

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 IPA 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 lpa migration to post) suggested by Heeten.

At a high level, some things we can say that are not controversial: For the top 500 pubs,  
- IPA 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!

Steven Shin | Product Analyst | [stevenshin@google.com](mailto:stevenshin@google.com) | T: [212-565-1834](tel:212-565-1834) | M: [818-438-9682](tel:818-438-9682)

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**

**1:23-cv-00108**

Like that level of detail (but correct)

Ben Malthus	Google	<a href="mailto:bmalthus@google.com">bmalthus@google.com</a>	<a href="tel:+14157543502">+1 415-754-3502</a>
-------------	--------	--	--

--  
David Goodman  
Principal Product Analyst, Ads Product & Engineering  
Google Inc.  
[davidgoodman@google.com](mailto:davidgoodman@google.com)  
Cell: [415-548-0325](tel:4155480325)  
[go/ads-product-analysts](https://www.google.com/go/ads-product-analysts)