

Message

From: Prabhakar Raghavan [Redacted@google.com]
Sent: 6/20/2019 3:11:40 PM
To: Cory Ondrejka [Redacted@google.com]
CC: Jen Fitzpatrick [Redacted@google.com]; Benedict Gomes [Redacted@google.com]
Subject: Re: consumer council follow up ahead of notes

Thanks for the very helpful summary Cory. I would keep (somewhere in the stack) a couple of other items in mind.

1. I do believe we have a markedly better core search product than they do and we should both accentuate (through Marketing etc) this lead and increase the lead. (In my experience nobody articulates this better than Microsoft CTO - and former head of Bing, which still rolls up to him - Harry Shum.) The search world is in awe of what we do and we here take it for granted.

2. I know we run very detailed longitudinal studies - and this is best discussed offline - analogous to "what impact is DDG having on our search volume?". For instance, "do Amazon Prime members perform fewer commercial queries over time on Google"? So I would hold us to a higher standard than "it's got to be gut feeling, it's too hard to measure".

On Thu, Jun 20, 2019 at 7:58 AM Cory Ondrejka <[Redacted@google.com]> wrote:

Before sending notes around, I wanted to share my reactions to the DDG discussion to the smaller group. I was a little surprised that this discussion was about a reaction to DDG, as prior DDG conversations had made clear a) there wasn't shared state around exactly the claims DDG was making, b) what they are actually doing related to those claims, or c) whether people are making substantial changes in behavior because of a and b.

I think we all agree DDG is having a successful marketing moment and is doing a good job telling an anti-Google search story. Furthermore, I think we all agree that we should have incognito mode, that incognito mode should probably be roughly similar across our surfaces and products, and that we should apply our pro-user privacy improvements everywhere it makes sense, including search.

Where it felt like we're skipping a step is to tie those privacy improvements to a reaction to DDG, because DDG might also not be the best model for Google users' privacy needs (e.g. Google users are logging into other services, we should be investing in personal/logged in search results like your photos or messages, etc).

So, my suggestions for action items would be roughly:

- * Cathy (or I could take if useful) - to pursue any deeper analysis on the scale and mechanism by which users are migrating to DuckDuckGo. Do they migrate wholesale? Or try and return? Is there data we can leverage from Lockbox, Search cohort analysis, or Chrome to better understand?
- * Gomes (or I could take if useful) - work with comms/marketing to get their current recommendation for how we approach search and DDG? I/O demonstrated that when we message around the user benefits of services we create with data, it resonates, so is there a similar opportunity here?
- * Gomes - rather than framing around DDG, what version of Incognito for xGSA would be best for Google users? What revenue impact would that have?
- * Jen - to consider a PDPO conversation: is the potential vulnerability of Search with respect to private browsing indicative of a broader area of improvement to our privacy approach X-Google

Sorry for the detail, but that meeting moved around enough -- and is such an important topic -- that I thought it useful to push for some additional clarity before sending notes around.

Remember that we don't have a July 3rd meeting, so it's a month before we discuss again. Happy to set of 30 minute GVC sooner if useful.

Ex. No.

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