

Message

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**From:** Neal Mohan [nmohan@google.com]  
**Sent:** 6/25/2009 9:25:07 PM  
**To:** Jonathan Bellack [jbellack@google.com]  
**CC:** Brad Bender [bradbender@google.com]; Ari Paparo [apaparo@google.com]; adsense-doubleclick-pm [adsense-doubleclick-pm@google.com]; Joerg Heilig [jh@google.com]; Noah Weiss [noahweiss@google.com]  
**Subject:** Re: [adsense-doubleclick-pm] Re: Fwd: PubMatic Transforms Online Publisher Ad Sales with Ad Price Prediction

we should discuss this offline. im not comfortable opening up the XFP APIs to the YMs at this point.

On Thu, Jun 25, 2009 at 2:21 PM, Jonathan Bellack <[jbellack@google.com](mailto:jbellack@google.com)> wrote:  
+ Noah

We are not including the Yield Managers in the trusted tester program, but once we take the API public in Q3/Q4 when the GAM pubs upgrade, we won't be able to pick and choose who gets access. We will have a terms of service and can look at what non-compete constraints we might want, but I think we should be as inclusive as possible to drive platform stickiness. Plus there are not any APIs into the ad selection process due to latency concerns, so the yield managers won't be able to do dynamic allocation. They try a workaround like updating the CPM of network line items dynamically, but our initial API quotas will likely put a limit on how up-to-date they could keep things.

I also expect that over time we'll institute API charges for 3rd-parties like what AdWords does, so this is actually a good revenue opportunity too.

On Thu, Jun 25, 2009 at 4:36 PM, Neal Mohan <[nmohan@google.com](mailto:nmohan@google.com)> wrote:  
i talked to noah about this earlier today but this is the reason why of all the 3rd party developer categories, yield managers are the ones i am most nervous about in terms of access to our new XFP API. its fine if they participate via the AdX seller APIs.

On Thu, Jun 25, 2009 at 1:32 PM, Jonathan Bellack <[jbellack@google.com](mailto:jbellack@google.com)> wrote:

Interesting also that they are hyping the prediction tech as an advantage instead of just an auction. On the one hand it's a differentiated story (AdX+Opt > AdX alone). On the other hand it's a workaround for not having real-time bids from everyone.

Maybe the answer is to creat an AdX/Opt hard bundle that clearly shows how you get better performance from what you've booked directly, and also get max auction returns too.

On 6/25/09, Brad Bender <[bradbender@google.com](mailto:bradbender@google.com)> wrote:

> The piece of news here is that PubMatic is moving to more of a real-time  
> model across network bids, positioning themselves to be directly competitive  
> with the Exchange.  
>  
> 2009/6/25 Ari Paparo <[apaparo@google.com](mailto:apaparo@google.com)>  
>  
>> Not sure if this is news...

**PTX0046**  
**1:23-cv-00108**

>>  
>> ----- Forwarded message -----  
>> From: PubMatic <[newsletter@pubmatic.com](mailto:newsletter@pubmatic.com)>  
>> Date: Thu, Jun 25, 2009 at 2:05 PM  
>> Subject: PubMatic Transforms Online Publisher Ad Sales with Ad Price  
>> Prediction  
>> To: [sganguly@doubleclick.com](mailto:sganguly@doubleclick.com)  
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>> [image:  
>> PubMatic]  
>>  
>> June 24, 2009  
>>  
>> PubMatic Transforms Online Publisher Ad Sales with Ad Price Prediction  
>>  
>> \*Enables Real-Time Comparison of Ad Network and Ad Exchange Pricing On  
>> Behalf of Publishers; Lifts Online Publisher Ad Revenue up to 70% \*  
>>  
>> PubMatic  
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([www.PubMatic.com<http://rs6.net/tn.jsp?et=1102612009956&s=18044&e=001xumzLUptJqtRIDi9L1QsWsew4puZ5UbP0HUzY9YauBDmVDffj6f3rD4kvwXsRWiKESCVJeKfUJ83LQ9iyi2Sd9wSmDHFm7rtFZU90RAV4avQc7d4hqguA==>\),  
>> the pioneer of ad revenue optimization technology and full-service ad  
>> operations support for large online publishers, today unveiled Ad Price  
>> Prediction as a key component to its second generation optimization  
>> platform. Ad Price Prediction is the world's only real-time publisher  
>> optimization solution and includes dynamic pricing from ad networks.  
>> Online  
>> publishers can now match the optimal ad network or exchange with every  
>> single ad impression in real-time with increased precision. This has  
>> enabled  
>> PubMatic Premier customers – global publishers with more than \\$5 million  
>> in  
>> annual online revenue – to lift revenue by up to an additional 70%.  
>>  
>> Ad Price Prediction lifts publisher revenue by optimizing how each  
>> impression is sold through secondary ad channels such as ad networks and  
>> exchanges. Publishers now have deeper insight into how much their  
>> non-guaranteed ad inventory is valued by the different targeting  
>> technology  
>> and tactics used by secondary channels. For example, PubMatic can compare  
>> the price difference between behavioral targeting and contextual targeting  
>> on a single ad impression, and then serve the higher paying ad. A new  
>> white  
>> paper detailing the technology is now available for download at](http://www.PubMatic.com<http://rs6.net/tn.jsp?et=1102612009956&s=18044&e=001xumzLUptJqtRIDi9L1QsWsew4puZ5UbP0HUzY9YauBDmVDffj6f3rD4kvwXsRWiKESCVJeKfUJ83LQ9iyi2Sd9wSmDHFm7rtFZU90RAV4avQc7d4hqguA==>)

