

**From:** Joan Braddi <Redacted@google.com>  
**To:** Christopher Haire <Redacted@google.com>, Jeff Boortz <Redacted@google.com>, Sarah Obee <Redacted@google.com>, Juting Zhai <Redacted@google.com>, Liz Daly <Redacted@google.com>  
**Subject:** Apple Suggest Influences  
**Cc:** Caity Downey <Redacted@google.com>

Attorney-Client Privileged and Confidential

Chris, Jeff, Juting and Sarah:

There will be a CEO discussion within the next 4-8 weeks with Apple and we need to run the following analysis to have data ready to share with Sundar on some of Apple's obligations under the agreement.

1. We need to re-evaluate the changes to the % of non-conversion against the "suggest" pattern that Apple Safari exhibited back in Sept 2016 to identify where they may not have "remain substantially similar in use". I know Chris took a baseline back in Sept 2016 of how often and in what categories Apple was initiating an "Apple Suggest" to the user for possible redirection. Since this time, we have seen an increase <sup>Redacted</sup> to the number of queries that do not complete to Google for results. Can we determine the new categories or where the increase is due to them changing the experience away from "substantially similar" to 2016?

(Sarah - any changes we will need to estimate the rev impact).

# Redacted

I'll get some time scheduled when you might have info to share.

Many thanks,  
Joan

----- Forwarded message -----

**From:** Juting Zhai <Redacted@google.com>  
**Date:** Wed, Jan 3, 2018 at 3:05 PM  
**Subject:** Re: % of queries  
**To:** Joan Braddi <Redacted@google.com>  
**Cc:** Mike Roszak <Redacted@google.com>, Christopher Haire <Redacted@google.com>, Sarah Obee <Redacted@google.com>, Unni Narayanan <Redacted@google.com>, Benjamin Friedenson <Redacted@google.com>

Non-conversion rate on Chrome seems to be pretty stable over the year ([link](#)). Currently non-conversion on Android is <sup>Redacted</sup> (<https://screenshot.googleplex.com/bMiOoO0zFJp.png>), on iOS <sup>Redacted</sup> (<https://screenshot.googleplex.com/UEmR4qHeRrh.png>). These values are close to what we reported before for Chrome.

	Safari	Chrome iOS	Chrome Android
Non-conversion		Redacted	

Checking Chrome dashboard ([link](#)), for the non-converted traffic, they mostly go to suggested urls (in the table below, most traffic that don't go to [g.com](#) are through different url or nav suggestions).

Ex. No.  
UPX2014  
1:20-cv-03010-APM

# Redacted

Safari has many more different types of suggestions than Chrome, but navigation suggestions probably get the most usage. So "Safari is catching up" might be what is happening. (Both safari and chome android have <sup>Redacted</sup> <sup>Redacted</sup> As I still believe a portion of the non-converted traffic on Safari goes to other non-nav suggestions.)

Thanks,  
Juting

On Tue, Jan 2, 2018 at 2:40 PM, Juting Zhai <<sup>Redacted</sup>@google.com> wrote:

I will take a look at Chrome conversion and share the data in this thread once I have it.

Thanks,  
Juting

On Tue, Jan 2, 2018 at 2:25 PM, Mike Roszak <<sup>Redacted</sup>@google.com> wrote:

+Ben

On Tue, Jan 2, 2018 at 1:07 PM, Joan Braddi <<sup>Redacted</sup>@google.com> wrote:

+ Unni and Mike

Happy New Year to you all.

Juting - again thanks for the updated dashboard.

As we prep for an update for Sundar, it would be good to measure the Safari query conversions to that of Chrome on Android (as we did earlier in the year). The data shows while Safari was at <sup>Redacted</sup> non-conversions to g.com, Chrome on Android was at <sup>Redacted</sup> of queries that did not convert to g.com. Now that Safari seems to be at the same level, is Chrome still at <sup>Redacted</sup> on Android or has this changed?

It would be good to see what queries are not passing through on Chrome to see if Safari users are just catching up to that of Chrome in selecting "suggested url's" and going off to sites. Thoughts welcome.

Joan

Hi Joan,

We have a dashboard tracking this number ([link](#), graph also copied below). In this plot the estimated conversion rate is the portion of queries that come to google. 1-conversion is how we got <sup>Redacted</sup> previously. Currently in en-us <sup>Redacted</sup> queries don't resolve to [g.com](#) from Safari. A <sup>Redacted</sup> absolute drop from a year ago. This number looks even worse globally, a year ago we lose <sup>Redacted</sup> and now we lose <sup>Redacted</sup> a nearly <sup>Redacted</sup> absolute reduction.

# Redacted

On Wed, Dec 20, 2017 at 1:01 PM, Joan Braddi <sup>Redacted</sup>@google.com> wrote:

Chris and Juting:

Is it possible to rerun the % of queries that don't resolve to [g.com](#) from Safari again. I believe it has been over a year since we saw the <sup>Redacted</sup> number and we are wondering if this might be increasing (since we have seen new categories being redirected by Apple's "suggest"). We are also trying to answer some of Apple's question related to November numbers.

Any help you can provide would be appreciated.

Many thanks

Joan

--

This email and the information it contains are confidential and may be privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. The above communication may include discussions or proposals of a potential business arrangement, and if so, are provided solely as a basis for further discussion, and should not be intended to and do not constitute a legally binding obligation. No legally binding obligations will be created, implied, or inferred until an agreement in final form is executed in writing by all parties involved.

--

This email and the information it contains are confidential and may be privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. The above communication may include discussions or proposals of a potential business arrangement, and if so, are provided solely as a basis for further discussion, and should not be intended to and do not constitute a legally binding obligation. No legally binding obligations will be created, implied, or inferred until an agreement in final form is executed in writing by all parties involved.

--

Mike Roszak  
Product Finance  
Cell: **Redacted**

--

This email and the information it contains are confidential and may be privileged. If you received this communication by mistake, please don't forward it to anyone else, please erase all copies and attachments, and please let me know that it went to the wrong person. The above communication may include discussions or proposals of a potential business arrangement, and if so, are provided solely as a basis for further discussion, and should not be intended to and do not constitute a legally binding obligation. No legally binding obligations will be created, implied, or inferred until an agreement in final form is executed in writing by all parties involved.

**Redacted**

**REDACTED FOR PUBLIC FILING**

GOOG-DOJ-21193899