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**From:** Sachin Malhotra [Redacted@microsoft.com]  
**Sent:** 9/13/2019 5:17:56 PM  
**To:** Raj Kapoor [Redacted@microsoft.com]; Aswath Mohan [Redacted@microsoft.com]  
**Subject:** FW: Pls review..  
**Attachments:** UNTITLED.pptx

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**From:** Sachin Malhotra  
**Sent:** Friday, September 13, 2019 10:17 AM  
**To:** Raj Kapoor <Redacted@microsoft.com>  
**Subject:** Pls review..

Hi Raj,

Can you pls look at these slides..Want to make sure that you are good with the slides that reference Audience Targeting..

Sorry this is a rush..

Thanks,  
sachin

# Successful search businesses require scale with users and advertisers

<b>User Scale</b>	<b>Index:</b> Search engines process content from webpages and create a database that it then uses to provide consumers with useful results.
	<b>Relevance:</b> Search engines interpret queries from users and provide relevant responses, requiring data from several sources.
	<b>Localized Search:</b> Location data collected from user devices enables search engines to return results that are tailored to a user's current location.
	<b>Entry Points:</b> Search engines gain users through entry points such as a browser default.
<b>Advertiser Scale</b>	<b>Advertiser Tools:</b> Software products facilitate campaign creation and management for advertisers.
	<b>Conversion / ROI Data:</b> Advertisers require measurements of campaign effectiveness to optimally invest in advertising.
	<b>Targeting for Advertisers:</b> Accurate consumer targeting increases the efficiency with which search engines display advertisements to relevant consumers.



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# Successful search businesses require scale with users and advertisers

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# There are several critical inputs required to achieve sufficient user scale

	Requirement for Scale	Critical Input	Discussion
<b>User Scale</b>	<b>Index:</b> Search engines process content from webpages and create a database that it then uses to provide consumers with useful results	Engineering investment	All major tech companies (Apple, Amazon, Facebook, Microsoft, Alibaba, Tencent, etc.) have the resources and talent necessary to construct an index.
	<b>Relevance:</b> Search engines interpret queries from users and provide relevant responses; requiring data from several sources	Query & click data at scale	Google search accounts for 93 percent of searches in Europe.
	<b>Location Awareness:</b> Location data collected from user devices enables search engines to return results that are tailored to a users' current location	Mobile data at scale	Google Android accounts for 74% of mobile OS usage and Google Search is the default search on iOS, which controls the rest.
	<b>Entry Points:</b> Search engines gain users through entry points such as a browser default	Browser defaults, OS defaults	Google Search is the default on Chrome on Android and Windows, Apple Safari, and Mozilla Firefox, which account for 85% of browser usage in Europe.

## Slide 2

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**BK5** Are we really saying "Location Awareness" instead of Localized Search. I see this as 4 things - - 1. A representation of the web you can retrieve quickly 2. Enough Signal to determine what is valuable for a given term 3. User queries with location awareness 4. Opportunity to serve the user (impacts #2)

Brian King, 9/11/2019

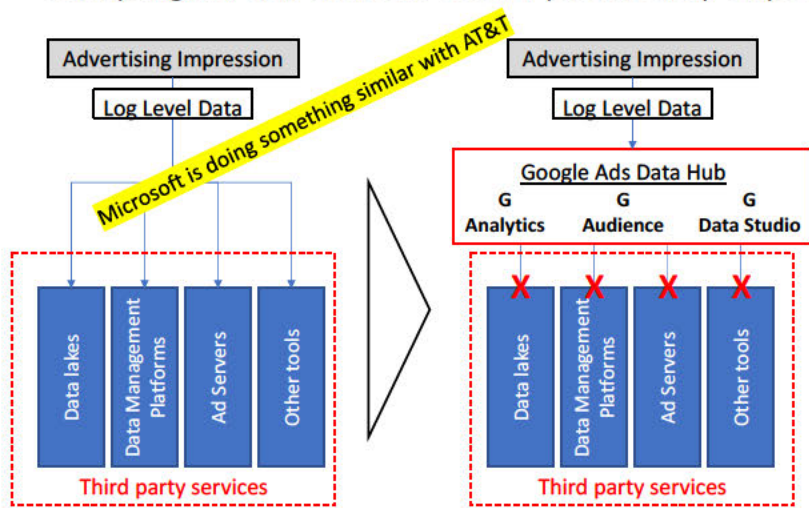
**DS(3)** Okay. Edited the term. I think your points are otherwised coved in the slide. Let us know if you think we should make additional changes

David Snyder (CELA), 9/12/2019

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DS(2)

Google launched its Ads Data Hub (2018), which restricted the exportation of log data, used to track the success of campaigns; advertisers could previously export this data



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- This shift made advertisers' ability to track the success of their campaigns much more difficult, unless they use Google's products
- Google's data from search and display is critical, effectively forcing advertisers to use (and pay for) its Ads Data Hub cloud offering. ~~Leverages its dominance to insert itself as an intermediary~~
- *<To flesh out specifics of what was previously able to be shared and what permissions were eliminated >*



## Slide 4

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**DS(2)**

I think we need to work on this graphic. It doesn't get across the idea that Google log data and 3rd party data can still be consolidated but only in Google's cloud -- and in the past other parties could do analysis on it. Maybe we draw this with an analysis company in the middle or something like that and show that data used to come to it from 3rd parties and Google and now Google cut off the data and the 3rd parties have to send their data to the Google cloud.

David Snyder (CELA), 9/11/2019



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