

Message

From: Nitish Korula [nitish@google.com]
Sent: 8/12/2019 4:37:51 PM
To: David Christian [dbc@google.com]

• **Nitish Korula**, 2019-08-12 09:37:51

David, just a heads-up: I have some concerns about the unified auction service design in today's review

• **Nitish Korula**, 2019-08-12 09:38:02

around losing DFP information that's relevant to bidding in the callout

• **Nitish Korula**, 2019-08-12 09:38:13

A similar change for remnant alone costs AdX 8% of revenue

• **Nitish Korula**, 2019-08-12 09:38:49

Rita understands that closely (and was involved in the 8% situation), so I'm sure she'll bring it up

• **Nitish Korula**, 2019-08-12 09:39:04

But as a result, I can imagine the review being contentious - just wanted to let you know

• **Nitish Korula**, 2019-08-12 09:39:32

She discussed an idea with me that might be a reasonable compromise, so I expect she'll bring that up

• **David Christian**, 2019-08-12 09:39:38

Could you explain the situation a bit more?

• **Nitish Korula**, 2019-08-12 09:41:28

The fact that AdX buyers can bid using information that comes out of DFP ranking (EDA price, remnant line items w/ their prices, etc.) is a significant informational advantage.

• **Nitish Korula**, 2019-08-12 09:41:46

That reflects in their bidding

• **Nitish Korula**, 2019-08-12 09:41:58

Sending callouts before DFP ranking risks losing that

• **Nitish Korula**, 2019-08-12 09:42:04

It's a strategic advantage over Header Bidding

• **Nitish Korula**, 2019-08-12 09:42:55

Now, competition concerns will cause us to give up one part of that, but that part alone is an 8% decrease to AdX revenue (which we will mitigate through the 1p auction)

• **Nitish Korula**, 2019-08-12 09:43:10

But there's no reason to give up the other part, which may even be larger.

• **Nitish Korula**, 2019-08-12 09:43:38

Rita will be able to walk people through it in detail

• **David Christian**, 2019-08-12 09:48:15

Okay.

• **Nitish Korula**, 2019-08-12 09:58:28

Btw, this is also sensitive from a competition perspective, so one should be careful about notes :)

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- **David Christian**, 2019-08-12 09:59:32

got it.