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Reduce AdX Dynamic Revshare Holdback to 5%

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Owners

- Max Lin (whlin@google.com)

Links

- [\[LaunchCal\]](#) [\[Existing 10% holdback\]](#) [\[New 5% holdback\]](#)

Summary

We would like to reduce the holdback traffic percentage for AdX dynamic revshare (DRS) to 10% from 5%. Large 10% holdback becomes wasteful after we show little buyer and seller change on AdX due to DRS in the holdback studies. Another reason to reduce holdback is to avoid spammy revenue loss alerts from CA experiment RTM monitoring. The existing 10% DRS holdback exceeds rev loss alert often.

Metrics and Analysis Summary

Old 10% holdback and new 5% holdback show similar Rasta metrics and statistical significance. Reducing holdback increases AdX DRS impact percentage by 5% (ARR 6.5M).

RASTA Numbers

On the AdX Buyer x AdX Seller slice where AdX DRS is effective, metrics between 10% and 5% are similar.

Holdback Percentage	MatchedQueries	Revenue
10% (existing)	-6.24%	-7.90%
5% (new and reduced)	-6.58%	-8.09%

Rasta Screenshots

10%

SideRevShareHoldback::HoldbackControl									
71175317	7,077,568.616	5,937,344.397	9,076,323.300	7,077,568.616	0	3.8259	1.5343	22,715,411.1180	9,109.673.0599
App_Buyer * App_On y									
RevShareHoldback::HoldbackExperiment	6,636,111,227	5,551,995,710	8,634,934,748	6,636,111,227		3.9520	1.5111	22,106,192.4053	8,369,726.3597
71175316	-6.24%	-6.49%	-4.86%	-6.24%	0	4.08%	-1.51%	-2.67%	-7.90%
App_Buyer * App_On y	[-6.24, -6.23] %	[-6.49, -6.49] %	[-4.87, -4.86] %	[-6.24, -6.23] %		[4.05, 4.11] %	[-1.52, -1.50] %	[-2.70, -2.65] %	[-7.91, -7.89] %

5%

	Queries	Impressions	Served Impressions	MatchedQueries	LosingQueries	VPI Clamped	RPI	Value Clamped	Revenue
App_Buyer * App_On y									
eReducedHoldback::HoldbackExperiment	96,914,385	81,305,854	122,319,310	96,914,385		3.7127	1.5174	302,351,0146	123,374.0045
71175321	-6.58%	-6.75%	-5.29%	-6.58%	0	4.10%	-1.43%	-2.93%	-8.09%
App_Buyer * App_On y	[-6.60, -6.55] %	[-6.78, -6.72] %	[-5.31, -5.26] %	[-6.60, -6.55] %		[3.92, 4.27] %	[-1.53, -1.34] %	[-3.10, -2.76] %	[-8.18, -7.99] %