
From: Denelle Dixon-Thayer Redacted@mozilla.com>
Sent: Thursday, July 02, 2015 10:00 PM
To: Kev Needham
Cc: Chris Beard
Subject: Re: Yahoo search result page regression

i raised this also with mel and ian today. they are looking at it.

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Kev Needham

July 2, 2015 at 2:56 PM

Hey Chris,

I don't think it's just you. The Yahoo team has been under continual pressure to increase monetization of the SERP, and has been making gradual changes over the last few months, leading to the cumulative experience you see today.

Changes have included an increase in the number of ads displayed, a reduction in relevant ads for query (e.g. displaying an ad regardless of how relevant it is to search terms), an increase in the use of "site ads" (those blue links that redirect to a sub-section of the site, and that Yahoo feels don't count as additional ads), an increase in the font and spacing to make ads real estate greater, and a number of thematic changes that have reduced perception of ads vs. content along with some creative interpretation of line spacing.

All of these changes lead to increased revgen, with what Yahoo! terms as "minor" user dropoff. The big problem is the changes continue to be incremental, so when you look at those changes over the last change, it looks minor, but the sum result is pretty terrible. Those changes have also allowed them to maintain their adcall volume (the number of queries that results in a call to the ad service), but it's a short-term strategy that we feel is increasing switching pressures.

We'll be covering this with Yahoo in the Quarterly review in two weeks, and I'm **working with Metrics to get a picture on how the last couple of months** has affected retention/switching pressures. I'll be putting a deck out next week in advance that covers changes we've seen over the last few months compared to launch, and where they differ from the agreement.

More to come, and sorry for the long-windedness. We're all in agreement that the experience is worse than it was, and part of the review will be a set of asks to return the

experience to what was intended in Dec.

kev