

Produced in Native

Andy Miller - /tick-202330657/docs/andymiller/Andy Miller
Search Ads 101 - for Steve _158CNCxpVodzTxvrziTk_pJrTmnl-OTkLe6WUTwcNRr0.pptx

Ex. No.
UPX0012
1:20-cv-03010-APM

GOOG-DOJ-22529383



Search Ads Overview

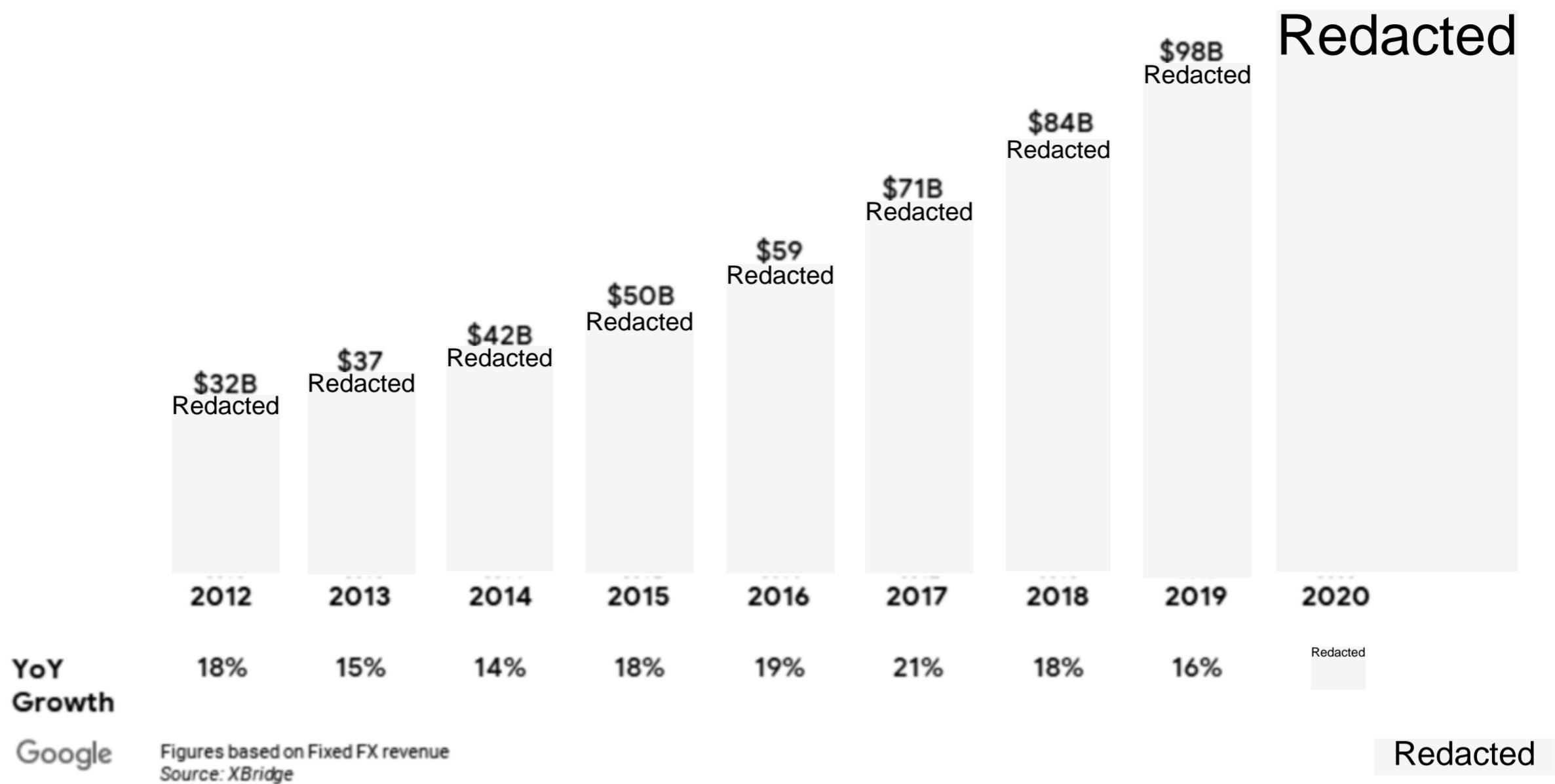
December 2020

Redacted

GOOG-DOJ-22529383.001

REDACTED FOR PUBLIC FILING & ABRIDGED

Search Ads and O&O Revenue



First off we wanted to remind you that we are all part of a most amazing business. Search Ads + O&O has grown at an incredible rate over the past decade - typically in the high teens - reaching Redacted last year, and despite covid - we'll exceed Redacted this year. You can see that the vast majority of our growth has come from Mobile search - especially in the last 5 years. Desktop has largely plateau-ed, while AFS has declined. And just in the last couple years - you can see O&O like discovery and gmail starting to really contribute.

The Search Results Page



About 31,000,000 results (0.73 seconds)

Shop for pampers size 4 on Google Sponsored

Pampers Swaddlers ... \$24.29 Target In store	Pampers Baby Dry Diapers, ... \$24.97 Jet.com	Pampers Baby Dry Diapers, ... \$28.69 Target In store	Pampers Swaddlers ... \$31.99 Jet.com	Pampers Cruisers ... \$25.48 Jet.com	Pampers Cruisers ... \$28.69 Target In store

Size 4 Diapers - Get The Perfect Fit
www.pampers.com/Diapers
We Know How Important it is To Get The Perfect Fit in A Diaper. Try Pampers!

Pampers Diapers Swaddlers Size 4 - Amazon.com Official Site
www.amazon.com/baby-products/diapers
Find Deals on Pampers Diapers Swaddlers Size 4 in Baby Diapers on Amazon.

Size 4 diapers - Jet.com
