

Message

From: Ben Friedenson [Redacted@google.com]
Sent: 6/5/2019 2:49:34 AM
To: Mike Roszak [Redacted@google.com]; Samantha Bacelic [Redacted@google.com]
CC: Shashidhar Thakur [Redacted@google.com]; Joan Braddi [Redacted@google.com]; Emily Moxley [Redacted@google.com]; Jeff Boortz [Redacted@google.com]; Tao Jiang [Redacted@google.com]; Bobby Nath [Redacted@google.com]; Pandu Nayak [Redacted@google.com]; Chris Rhyu [Redacted@google.com]; Atanas Vlahov [Redacted@google.com]
Subject: Re: Help with Safari Search

Hi All,

Last week we (Tao, Jake, Juting, Samantha and I) kicked off a working group to crank through the analytic ideas that Tao highlighted [here](#). The team will be meeting weekly (save for this week due to conflict) and working through these paths as quickly as possible, with the goal of meeting each Wednesday to review analyses together, and to share findings ASAP in the Thursday NYC discussions.

We will be looking to move through this with all due haste, and to socialize findings with this group.

Thanks,
Ben

***** I'm Hiring *****
Bungee - Google Assistant

[Redacted@google.com]

On Tue, Jun 4, 2019 at 7:41 PM Mike Roszak [Redacted@google.com] wrote:
+Ben as he was coordinating analysis on this for the finance side in partnership with Tao and can share the latest

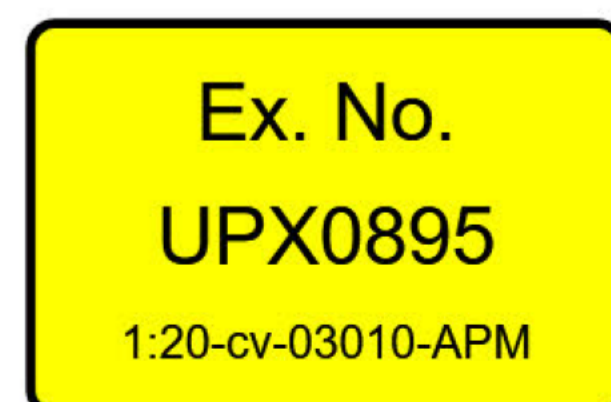
On Tue, Jun 4, 2019, 7:34 PM Shashi Thakur [Redacted@google.com] wrote:
+Emily Moxley +Jeff Boortz

On Tue, Jun 4, 2019 at 7:23 PM Joan Braddi [Redacted@google.com] wrote:
Tao or Shashi:

Wondering if we have an update on this project? We have an exec review very soon and unfortunately we have not been able to answer the questions posed about changes in Safari's search composition. We are concerned they are siphoning off queries before they reach Google but we need to show the changes over time (2yrs+) in Safari's search composition,

Any update?

Many thanks
Joan



On Tue, Apr 9, 2019 at 6:55 PM Chris Rhyu Redacted@google.com> wrote:
SG, thx Shashi.

+Tao - this is the NYC vertical project we've discussed before. I'll follow up offline.

On Tue, Apr 9, 2019 at 6:52 PM Shashi Thakur Redacted@google.com> wrote:
Please do not block on me. I would rather we have a first cut proposal with Tao and Jon and Pandu or I can help review.

On Tue, Apr 9, 2019 at 8:23 PM Chris Rhyu Redacted@google.com> wrote:
Great, thanks Shashi!

Your point on other dimensions is very well taken, and we are hoping this will tie in neatly with / complement the other vertical work that you are overseeing.

Would it work for you if we set up some time to chat further on this with you, Joan, Tao, and me? Is there anyone else I should include?

Chris

On Mon, Apr 8, 2019 at 2:38 PM Shashi Thakur Redacted@google.com> wrote:
I think we should loop Tao into this so he can guide methodology. There are different dimensions that are useful to track -

- * verticalized is only one such dimension
- * nav vs non-nav
- * commercial

So to truly understand how the shape of our traffic might change due to changes in Safari we will need to look at this across these dimensions.

Shashi

On Mon, Apr 8, 2019, 3:01 PM Joan Braddi Redacted@google.com> wrote:

Hi Shashi, Pandu, and Bobby,

As part of our work related to the Apple partnership and per Ben's message back on Feb 8, we are seeking a way to measure the composition of Safari Search traffic over time. Ben suggested that we reach out to you for assistance with this effort. As context:

- The partner has agreed not to implement any changes to the Safari Suggest product that could meaningfully change or divert the Safari traffic they refer to Google.com beginning in Sept 2016.
- **The onus falls on Google (not the partner) to track/detect any changes and raise to the partner if we feel there is an issue;**
- **In the past 2+ years we have suspected that Apple may be diverting search in categories not in place prior to Sept 2016.**
- **We wish to go back and categorize the search queries in Sept 2016 and measure the changes since to determine if they are meeting the obligations.**

Redacted

In response to this, the Finance team has built a tool that contains such tracking, so we have the option to pursue that approach if you think that's best (and in which case we are hoping to work with someone from your team to analyze/interpret the data Finance prepared). Alternatively, if there is another approach you think would work better than **Redacted** please let us know as we are open to any and all options.

Description of Vertical data from Finance:

Available [here](#) and breaks down monthly Search query volumes for the past 3 years.

- The source data is **Redacted** which the Finance team used based on a recommendation from the Search Analyst team.
 - The data is split by the following dimensions: Query vertical **Redacted**, Device, OS, Browser, QueryCountry, IsSafariDistribution flag
 - Note: the current version of the tool only has Level 1 Vertical data **Redacted**, but can be replaced with more granular vertical level data **Redacted**
 - The data dimensions were chosen based on what the Finance team thought would be needed help control for exogenous and/or confounding factors when analyzing vertical trends. Along that same line of reasoning, the data includes all of Search, not just Safari Distribution, so that any changes detected in Safari traffic can be compared to other traffic types as a control.
- Of course, if Search feels that any other dimensions or info are needed, the Finance team is happy to update the tool with more data.

Let me know if we should schedule time to meet to discuss next steps.

Thanks
Joan

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