

Impact of Polyjuice (rGSP) launch on Call Ads and Formats

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Background

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Confidential The launch consists of three major components and all of them have a significant impact on ad pricing and format allocation -

1. rGSP: Changes ad allocation and pricing.

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In this doc, we analyze the impact of these changes on Call ads and formats.

Call Only Ads

Call Only is an untrumpable format. Confidential
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Confidential While the introduction of rGSP results in increase in prices across all ads. Confidential

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