From: Margaret Lam [Redacted @google.com]
Sent: 6/24/2020 5:36:04 AM
To: Emily Moxley [Redacted@google.com]
CC: John Yoo [Redacted@google.com]; Anna Kartasheva [Redacted@google.com]; Ela Beres [Redacted@google.com]; Jon Dreyfus Redacted @google.com]; Rosie Lipscomb [Redacted@google.com]; Paul Gennai [Redacted@google.com]; Jim Kolotouros [Redacted@google.com]; Christopher Li [Redacted @google.com]; Kate Lee [Redacted@google.com]; Adrienne McCallister [Redacted @google.com]; Ardan Arac [Redacted@google.com]; Ankita Goel [Redacted@google.com]
Subject: Re: Google search powering in-app search on device

A/C Privileged

Hi Emily,

Redacted

Looking forward to our discussion tomorrow - here is a quick <u>deck</u> detailing the situation and open questions to discuss.

Best,
-Margaret

Redacted

Redacted

Redacted

On Thu, Jun 11, 2020 at 12:03 PM Margaret Lam < Redacted @google.com> wrote:
AC Privileged

One additional add - aside from swipe up, the Search box / Samsung finder can be launched via pressing on the search/magnifying glass shown on the top right corner when users swipe down (see attached for a screenshot).

Best,
-Margaret

On Thu, Jun 11, 2020 at 11:47 AM Margaret Lam <Redacted@google.com> wrote:
AC Privileged

Hi Emily,

Please see attached screenshots -

- #1 - DHS, which only shows the QSB (no Samsung Finder)
- #2 - Swipe up, which show the search box on top (no QSB)
- #3 - Samsung Finder, which surfaces when users click into the search box

Best,
-Margaret

On Thu, Jun 11, 2020 at 10:54 AM Anna Kartasheva <Redacted@google.com> wrote:
Privileged

It shows up when QSB is not visible (since it only is present on default home screen on Samsung devices), and shows up in response to a swipe up gesture from any screen. On pixel when you swipe up you still see qsb, but on Samsung you would see this generic search box. + Margaret, would you mind adding a screenshot here, I don't have a Samsung device with me now (and see if there are other ways to invoke this type of search on Samsung)

On Thu, Jun 11, 2020, 10:33 AM Emily Moxley <Redacted@google.com> wrote:
AC privileged

is there a screenshot showing position/location of finder vs QSB?

On Wed, Jun 10, 2020 at 9:25 PM Anna Kartasheva <Redacted@google.com> wrote:
Privileged - EUOC // Rosise please advise

Thank you all for engaging! I will put time on a calendar to sync for the group.
Re-attaching the pictures in the same order as described in the original email.

Thank you
Anna

On Wed, Jun 10, 2020 at 6:19 PM Ela Beres <Redacted@google.com> wrote:
+ Ardan and Ankita FYI

Thanks for reaching out, Anna.

Your screenshots did not come through - would you mind resending?

We did have an on-device search experience on the Android Searchbox that let users search through previously visited app deeplinks - along with apps and contacts. We unlaunched this last year due to poor usage - though we did keep app launches, the most widely used of all the on-device content types.

Happy to chat more about this.

On Wed, Jun 10, 2020 at 5:58 PM Jon Dreyfus <Redacted@google.com> wrote:

+Emily Moxley for visibility.

Hi Anna,

Thanks for the note -- this is clearly an important question to look into. Please feel free to schedule some time with me and +Ela Beres so we can discuss options.

Thanks!
  Jon

On Wed, Jun 10, 2020 at 10:59 AM Anna Kartasheva <Redacted@google.com> wrote:
Privileged -- EUOC // Rosie and Kate please advise

Hi Jon,

I am not sure who is the right person to help with this - but figured I will start with you and would appreciate it if you could point us in the right direction.

It was brought to Android BD team attention recently that Samsung partnered with Branch i.o - for building out Samsung Finder. Samsung finder is an on-device search that appears at the top of a screen and looks like a generic search box with a magnifying glass when user swipes up from any screen.

It started couple of years ago as on-device search across contacts, settings, photos in the gallery, and we have allowed it everywhere, even on devices covered by search rev share deals because Samsung pointed to gaps in what Google Search was able to do with this type of search. Now, with Branch partnership, Samsung Finder has grown into search experience across multiple apps through deep linking. So for example now when you look for "pizza", it will show you Yelp recommendations for restaurants, or if you look for "shoe" it will show you recommendations from Amazon or Ebay.

We believe this goes beyond the scope of what we originally allowed Samsung (and US carriers) and have started pushing back on them, and were wondering - does Google Search do something similar

to this, and can we pivot the conversation with Samsung and carriers from asking them to take it down, to seeing if Google could power this experience.

Attaching couple of screenshots to illustrate the issue at hand:
Screenshot #1: User is alerted that their info and Google advertising ID will be shared with Branch)
Screenshot #2: Samsung Finder experience when phone is connected to the internet (showing off-device search in web catalogs)
Screenshot #3: Samsung Finder experience when phone is in airplane mode (showing scope of what we have originally approved for this product)

