

Message

From: Nitin Sharma [Redacted@google.com]
Sent: 4/17/2007 11:44:32 PM
To: Redacted@google.com
CC: Redacted@google.com; Diane Tang [Redacted@google.com]; Sepandar Kamvar [Redacted@google.com]; Hal Varian [Redacted@google.com]; Ellen Konar [Redacted@google.com]
Subject: Re: GPS Notes: Strategic Value of Browser Homepage 4/17

Sundar:

Thanks for setting up GPS and getting the key message across to EMG.

Jessica,

Thanks for taking notes and mailing out the summary.

Let us know how best we can support your efforts with putting together the plan on increasing home page share.

best
-nitin

On 4/17/07, **Jessica R. Ewing** <Redacted@google.com> wrote:
GPS title: On the Strategic Value of Browser Homepage to Google
Date: 4/17/2007

Attendees:

Nitin Sharma, Ellen Konar, Diane Tang, Hal Varian, Jessica Ewing, Sep Kamvar, Sundar Pichai, Marissa Mayer

Action Items:

+ Marissa, Sundar, Jessica to return in a week with a complete proposal on gaining homepage market share.

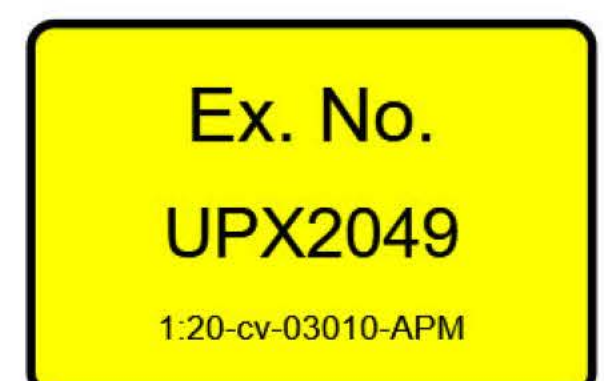
Takeaways:

- + Push iGoogle with stronger default selection
- + Should be following a more viral growth strategy on iGoogle
- + Try to get people to email each other something like a gadget
- + Google Pack seems like legit place to set the homepage
- + If installing the Toolbar, should set the homepage
- + Default to iGoogle (pre-configured well) in these cases
- + Have not done as much as we could to promote Google Pack

Summary of discussion:

Nitin presented some data that suggests a causal link between browser homepage market share and search market share. Nitin's data shows that users who have their browser homepage set to the Google homepage (classic or igoogle) search 15% more. Users who change (passively or actively) their browser homepage away from Google search 27% less. These effects are independent of toolbar. Nitin argues that focusing on homepage market share is one of the most effective things we can do to make gains in search market share.

EMG representatives agreed that this is important. Some suggestions above. Marissa, Sundar and Jessica to return with complete proposal for consideration.



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