>>  
[www.PubMatic.com/technology/whitepapers](http://www.PubMatic.com/technology/whitepapers)<[http://rs6.net/tn.jsp?et=1102612009956&s=18044&e=001xumzLUptJqsfV2tt-WYaqjfRfSsr8WCguqX0cSsJPT7v2SRAijrtCvvARA81LRY1SPBin9PL\\_AOphWP8OWWIBIyHMk8M06Zxfrx65szTLkHU2owAS3TyU85Gz56pQA0HxHYuKM\\_eoJBDGQ-wGV5htA==>](http://rs6.net/tn.jsp?et=1102612009956&s=18044&e=001xumzLUptJqsfV2tt-WYaqjfRfSsr8WCguqX0cSsJPT7v2SRAijrtCvvARA81LRY1SPBin9PL_AOphWP8OWWIBIyHMk8M06Zxfrx65szTLkHU2owAS3TyU85Gz56pQA0HxHYuKM_eoJBDGQ-wGV5htA==>)

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>> "PubMatic's real-time optimization means that more ad networks are  
>> competing for every impression," said Joe Luna, Director of Digital  
>> Advertising Operations at Mansueto Ventures (Inc.com, FastCompany). "In  
>> this  
>> climate, with a limited ad operations staff, getting the most money for  
>> every ad impression vs. daily optimization makes a big difference."  
>>  
>> Ad Price Prediction is a culmination of various learnings and innovations  
>> at PubMatic in the past three years. The company processes more than  
>> 100,000  
>> data transactions per second through ads served for 6,000 publishing  
>> customers, and applies the data points through a machine learning process  
>> to  
>> significantly improve its algorithms. Furthermore, PubMatic's open APIs,  
>> released in January 2009, have enabled ad networks and exchanges to enter  
>> precise real-time bids on non-guaranteed inventory from publisher  
>> customers.  
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>> "Similar to how Google has developed a technology algorithm to predict  
>> clicks, PubMatic's algorithm predicts ad pricing in real-time on behalf of  
>> the publisher," said Rajeev Goel, co-founder and CEO of PubMatic. "Our  
>> technology can optimize every single ad impression automatically, which is  
>> a  
>> significant improvement over manual optimization that relies simply on  
>> best  
>> practices."  
>>  
>> \*About PubMatic\*  
>>  
>> PubMatic is a global Ad Revenue Optimization company that provides online  
>> publishers with a full service solution to manage and monetize  
>> non-guaranteed ad inventory. PubMatic's real-time ad price prediction  
>> technology ensures that online publishers get the most money from their  
>> advertising space by deciding in real-time which ad network or exchange  
>> can  
>> best monetize each impression.  
>>  
>> There are currently over 6,000 large and medium publishers working with  
>> PubMatic. PubMatic is venture backed by Draper Fisher Jurvetson, Nexus  
>> India  
>> Capital, and Helion Ventures.  
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>> <<http://www.constantcontact.com/index.jsp?cc=custom01>>  
>> PubMatic | 706 Cowper St | Lower Ground Floor | Palo Alto | CA | 94301  
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> Brad Bender | Product Management Director | Google Inc. | 212.381.5430

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Sent from my mobile device

Jonathan Bellack  
Group Product Manager, Publisher Ad Platforms  
[jbellack@google.com](mailto:jbellack@google.com)  
212-381-5443

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