

Produced in Native

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

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1:20-cv-03010-APM

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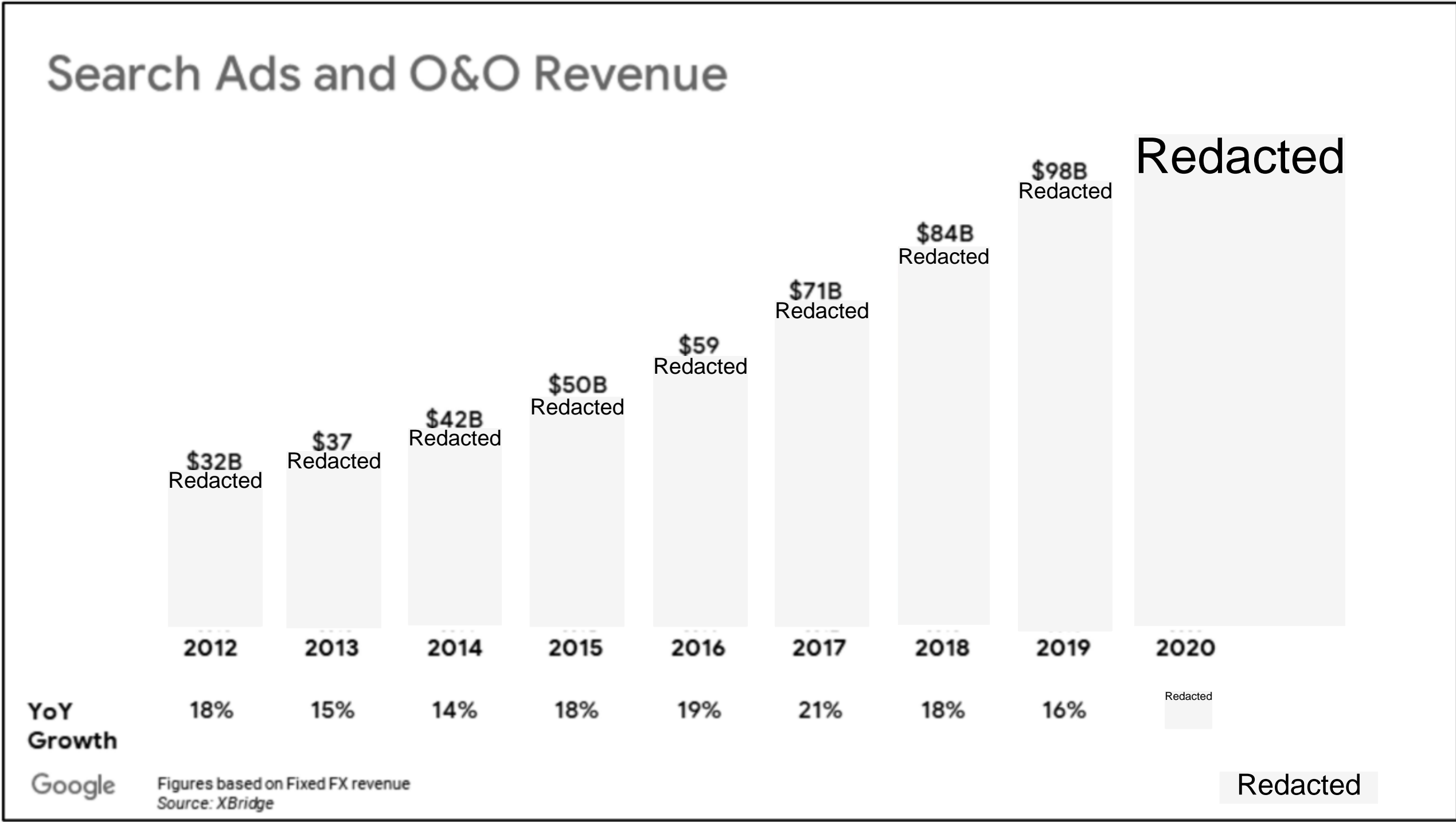
Search Ads Overview

December 2020

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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 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

GOOGLE

pampers size 4







Query

All Shopping Images News Videos

About 31,000,000 results (0.73 seconds)

Shop for pampers size 4 on Google

Sponsored (3)

| | | | | | |
|---|--|--|--|---|--|
|  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) ...