Please let me know how I should proceed.
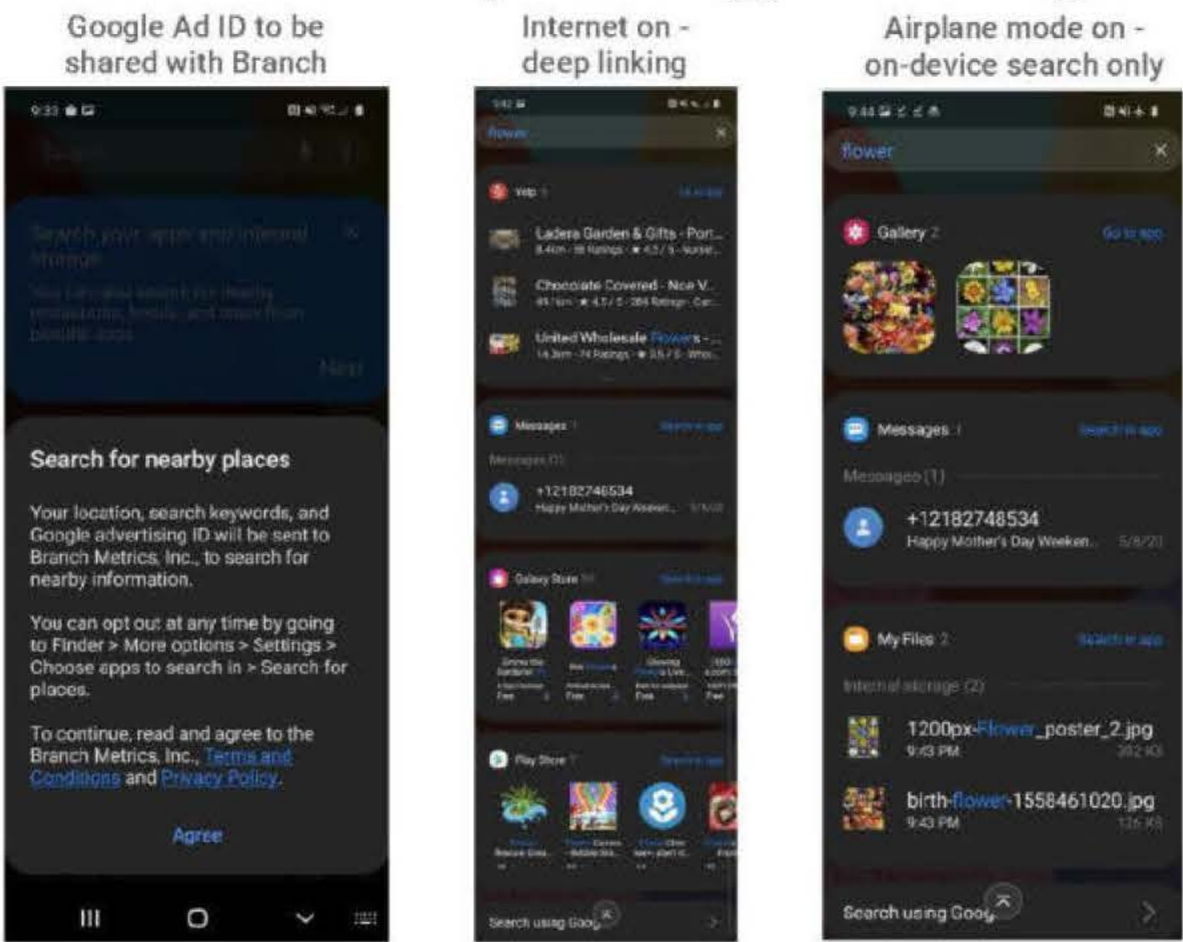
Thank you
Anna

Redacted

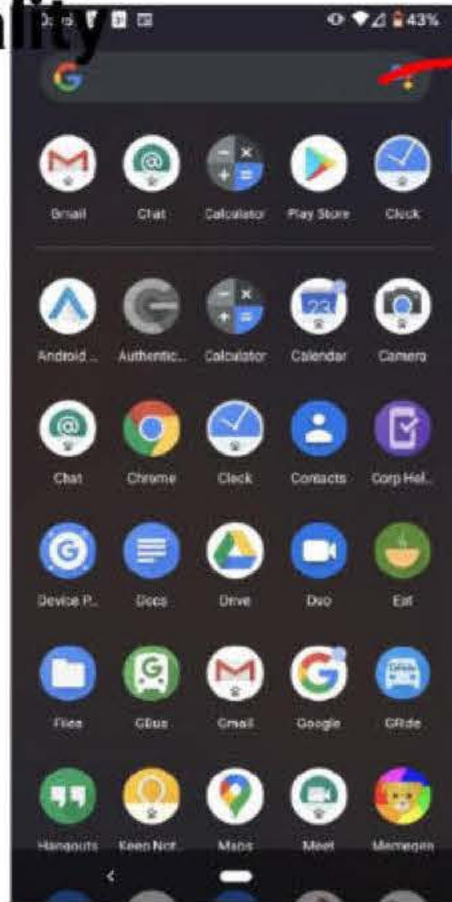# Samsung Finder powering in-app search

June 2020

Situation: Samsung's partnership with Branch expands the search experience via deep linking, violating their contracts

Google Ad ID to be shared with Branch	Internet on - deep linking	Airplane mode on - on-device search only

Search for nearby places

Your location, search keywords, and Google advertising ID will be sent to Branch Metrics, Inc., to search for nearby information.

You can opt out at any time by going to Finder > More options > Settings > Choose apps to search in > Search for places.

To continue, read and agree to the Branch Metrics, Inc., Terms and Conditions and Privacy Policy.

Agree

Discussion: We would like to have a Google solution for partners to leverage when we ask them to stop the functionality

Redacted **of AGA queries** are generated from the app drawer searchbox on Pixel devices

OPEN QUESTIONS
1. Can Google offer a similar experience?

2. Did the **Personal Mode** product (now unlaunched) offer a similar functionality? How much of the prior work can we leverage?

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Pixel: Redacted AGA queries daily; Redacted from app drawer searchbox; Redacted on QSB on HS; Redacted on QSB on recents shelf

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