo Listings - TheRedPin Brokerage - theredpin.com
(25) [www.theredpin.com/condos/Toronto-Condos](#) * (847) 827-1075
Largest listing of Condos for sale. View more listings than on ML360
Exclusive free access - Local experts on standby - 60% more listings

Toronto Condos for Sale - Smarter, Faster Home Search - zoocasa.com
(25) [www.zoocasa.com/condos/Toronto](#) *
Filter for Home Type, Price, Parking, Bedrooms and More. Browse Listings Now!
Types: Detached, Semi-detached, Attached, Townhouse, Condo
An essential visit for anyone entering the market. - Janine Sinner
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.



Top Partners

Attorney-Client Privileged & Confidential Google

Google Search Ads Value Prop

The screenshot shows a Google search for "buy condo toronto". The results are divided into "PAID RESULTS" and "ORGANIC RESULTS". A blue box highlights a paid ad for "Chelsea On The Green - 1 & 2 Bedroom Units Available" with a blue arrow pointing to the right. Below it are other paid ads for "New Condos in Toronto - Luxury Waterfront Living", "Toronto Condo Listings - TheRedPin Brokerage", and "Toronto Condos for Sale - Smarter, Faster Home Search". The organic results section includes "Condos.ca: Search & Analyze all Toronto Condos" and "Condos for Sale in Toronto | Condos.ca".

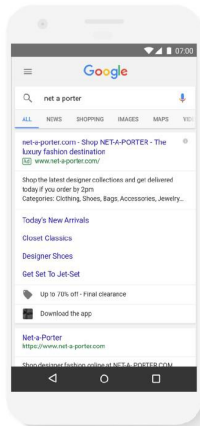
- Reach + Relevance:
 - Leverage Google's network to reach users at the moment they want to use your business
- Bid what you want through the auction
- Advertiser only pays for clicks
- Clicks drive traffic
- Traffic drives business
- Everybody wins!

Top Partners

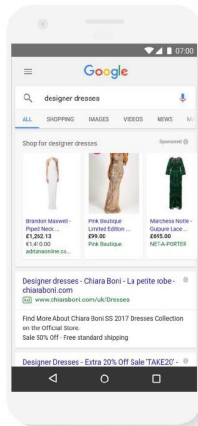
Attorney-Client Privileged & Confidential Google

Google Ad Networks

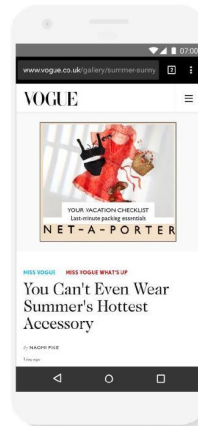
Search



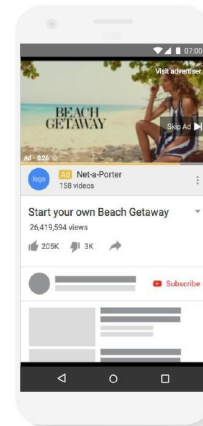
Shopping



Google Display Network



YouTube

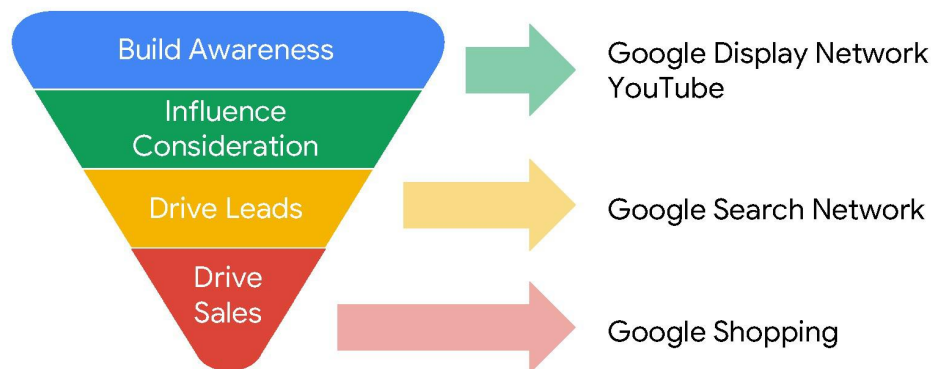


Top Partners

Attorney-Client Privileged & Confidential Google

Marketing Funnel Match

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

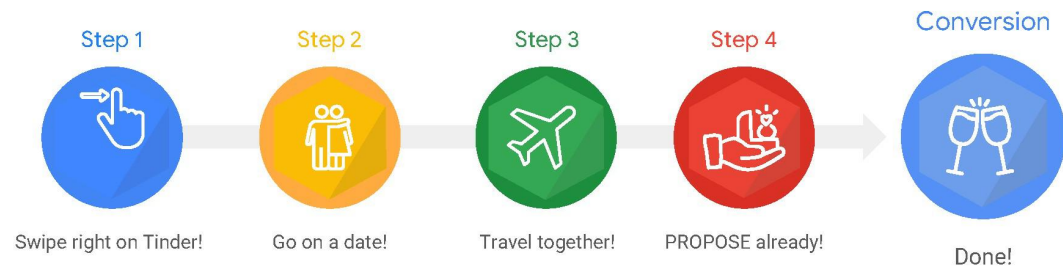


Top Partners

Attorney-Client Privileged & Confidential Google

Using Products Together

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




Top Partners


Attorney-Client Privileged & Confidential Google

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

 Top Partners

Attorney-Client Privileged & Confidential Google

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

Facebook Ad Network



Top Partners

Source: [MarketingLand](#)

Attorney-Client Privileged & Confidential Google

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

- **JBPs** 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