



# Ads PA ramifications of Incognito++

Adam "drawer of short straw" Juda

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Ex. No.  
UPX0009  
1:20-cv-03010-APM

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## One-slide summary of what follows

- If Incognito actual adoption **Confidential**
  - Monetary impact is likely **Confidential** /yr (perhaps well less)
  - Most models think they can survive without much degradation
  - Individual user experiences would degrade, certain ad functionality would no longer fire at all
- If Incognito adoptions becomes mainstream
  - Monetary impact could be **Confidential** as a lower bound
  - Various models and ad features completely break (like Custom Intent targeting)
- Neither scenario may change fundamentally users' misconceptions
  - If a user already incorrectly believes that Google is selling their data, they would likely still see the same kinds of things which they are misinterpreting today, even while within incognito (e.g., Chrome loading 3P cookies when user on the SERP, keywords being passed when a user clicks on Ads, remarketing still doing things once a user visits SERP-correlated landing page, etc.)

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1 of 6: What happens if we remove IP?

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- Current assumptions

**Confidential**

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Id	Date	Text
1	06/19/2019 19:12:03	our ability to predict CTR will be hobbled -- so this could impact the heart of the ads engine.
2	06/19/2019 19:12:55	<b>Confidential</b>

Google

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## 2 of 6: Remove ability to tie queries into sessions

- Current query known, but no IP, and CookieID == 0 at all times
- Degrades

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- Breaks
  - Click-duration
  - Task-based ad experiences for that user

**Confidential**

Google

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Id	Date	Text
2	06/12/2019 19:22:27	<h1>Confidential</h1>
1	06/17/2019 14:31:29	
1	06/17/2019 14:31:29	<p>Redacted @google.com  Redacted @google.com  Redacted @google.com</p> <p>For more comments on impact to Shopping if we do not have sessions-based features.</p>
<div data-bbox="305 856 375 890" style="float: left;">Google</div> <div data-bbox="1159 865 1263 882" style="float: right; font-size: small;">Confidential - Proprietary</div>		

### 3 of 6: All p13n is off on Google SERP

- Degrade
  - Maybe some p13n models if lots of data coming from longer incognito sessions
  - (Obviously) RPM and user experience on incognito users
    - Search
      - [Confidential] RPM [Confidential] audience-based [Confidential] % SERP-features)
    - Shopping
      - [Confidential] % RPM (most of which suspected to be SERP-features)
    - YT
      - Modest unconditioned impact if incognito usage is light, incognito users would no longer see ads on YT targeted to their SERP query history
    - Display
      - "Not super concerned" (Non-SERP activity in aggregate well-correlated)
- Breaks
  - Certain ad formats may break if highly interactive

Google

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Id	Date	Text
3	06/17/2019 21:17:41	Previous query within Expanded match. Session info within pCVR. I used "SERP-features" as a label for all impressions/clicks/queries that users perform on SERPs (as opposed to audience-based p13n where the targeting is a function of what a user did off the SERP).
1	06/17/2019 21:17:41	What is an example of serp-features here that create that impact ?

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4 of 6: Coarser-grained fine-grained geo

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## 5 of 6: Experiment ID constraints to prevent identification

- Presumably more restrictions on experiment size/experiment co-triggering, so they can't be used to uniquely identify users

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Id	Date	Text
2	06/17/2019 15:21:07	<h1>Confidential</h1>
4	06/17/2019 15:21:07	

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6 of 6: Incognito mode doesn't log anything

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