

Message

From: Omkar Muralidharan [REDACTED]@google.com]
Sent: 5/23/2024 4:51:40 PM
To: Michael Levinson [REDACTED]@google.com]
CC: Vivek Rao [REDACTED]@google.com]
Subject: Re: [Daily Insider] The future of ads at Google Marketing Live

I'm not as convinced by this. Yes, we're pushing Pmax super hard, since that was our previous strategy. It's not at all clear to me that it's landing beyond the advertisers who have already bought in though (anecdotally, nobody was that excited about Pmax in my advertiser conversations on the day, at best it was like they were willing to go along). And there was some real frustration that Google isn't listening and pushing "full auto" solutions they don't want. I think we could absolutely tweak the messaging to evolve Pmax and have it land better.

In any case, I think the UI and branding can be very flexible in our model. SearchMax or Pmax for search, I think it doesn't matter too much. The decision making structure is key, as you point out.

Omkar

On Wed, May 22, 2024 at 8:36 AM Michael Levinson <[REDACTED]@google.com> wrote:

Read this whole thing, and Pragh's summary. Yesterday we doubled down, unambiguously, that *all* our AI goodness is PMax. It was a consistent theme throughout the day. We said Pmax gets you 27% more conversions, and not just non- retail. Sylvanus led the audience in a Power Pair chant. DG was presented wholly separately, as part of the YouTube suite. Our sales force sees this and doesn't believe DG is going to be a thing. Rion was bummed at the end of the day—"we have a lot to dig out of".

Pmax is how you buy performance on Google. I just don't see us walking that back, and anything that's not PMax is structurally disadvantaged from a positioning and sales perspective.

TLDR - I am thinking we should brand DG as part of Pmax, and expose it as a "sub-campaign" or option within the PMax flow. T1S can be an advanced alternative for advanced advertisers, wrapped by PMax or not.

Separate issue is org and personnel. Who owns the product roadmap, the implementation, the UI, etc.

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From: Prabhakar Raghavan <[REDACTED]@google.com>
Date: Wed, May 22, 2024, 5:26 AM
Subject: Fwd: [Daily Insider] The future of ads at Google Marketing Live
To: Vidhya Srinivasan <[REDACTED]@google.com>

Ads team - just a quick note of gratitude on GML... a lot of that goodness is captured well below. From showcasing the continued power of Performance Max to sharing the ways that Generative AI will help our customers succeed, yesterday's event was a display of innovation and excellence.

These onstage moments last just a few hours but are the culmination of many months of effort, with many months of lasting impact. I had the honor of joining live and was able to hear firsthand the positive response in

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the room from advertisers and merchants. And while GML might be over, there is still so much more to look forward to as we see customers start using the tools and strategies we just announced.

As we always say, ads are an incredibly important engine of growth for businesses and local economies, and help power the free and open internet. I hope you celebrate with a great sense of pride.

Congratulations again on a tremendous success, and thank you for making it possible!

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From: Joel Meares <[REDACTED]@google.com>

Date: Tue, May 21, 2024 at 1:34 PM

Subject: [Daily Insider] The future of ads at Google Marketing Live

To: [REDACTED]@google.com>



The future of ads at Google Marketing Live

Businesses have been telling our Advertising Platform (AP) team the same thing for years: building out assets for an ad campaign is tough work. "Sourcing and producing a wide variety of images, experimenting with different kinds of grabby copy, inputting brand elements—it's the hardest, most time-consuming step of running a campaign," says AP Group Product Manager Pallavi Naresh. "Especially if you're a small business."

So the team began asking: *What if we did it for them?*

Last year, we introduced generative AI capabilities for Performance Max, our fully automated ad campaign across Search, YouTube, display, and beyond. Building on features that assembled ads from *provided* assets, we began giving advertisers the ability to *create* assets. With just a few inputs—their URL, some lines describing their business—we could offer advertisers dozens of new headlines, pictures, and more to review and then use.

Now we're expanding the ways we can help, with a suite of gen AI features advertisers can use to quickly and intuitively create even more types of ad assets—*Like an image? Now you can create something similar in one click!*—as well as edit and enhance them. And, vitally, we're providing new tools to ensure those assets match an advertiser's overall look and feel.

The new features were revealed today at Google Marketing Live, the annual event where we showcase our latest Ads and Commerce product innovations. Not surprisingly—remember those 121 mentions at I/O?—AI was the star of the show. We shared how it's powering expanded measurement capabilities across our offerings, helping advertisers optimize their campaigns, and gave people a peek at a new type of immersive, gen AI-driven shopping features that will guide you confidently through your online shopping experience.