www.jet.com/
Save More Money on the Best Brands. Get Free Shipping on Orders \$35+.

Diaper Size and Weight Chart - Pampers
<https://www.pampers.com/en-us/baby/diapers/article/diaper-size-and-weight-chart>
At Pampers, we know how important it is to get the perfect fit in a diaper. With our handy sizing chart, find out what size diaper is right for your baby based on ...

Pampers Baby Dry Diapers, Size 4 (Choose Diaper Count) - Walmart ...
<https://www.walmart.com/ip/Pampers-Baby-Dry-Diapers-Choose-Size/27280899>
\$37.94
This button pops up a carousel that allows scrolling through close up images available for this product
Pampers Baby Dry Diapers, Size 4 (Choose Diaper Count) ...

Shopping Ads

Text Ads

Organic Results



The Search Results Page

The screenshot shows a mobile search interface for 'pampers size 4'. The search bar at the top contains the query 'pampers size 4', which is highlighted by a green box labeled 'Query'. Below the search bar are tabs for 'ALL', 'SHOPPING', 'IMAGES', and 'VIDEOS'. The results are categorized into four sections:

- Shopping Ads:** A section titled 'Shop for Pampers size 4 diapers' (Sponsored) featuring three product listings with images, prices, and retailer information (Target and Walmart).
- Text Ads:** A blue-bordered section for 'Pampers® Size 4 Diapers - Diaper Size & Weight Chart' with a link to 'www.pampers.com/Diapers' and a sub-headline 'Find Out Which Diapers Are Available Based On Your Baby's Size & Weight.'
- Organic Results:** A red-bordered section for 'Diaper Size and Weight Chart - Pampers' with a link to 'Pampers · en-us · baby · diapers · article'.

