



Ad Formats on Google

2020-04-17

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Ex. No.

UPX0032

1:20-cv-03010-APM

Redacted

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GOOG-DOJ-15899143

Text ad

location	SERP
interaction	Click
bidding	CPC, tCPA, others
revenue recognition	Click

The screenshot shows a Google search for "flowers". The search bar contains "flowers" and the search button is visible. Below the search bar, there are navigation links for "All", "Images", "Maps", "Shopping", "News", and "More". The search results show "About 7,070,000,000 results (0.63 seconds)". The first result is an advertisement for "1-800-FLOWERS.COM® | Fast 4-Hour Flower Delivery". The ad text includes "Whatever the Occasion, Count on 1-800-Flowers® to Deliver Smiles. Shop Flowers & Gifts!" and two promotional offers: "Easter Flowers & Gifts" and "Deal of The Week".

Google

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Shopping ad

- location SERP
- interaction Click
- bidding CPC, tCPA, others
- revenue recognition Click

The screenshot shows a Google search for 'basketball'. The search bar at the top contains the word 'basketball'. Below the search bar, there are navigation tabs for 'All', 'Images', 'Shopping', 'Videos', 'News', and 'More'. The search results show 'About 2,270,000,000 results (0.78 seconds)'. A section titled 'See Basketballs' is marked as 'Sponsored'. It features four product listings:

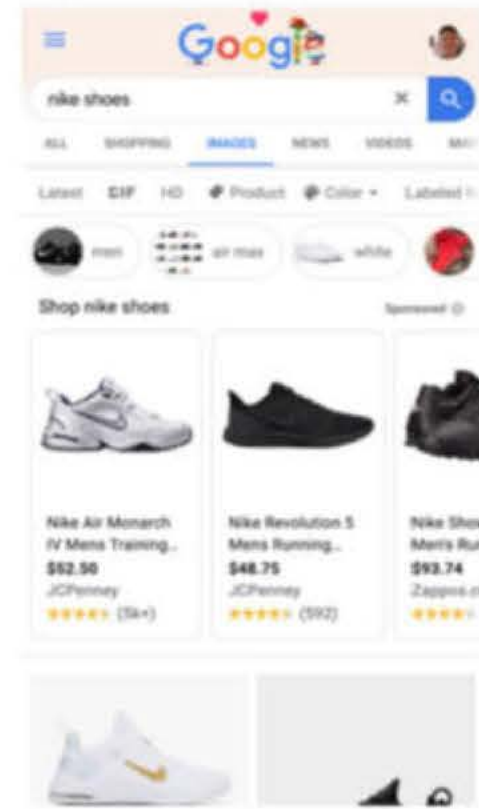
Product Name	Price	Store	Shipping/Returns
Spalding Street 29.5\" Basketball	\$11.99	Target	(33) reviews
Pop-A-Shot Home Single Shot	\$189.99	Pop-A-Shot	Free shipping
Nike Stanford Cardinal Training...	\$11.99	Kohl's	180-day returns
Pop-A-Shot Home Dual Shot Electronic...	\$299.99	Pop-A-Shot	(9) reviews

Google

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Shopping ad on images or shopping property

location	Images or Shopping
interaction	Click
bidding	CPC, tCPA, others
revenue recognition	Click



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