

From: Scott Spencer <Redacted@google.com>
To: Jerry Dischler <Redacted@google.com>
Subject: Re: Please check search for compliance with Better Ads Standard
Cc: Lopa Junck <Redacted@google.com>, Jennifer Park <Redacted@google.com>, Chalmers Wang <Redacted@google.com>, Sundeep Jain <Redacted@google.com>, Gaurav Garg <Redacted@google.com>, Kenneth Rubenstein <Redacted@google.com>, Matthew Burriesci <Redacted@google.com>, sa-ad-blocking <Redacted@google.com>, Benjamin Gordon <Redacted@google.com>, Isabella Convertini <Redacted@google.com>, Adam Juda <Redacted@google.com>

Agree. Probably easier to discuss this in a meeting.

We can also share the exact specifications for what constitutes compliance with the internal teams (although we aren't sharing that generally as the goal is to drive ad experience improvement and not adherence to the letter of the standard).

-scott

On Mar 2, 2017 12:21 AM, "Jerry Dischler" <Redacted@google.com> wrote:

Seems like a meeting would be a useful next step. I share the concerns/questions from Sundeep + Adam.

On Wed, Mar 1, 2017 at 5:32 PM, Adam Juda <Redacted@google.com> wrote:

Thanks for adding me! Two lines of thought cross my mind here:

(1) To what extent has anyone from AFS been looped in about these things (e.g., William Kunz)?

(2) I too would be curious from where this 30% number was derived, and in what context. While I subjectively can appreciate why a page being 30%+ DisplayAds could be annoying to a user, SearchAds are fundamentally different than DisplayAds because they are targeted to the user's query (and thus are relevant to the user's task in a different way than an awareness-generating ad). I suspect this is one of the reasons why SearchAds often have met various 3rd parties' acceptable ads practices, because the information contained therein is in response to what the user asked.

As an extreme example, consider recipes.com (AFD) or Google's Shopping Property or Google's Home Services pages? Are we saying that none of these experiences will be compliant since all of them are *entirely* ads and/or sponsored (and thus exceeding 30% of the page content)?

Thanks.

-adam

On Wed, Mar 1, 2017 at 6:26 PM, Sundeep Jain <Redacted@google.com> wrote:

on your two concepts:

(1) **Search Page:** what do you mean by page filtering (i.e. if 80% of search results pages don't show ads, then would those pages be part of your total page count), what do you mean by content-ends (i.e. are query refinements below bottom ads considered content), what do you mean by clear evidence that >30% ad density on mobile is annoying (i.e. was that based on user research for search page with query intent or for publisher pages without query intent). Obviously, appearance of self-serving is a disaster, so we are all aligned here, but there is ambiguity on some of these definitions such that we may collectively want to clarify both for Search and the health/perception of the program overall. Please note purpose of these questions/engagement is to help land the program well from all angles.

(2) **Landing Pages of Ads:** what inspires confidence that the currently existing post-click quality metrics are less effective barometer for user experience/annoyance than the ads load on that landing page ? (+juda for this one)

Ex. No.

UPX0459

1:20-cv-03010-APM