

Message

---

**From:** Jasper Seldin [jseldin@google.com]  
**Sent:** 3/14/2016 8:48:15 AM  
**To:** Pooja Kapoor [poojakapoor@google.com]  
**CC:** Chris LaSala [chrisl@google.com]; Dan Taylor [dantaylor@google.com]; Bryan Rowley [browley@google.com]; Kristen Fletcher [kfletcher@google.com]; Alec Sosnowski [alecski@google.com]; Jessica Nussbaum [jnussbaum@google.com]  
**Subject:** Re: Notes from Today's OPA Sync

The meeting I scheduled for Tuesday was with Chris, Jay, and Chip to discuss concerns about commercializing OPA w/o a clear description of the boost. Would you like to be added to that?

It also makes sense to discuss the overall auction floor pricing changes as a comms team during our standing sync, so thank you for adding the folks on the thread.

On Sun, Mar 13, 2016 at 8:55 PM, Pooja Kapoor <poojakapoor@google.com> wrote:  
Jasper/Bryan/Alec/I have a standing sync on Tuesday at noon Eastern. Will add everyone to that meeting.

On Fri, Mar 11, 2016 at 5:19 PM, Chris LaSala <chrisl@google.com> wrote:  
Team...no one team can make a unilateral decision on this....we need to consider the broader implications and create a broader PR plan. Let's discuss next week. I have similar meeting with Bellack and Aparna/eng team as it relates to commercializing DRS and I will make it clear we need a broader strategy.

Thanks for taking the lead on setting the meeting. Let's shoot for Tuesday.

Chris

On Fri, Mar 11, 2016 at 11:41 AM, Jasper Seldin <jseldin@google.com> wrote:  
Folks, sorry to bump this back up on a Friday.

I synced with the Americas sales leads (Chip, Jeremy, Jay) and they are not comfortable going to market without comms that proactive that describe the boost.

They are willing to describe it in the most basic terms - something like it's a "price of entry for the open auction". They feel there is revenue and PR risk if buyers figure it out, call us on it, and we tell them reactively.

What's the preferred way to sort this out? Shall I set up a meeting next week with someone from Chip's team and Chris (or a delegate)?

On Fri, Mar 11, 2016 at 1:38 PM, Jasper Seldin <jseldin@google.com> wrote:  
I think that not mentioning the boost in the training but having reactive comms with a broad description in the comm doc will work for the buy side. Was that what you had in mind, or were you thinking this would live outside the comm doc?

Agree that sales reps will get it wrong, and that's why I want something that explains the logic but doesn't get into the details.

**PTX0317**

**1:23-cv-00108**



I have a proposal for the language out to Max and cc'd to Pooja and Kristen, pasted below FYI.  
Wordsmithing advice is welcome.

\*\*\*\*

"In an Optimized Private Auction, we calculate a "boost value" which is added to the highest private auction bid. An open auction bid must beat the highest private auction bid plus the boost value to win the auction.

Boost value is calculated by an algorithm that analyzes private auction and open auctions bids for a publisher over the past day. It derives a boost value that aims to reduce lost publisher yield from prioritizing the private auction while still biasing private auction bidders to win auctions. (*perhaps biasing is too loaded a term, but I couldn't think of another due to jetlag*)

In cases where an open auction bid is higher than a private auction bid, but loses to the private auction bid due to the boost value, the second price is determined by subtracting the boost value from the open auction bid."

\*\*\*\*

On Fri, Mar 11, 2016 at 11:38 AM, Chris LaSala <[chrisl@google.com](mailto:chrisl@google.com)> wrote:  
Thanks Alec..adding Pooja/Bryan/Kristen to ensure we are all on the same page

Alec - as we discussed yesterday, I do not believe that we should put focus on the deal price premium (boost) in the training and we should be clear that this should not be something that is actively communicated. If we believe we need to provide detailed reactive comms to buyers (beyond something very generic), I would like to consider doing so only when asked by a sales rep.

My reasoning is two fold:

-- First and foremost - I would like to work with PM, buy/sell, to look at how we would communicate the reality that our auction acts as a modified 2nd price auction. Things like RPO, Dynamic Rev Share and Boost in OPA all have the impact of optimizing the 2nd price in some way. We should have a very clear PR strategy and decide if we dribble this out a bit at a time or have a more 'splash' approach... this is complicated - and OPA is one, relatively minor, part of the story. I don't think we want OPA to be the lead story here.

-- It is flippin' super complicated, and our sales reps will get it wrong. period.

Let me know if that makes sense.

CL

On Thu, Mar 10, 2016 at 4:40 PM, Dan Taylor <[dantaylor@google.com](mailto:dantaylor@google.com)> wrote:

This sounds right, yes, let's proceed down that path.

I also feel like we should have a decent feel of how the money will shift; we know it's good for pubs. Is it good for Google?

Thanks all.

Dan Taylor	Director, Global Display   Google	<a href="mailto:dantaylor@google.com">dantaylor@google.com</a>	917.338.0468
------------	-----------------------------------	--	--------------

On Wed, Mar 9, 2016 at 12:13 PM, Alec Sosnowski <[alecski@google.com](mailto:alecski@google.com)> wrote:

Hi guys,

Thanks for the quick sync today on everyone's favorite OPA. I took a few notes, mainly on next steps, but please let me know what I missed as my brain is fairly hazy from the flight to London.

- Messaging needs:

- In general, we need to make sure that Buy-Side teams have the right messaging and are trained to deliver that messaging to the market. The two main concerns with messaging are:

- Changing our messaging around the PA value to remove preferential access as a core value prop and push buyers looking for preferential access to PG/PD or First Look

- Having clear messaging on how OPA changes the dynamics of the auction and uses the boost to adjust the paid CPM so that Buy-Side teams are able to answer questions from clients

- Beta needs:

- We need to see data from the beta that proves that this launch will be successful and to better understand how much PA activity shifts to OA.

- We need to see data from the beta to better understand how individual buyers like DBM are impacted.

- We need to talk with a few big PA buyers and get their feedback to better understand how this could impact their buying behavior and any other potential concerns they have.

- We all agree that this is a tool that pubs can choose to use or not based on buyer feedback. Sell-Side is comfortable if Buy-Side teams push buyers to push pubs to disable OPA for their Private Auctions. It's up to the buyer and publisher to decide what to do.

Thanks,

Alec


---

Alec Sosnowski | Global Commercialization Lead - Ad Exchange

| [alecski@google.com](mailto:alecski@google.com) | M: 347-714-3797

Address: 76 9th Ave, New York, NY 10011

[Learn About DoubleClick Ad Exchange](#)

 The linked image can't be displayed

---

Chris LaSala / Director, Global Programmatic Sell-Side Solutions / [212-565-8801](tel:212-565-8801) (office)

---

Jasper Seldin

Head of Commercialization, DoubleClick AdX

Google - Mountain View

--

Jasper Seldin  
Head of Commercialization, DoubleClick AdX  
Google - Mountain View

--

Chris LaSala / Director, Global Programmatic Sell-Side Solutions / 212-565-8801 (office)

--

Jasper Seldin  
Head of Commercialization, DoubleClick AdX  
Google - Mountain View