

# Google Search+ Margins

Ex. No.  
UPX7002.A  
1:20-cv-03010-APM

<i>USD Millions</i>	2014	2015	2016	2017	2018	2019	2020	2021
<b>Booked Revenue</b>	46,827	52,552	60,515	71,791	86,158	98,330	102,883	146,438
TAC	(7,101)	(7,175)	(8,226)	(11,198)	(14,482)	(16,976)	(18,576)	(26,344)
CAC	<h1>Redacted</h1>							
Other COS								
Machine/Network								
<b>Gross Margin</b>								
<b>Gross Margin %</b>								
EngPM								
GBO								
Marketing								
G&A								
TI								
<b>Operating Profit</b>								
<b>Operating Profit %</b>								

Sources: UPX0490 (Total Ads Annual tab, Column J), UPX0491 (Total Ads Annual tab, Columns H, I, J), UPX0492 (Total Ads (Mgt) tab, Columns I, J, K), UPX0493 (Total Ads (Mgmt) tab, Column J)

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