Anatomy of an Ad

Redacted

Ad Content

Text

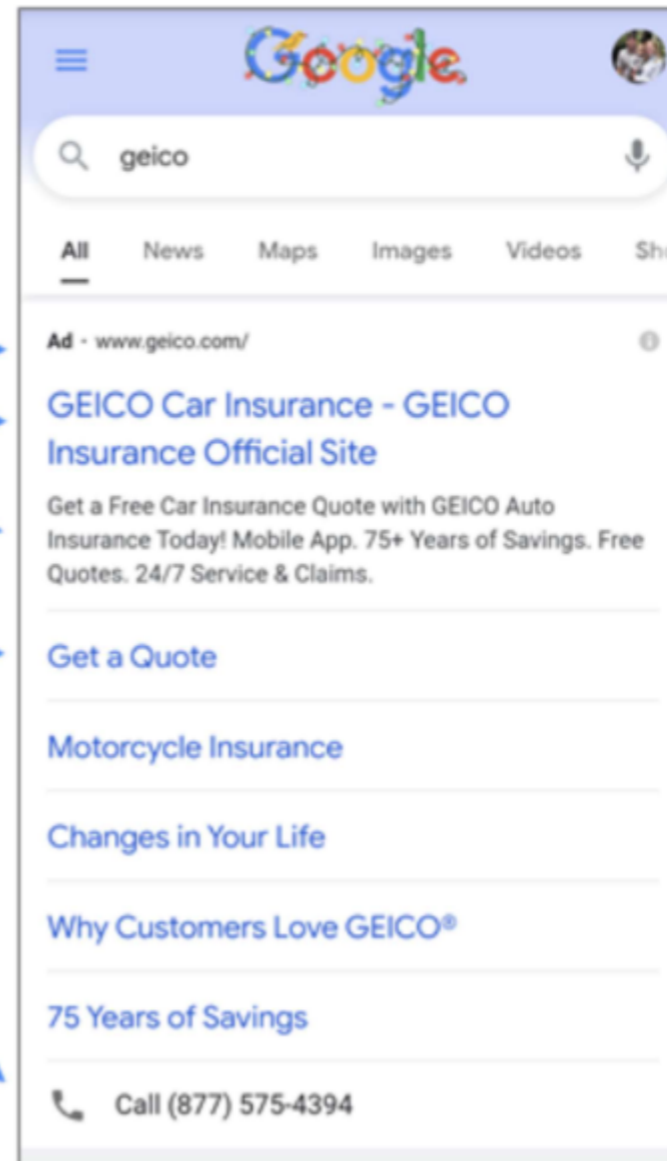
1. Display URL
2. 1-3 Headlines
3. 1-2 description lines

Ad Extensions

4. Sitelinks
5. Call Extension

Other Extensions include:

