

Message

From: Nitish Korula [nitish@google.com]
Sent: 1/24/2020 2:39:46 AM
To: Steven Shin [stevenshin@google.com]
CC: David Goodman [davidgoodman@google.com]; Ben Malthus [bmalthus@google.com]; Phil Lee [phillee@google.com]; Heeten Choxi [heeten@google.com]
Subject: Re: Do you have a 1-2 line summary on 1st price impacts

Steven, besides the shifts / increase in matched queries, do you have the analogous data for revenue?

Thanks,
Nitish

On Thu, Jan 23, 2020 at 4:03 PM Steven Shin <stevenshin@google.com> wrote:
Hi Ben - Here's a doc I'm working on summarizing the demand shifts we're seeing from 1PA migration.

I've reviewed this with Filipe (code to query from DRX IS) and had a preliminary review with Vineet on Tuesday (working on some follow-ups he suggested). Also working on a trended view of demand shifts that took place between June-Dec 2019 (pre 1pa migration to post) suggested by Heeten.

At a high level, some things we can say that are not controversial: For the top 500 pubs,
- 1PA Migration has had a positive impact on unmonetized, or less monetized queries. Unfilled/Unmatched and House queries have declined (0.7% and 1.1%) within the holdback experiment
- AdX and Header bidding are filling more queries, while Exchange Bidding is filling less.
- HB lift can be attributed to "Last Look" removal
- Within AdX, there has been some share shift away from GDA and DV3 to AB, but AB is a smaller piece of the pie.
- EB decline is attributed to increase in competition from UPRs
- Trended statement incoming.

@Goody/Nitish - LMK if there are other folks I should review this analysis with before it goes to Ruth. LMK if you have any comments on the analysis done to date.

@Ben - Shared the doc with you.

Thanks!

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On Thu, Jan 23, 2020 at 3:24 PM David Goodman <davidgoodman@google.com> wrote:
+ a few others.

On Thu, Jan 23, 2020 at 3:21 PM Ben Malthus <bmalthus@google.com> wrote:
I'm going into a meeting with Ruth tomorrow and I'd like to be able to say roughly what happened

eg +1% revenue in total, with a shift from 3P to network and GDA

PTX1631

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Like that level of detail (but correct)

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