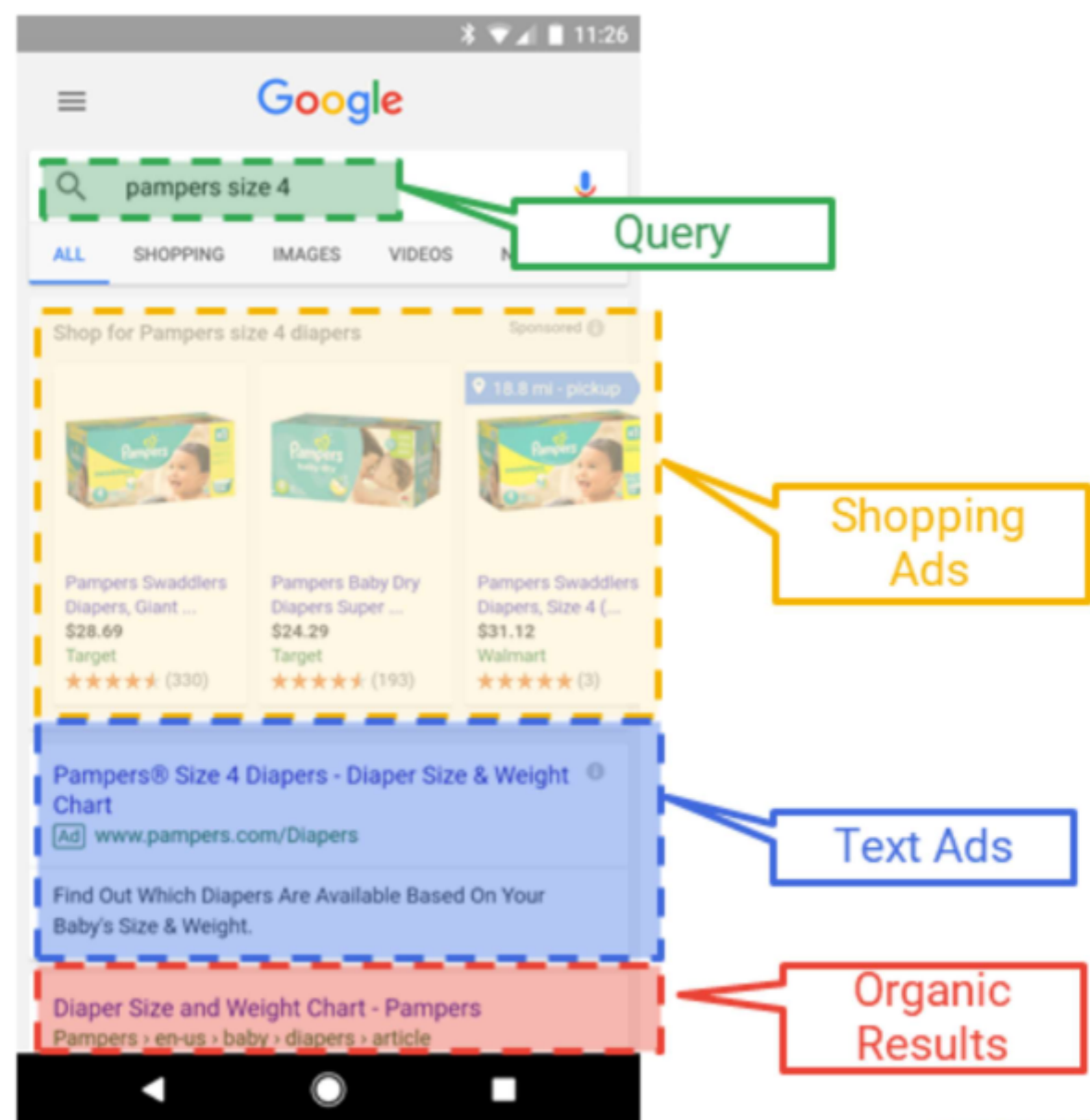
Shopping Ads

Text Ads

Organic Results

Google

The Search Results Page



Google

Anatomy of an Ad

Redacted

Ad Content

Text

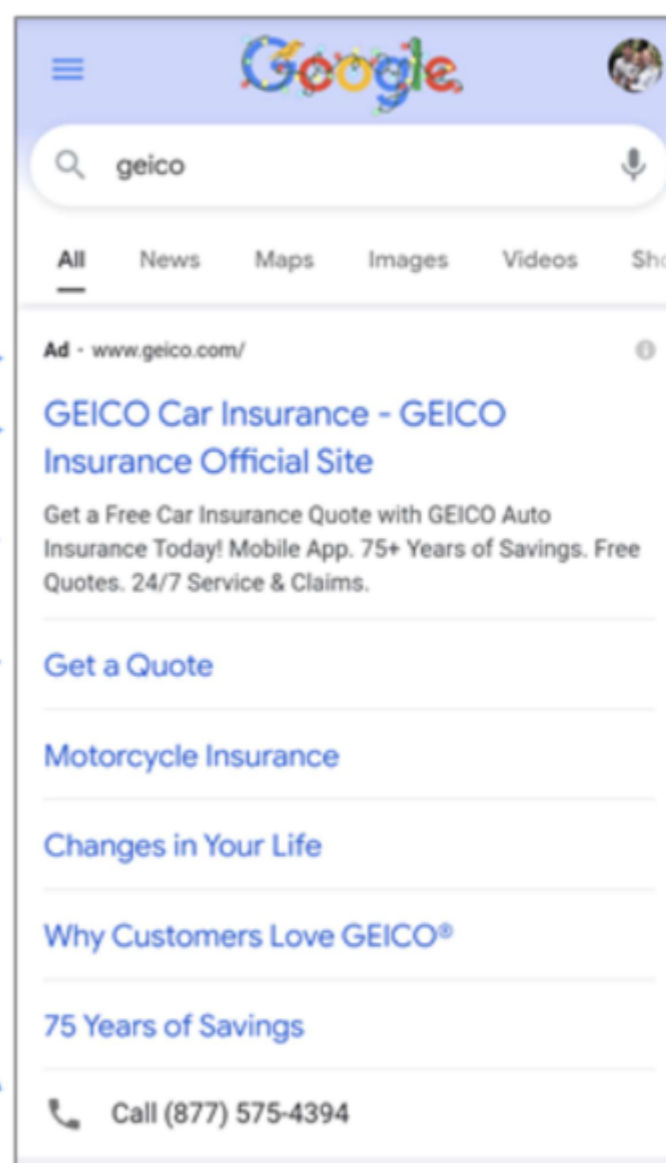
1. Display URL
2. 1-3 Headlines
3. 1-2 description lines