Location, App, Price,
Promotion, Structured Snippet



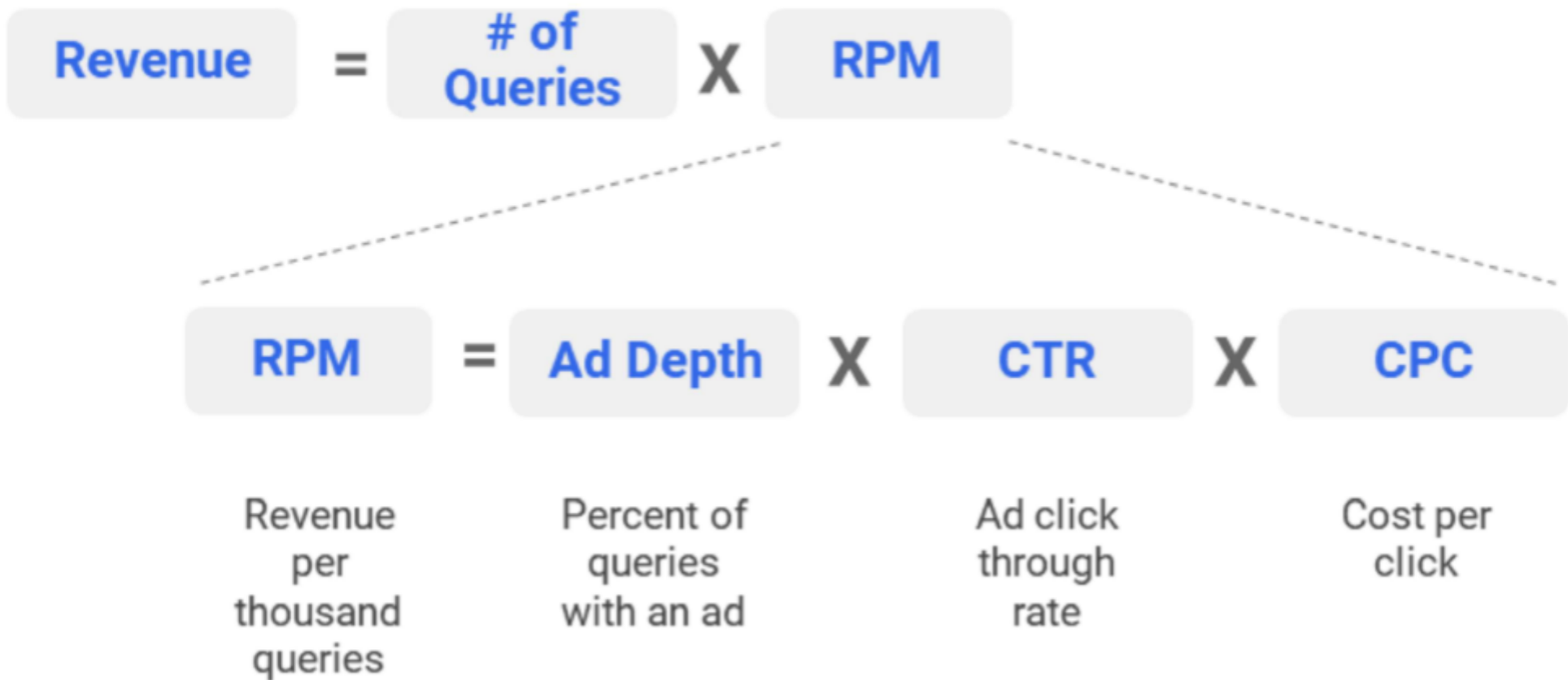
Google

GOOG-DOJ-22529383.005

REDACTED FOR PUBLIC FILING & ABRIDGED

How Google Makes Money on Search

Redacted



Google

GOOG-DOJ-22529383.006

REDACTED FOR PUBLIC FILING & ABRIDGED

How Ads are Ranked

Redacted



$$\text{AD RANK} = \text{MAX BID} \times \text{QUALITY SCORE}$$

A value that's used to determine your ad position and whether your ads will show at all = Maximum you are willing to pay for a click on your ad X Relevance

Google

GOOG-DOJ-22529383.007

REDACTED FOR PUBLIC FILING & ABRIDGED

The highest-RPM verticals are a relatively low portion of overall Queries

2019 Global RPM

Redacted

% of 2019 Global Queries

GOOG-DOJ-22529383.008

REDACTED FOR PUBLIC FILING & ABRIDGED

Innovation in Search Ads focussed on 5 areas

	Description	Examples
Formats	Changes to the core ad formats, extensions or the UX on the Search Page	<ul style="list-style-type: none">● Responsive Search Ads● Card Cap UI / Stark ad label● Image Extensions
Targeting	Enhancements to keyword targeting (e.g., new match types), automated targeting options or new audience targeting capabilities	<ul style="list-style-type: none">● In market audiences● Semantic match types● Smart Targeting
Bidding / Budgets	New ways to bid (e.g., Target CPA), new budgeting controls (e.g., shared budgets) and quality improvements	<ul style="list-style-type: none">● Monthly budgets● Target ROAS● LTV reporting
Campaign Management	New campaign structures (e.g., universal campaigns, Reporting, new buying doors (e.g., Smart Campaigns, SA 360)	<ul style="list-style-type: none">● Optiscore● Uberversals● Amalgam (New SA360)

Google

GOOG-DOJ-22529383.009

REDACTED FOR PUBLIC FILING & ABRIDGED