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To: Scott Spencer <scottspencer@google.com>, Atul Bhandari <atul@google.com>
Sent: Mon, 10 Sep 2012 12:52:08 -0400
Subject: Adx Mobile Stand Alone
Cc: Chris Chris LaSala <chrisl@google.com>, Daniel Kang <dkang@google.com>

Hi Scott, Hi Atul,

We are very excited that you guys have integrated AdX Mobile directly into the Octagon SDK, so that we can sell it as a stand-alone solution (without XFP).

Quite frankly, I think it will fly off the shelves, and we are starting to look for some early Beta partners for you now.

Having said that, I am concerned about 3 things:

a.) Many of our target publishers are using third party ad servers or mediation platforms. I think we should have a clear testing and integration plan, so that we can certify these partners. I would start with Mocean, Admarvel, and Nexage. If you guys want, I can help coordinate these meetings. If we do not do this, support will get out of hand, and we will lose too much control over the process/trouble shooting.

b.) We should figure out first-level support for the publishers that will utilize this solution. The mobile specialist team can help identify partners, send contract, and support the pods. We are not equipped (in headcount, OKRs, and knowledge) to handle AdX support. Who will set up account, manage SDK integrations, and provide trouble shooting?

c.) While I know I might be in the minority, I would like to stress that I think that it is too early to give AdX to non-XFP partners. Most of them will give the tag/SDK to third party ad servers, and yield management companies. These companies will claim "AdX integration" and use this lever to sell their own solutions.

This is an amazing time to "lock in" impressions by offering XFP to publishers with full AdX dynamic allocation. AdX can serve as a tool to pull publishers onto XFP. By allowing third parties to integrate with AdX mobile web/app we are giving away this advantage.

Dynamic allocation allows AdX to see all XFP impressions. We lose this advantage behind other ad servers.

Ad Servers are sticky, and hard to replace. The next 12 months are a very good time to switch publishers over. That opportunity will pass.

Do we really want to miss it?

Marc

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