Ad Extensions

4. Sitelinks
5. Call Extension

Other Extensions include:

Location, App, Price,
Promotion, Structured Snippet



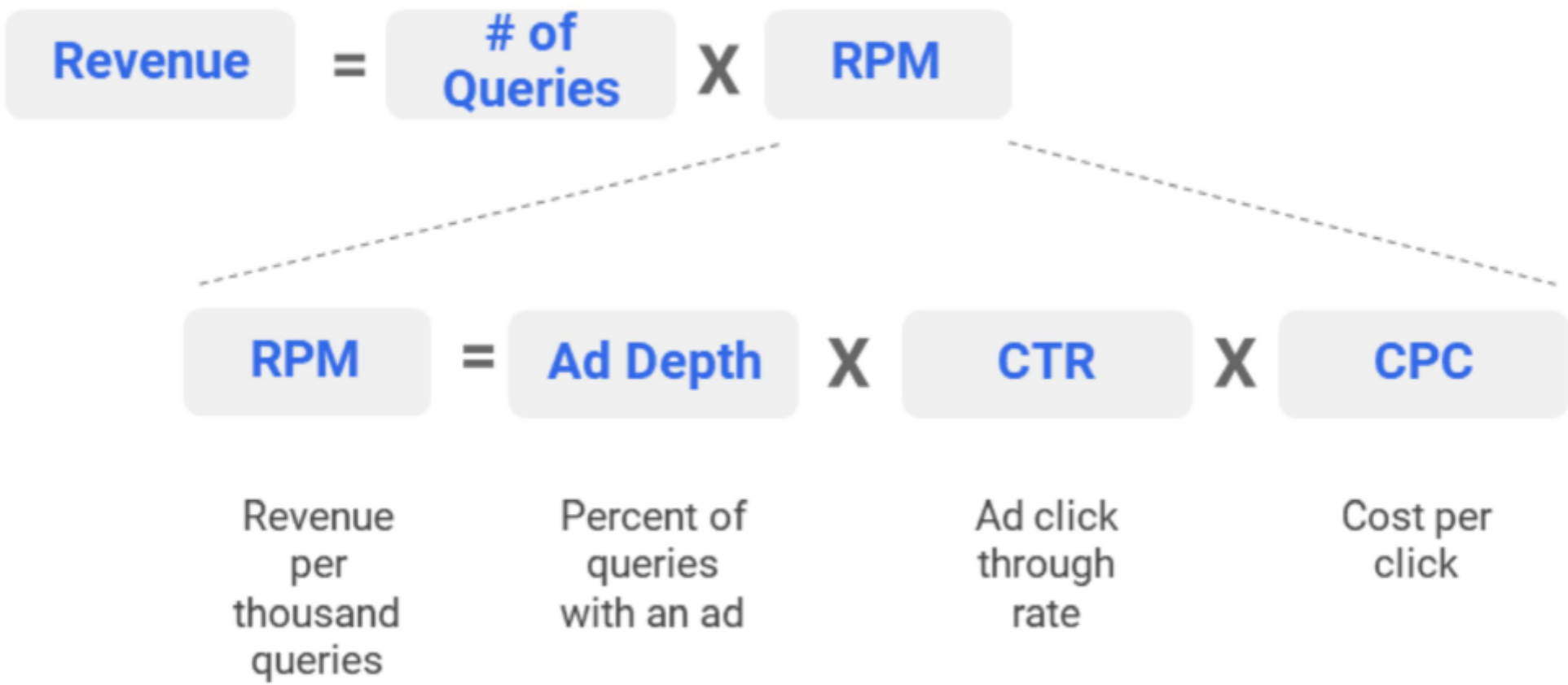
Google

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How Google Makes Money on Search

Redacted



Google

How Ads are Ranked

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AD RANK = MAX BID X 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

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

2019 Global RPM

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% of 2019 Global Queries

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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

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