



Gemini App

Alphabet Board Update

NTK

OCT 2024

Ex. No.

PXR0226

1:20-cv-03010-APM

1:20-cv-03715-APM

GOOG-DOJ-33845737

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Confidential

DAU with strong continued momentum

Proprietary and Confidential

Approaching
Confidential **MAU**

1.8X Growth
Confidential through app

Confidential
Advanced Subs

Confidential
Add'l Q4 opp via
Assistant Upgrade

STRONG Q3 DAU GROWTH

Q3 PRODUCT EXPERIENCE
STRIDES

- Feature launches

Live (first to market): Higher user engagement - convo length median latency

Image Gen Relaunch: Over images created; punts dropped favorability

- **Gems:** of WAU, primarily coding partner + brainstormer

Gemini as mobile assistant

Assistant Upgrade: Users love the [Gemini App](#) (4.5 star rating on Play Store, top 3 rated Google app), WoW retention showing some incrementality above classic Ass't (+3 ppts non-English)

Jan '24	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct
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Div 10 1A 1C 11 1 2023 - 200% redemption of Extended Free

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Slide 3 Notes

DAU Growth (As of 10/12, rolling 7-day average was Confidential)

- Crossed Confidential on Oct-8. DAU doubled in less than 4 months
- Confidential DAU at the end of the quarter vs Confidential at the start of the quarter (7-day rolling average). Of the Confidential DAU added, Confidential through the App. MAU was at Confidential at the end of Q3, Confidential at the start of Q3. Confidential MoM
 - Seeing general DAU momentum from back-to-school, but also broad overall growth across all sectors
 - A large share of the DAU growth came from Indonesia, India and the Philippines

Confidential MAU as of 10/12

Advanced: Confidential Advanced subs, Confidential G1 subs, Confidential MoM in trials post MBG

- Confidential paid subscribers Confidential, Confidential in-trial subscribers Confidential at the EoQ3
- Trial to Conversion rate is Confidential. Paid retention % is Confidential
- Competitor nugget - Gemini is attracting more users who are new to paid AI - only Confidential of Gemini Advanced users have tried cGPT. Newest Gemini Advanced user cohorts are much less likely to have tried cGPT plus vs older cohorts - for Aug 2024 it was Confidential of new Gemini Advanced users who also paid for cGPT Plus in the last 12 months vs Confidential back in April 2024 ([source](#))
- cGPT Plus subs / cGPT DAU is now closer to Confidential. Our ratio remains at around Confidential

Assistant Upgrade: Confidential MAU additional Q4 opportunity via Assistant Upgrade

- This is the "true" addressable MAU in 2024 - Defined as all Assistant MAU (L28>0) on eligible devices, removes the power users that we are not rolling out to since we don't currently meet their need (e.g. Spotify usage), all countries except for ID/PH where we are already addressing them (but includes the high risk countries like US, JP, AU, EEA+)
- Current conversion rate is Confidential for the flow we're testing in LEs

Competitor