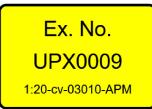
Google

Ads PA ramifications of Incognito++

Adam "drawer of short straw" Juda

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- If Incognito actual adoption < ^{confidential}
 - Monetary impact is likely ^{confidential} /yr (perhaps well less)
 - Most models think they can survive without much degradation
 - o 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 sames 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.)

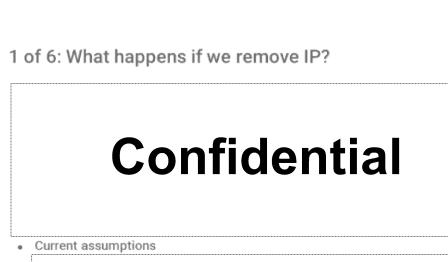
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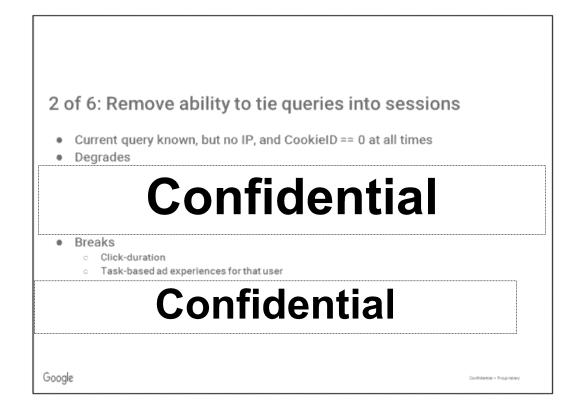
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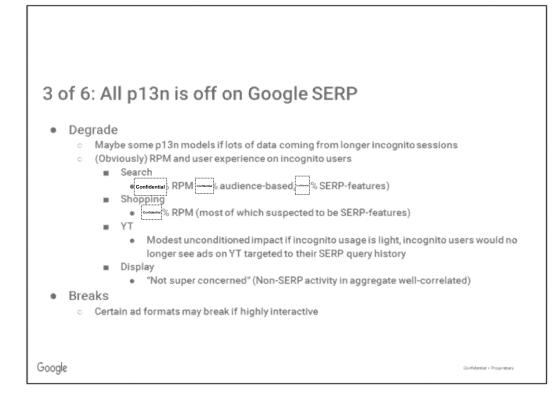
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Ы	Date	Text
1	06/19/2019 19:12:03	our ability to predict CTR will be hobbled so this could impact the heart of the ads engine.
2	06/19/2019 19:12:55	Confidential
	******	۵ <u>ــــــ</u> ۲
Googl	e	Confidential + Proprietary





k	Date	Text
2	06/12/2019 19:22:27	
1	06/17/2019 14:31:29	Confidential
1	06/17/2019 14:31:29	Redacted @google.com Redacted @google.com Redacted@google.com For more comments on impact to Shopping if we do not have sessions-based features.
Google		Confidentia + Propretary



И	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 ?
Google	2	Confidential + Proprietary

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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10	Date	Text	
2	06/17/2019 15:21:07		
4	06/17/2019 15:21:07	Confident	iai
Google	e		Confidential + Proprietary

6 of 6: Incognito mode doesn't log anything

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